



# May I Have Your Attention, Please: Build a Better Business by Telling Your True Story

*Chris Hilicki*

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## **May I Have Your Attention, Please: Build a Better Business by Telling Your True Story** Chris Hilicki

What's a businessperson's biggest hidden asset? His or her own true story and authenticity

One's personal identity is the key to one's professional brand. In *May I Have Your Attention, Please?*, Chris Hilicki illustrates how everyone can be successful by applying their personal experiences to business. Using real-world examples of famous corporations, celebrities, and the guy next door, Hilicki gets readers to use their best-and often most untapped-assets to build a better personal and professional life. Complete with thought-provoking chapter questions and practical exercises that readers can immediately apply to their plans for success, this unique guide offers step-by-step strategies that help readers examine their identity, make a lasting impression, and turn it into a reputation that transforms their businesses.

Chris Hilicki (Nashville, TN) is founder and Vice Chair of Dalmatian Press, one of the U.S.'s most successful children's book companies. Formerly a scientist and now a publishing leader, she regularly speaks before industry leaders, live television audiences, and large conventions. Chris has been interviewed for *Forbes*, *Inc.*, the *Wall Street Journal*, *Southern Living*, and *Publishers Weekly* and has appeared on television shows as an expert on building brands through the use of personal identity.

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