

ANITA HENDERSON

SPEAKS

The Write Image
LIFE Write LIFE

Book Anita for your next event:
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*Women don't just get noticed, they have to make themselves known.
The best way is to Book Your Success.*

A 20-year veteran of the marketing communications industry, Anita is an influencer among women in business. She coaches entrepreneurs and professionals to become published authors. Through her Write Your Life program, she shares strategies for writing and publishing a book and utilizing it to establish your expertise.

After years of working with decision makers in various industries she realized one thing they all had in common—they were "secret agents." These well respected, knowledgeable leaders were experts in their fields, but no one knew it. So, she wondered, what would help these experts get noticed? The answer: Every expert needs a book of her own.

She developed a program to help professional women upsell their expertise. "Women in business need a calling card, a defining brand, a

product to demonstrate their knowledge and their expertise," says Anita. "A well-written book is one of the best tools to brand women as experts in their field so they can gain the visibility, recognition, and opportunities to take their careers and their businesses to a higher level and to earn more money."

Known as The Author's Midwife, Anita is an author's coach, and is the author of several books: *Write Books That Sell Now*, *Building a Business*, *Building a Life: Incredible Stories of Women Entrepreneurs*, *How to Market Your Book Free*, *Got Proof!*, *Publishing as a Marketing Strategy*, *Write Your Life*, *Take the Mystery Out of Marketing*, and *What Goes Around Comes Around*.

She publishes the literary newsletter, "Book Your Success," and is a n instructor for the online course, *Write Books That Sell Now*.

Her insight into the process of writing and storytelling invigorates audiences and inspires them to make their dream of becoming an author a reality.

Her topics include:

- Get Off Your ASSets! Write Your Book
- How to Market Your Book Free
- Your Book as a Business
- How to Tie Your Book to Your Success
- Who Are You, What Do You Know, and Why Should I Care?



Here's what audiences are saying about Anita:

"Your presentation today was excellent! You are one of the best speakers I've ever seen. You were warm, at ease, conversational, and you clearly knew your stuff! I'm very impressed!"

Linda Zuk, FocusFive Consulting

"Lady Anita is a gracious and dynamic speaker with the ability to captivate her audience with her charismatic approach to writing one's life story. Anita educated, reasoned, humored, and engaged us all while presenting her call to action to get started writing a book. Her caring and gentle prod made us believe it was possible and we left inspired and ready to take action. What a gift she is. If you want your audience to be inspired to improve, invite Anita to speak to your group."

Charly McCracken, Motivational Pearls

"What an amazing wealth of information! I had several 'aha moments' while attending 'How to Tie Your Book to Your Success.' Your generosity and willingness to share your professional knowledge is greatly appreciated."

Cynthia A. Woods, MBA, CAW Professional Business Solutions

"I heard Anita speak at the Woman of Wow luncheon. Her talk was very inspiring. Anita helped me realize that in order to realize my dream of becoming a published writer I must make a serious commitment, be willing to work hard, and learn new techniques. She encouraged me to take baby steps by daily disciplining myself to journal."

Tammy Robertson-Bryant



Among others, the following groups have enjoyed Anita's presentations:

- African American Credit Union Coalition
- African American Women on Tour
- Afro-American Historical and Genealogical Society, Metro Atlanta Chapter
- Atlanta Independent Women's Network
- Atlanta Women in Business
- Booklogix Publishing Services, Inc.
- California African American Genealogical Society
- eWomen Network, Atlanta Chapter
- Georgia Credit Union Affiliates
- Georgia Family History Expo
- Georgia Marketing Council
- Global Business Network
- Miami Book Fair International
- Midwest African American Genealogy Institute (MAAGI)
- National Assoc. for Female Executives (NAFE) Atlanta
- National Credit Union Foundation
- North Atlanta Rotary Club
- Professional Women's Information Network (ProWIN)
- Public Relations Society of America, San Diego Chapter
- Southern California Genealogy Society
- The Office of Civil Rights
- Woman of Wow
- WOW Empowerment Summit



Anita is available for:

- keynote presentations
- workshops
- seminars
- panelist or panel moderator
- small group discussion leader