

# Susie Carder | Approved Long-Form and Short-Form Bio

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## LONG-FORM BIO

You'd never guess behind Susie Carder's multi-million dollar success, best-selling author title, and fire engine red lipstick, that she grew up with a very different set of numbers: 9 siblings, 3-bedroom home, poverty-level neighborhood.

*When failure is not an option, creative solutions manifest themselves. If you just know to look for them, opportunities eclipse everything else.* This is what Susie believes after a life filled with obstacles, setbacks, and some shock-worthy wins.

### **A Self-Made Millionaire**

Susie Carder is truly a self-made millionaire. A disciple of Michael Gerber and a lifelong student, she started with one salon and health spa and built it into one of the most successful businesses in the country. She then founded and sold three profitable companies, the last of which sold for eight figures to Cengage (previously Reuters and Thompson Learning).

### *A Serial Entrepreneur*

Susie soon became passionate about helping other business owners achieve what came naturally to her – growth and sustainability. As she led business after business to success, the true test of her talents came unexpectedly. A serious car accident threatened Susie's life and instantly took her away from her business. As she took time off for surgery and healing, something incredible happened behind the scenes. Not only did her business stay afloat, it expanded tenfold.

The systems she created enabled her staff to carry on without her. So many business owners live in fear of not being able to work, however as Susie healed, her business thrived. Susie's calling became crystal clear: Bring this level of freedom to others.

### **An Enterprise Was Born**

Susie's 20-year track record helps companies, big and small, develop and implement strategic business plans that result in dramatic growth. Her business structures have not only helped clients overcome turbulence and uncertainty, it's helped them create multi-million dollar businesses.

Susie has guided hundreds of companies to develop personalized operation systems in finance, sales, and marketing. Her team-building structure provides accountability for sustainable success, just as it did in her own business years before.

An international speaker, Susie's presence packs a punch. Her spit-fire personality, sharp wit, and heart-warming stories are beautifully woven in with her decades of business knowledge to educate and compel audiences toward financial freedom.

### **And Today?**

- Consulting 5-7 figure businesses all across the country
- Coaching top leaders in the industry
- Speaker/ Trainer
- Consultant, profit coach

Susie is currently consultant of Lisa Nichols' **Motivating the Masses**, a global transformation and training company, and author of nine books and multiple training programs. Her Best-Selling book, *Living Proof* (co-authored with Lisa Nichols) and *Power Your Profits: How to Take Your Business From \$10,000 to \$10 Million*, is available today.

## **SHORT-FORM BIO**

### **Mini Bio**

Profit coach, Susie Carder, is truly a self-made millionaire. She started with one salon and health spa and built it into one of the most successful businesses in the country.

She then founded and sold three profitable companies, the last of which sold for eight figures to Cengage.

Susie soon became passionate about helping other business owners achieve what came naturally to her – growth and sustainability. As she led business after business to success, the true test of her talents came unexpectedly. A serious car accident threatened Susie’s life and instantly took her away from her business. As she took time off for surgery and healing, something incredible happened behind the scenes. Not only did her business stay afloat, it expanded tenfold. The systems she created enabled her staff to carry on without her. Susie’s calling became crystal clear: Bring this level of freedom to others.

Susie has guided hundreds of companies to develop personalized operation systems in finance, sales, and marketing. An international speaker, Susie’s spit-fire personality, sharp wit, and heart-warming stories are beautifully woven in with her decades of business knowledge to educate and compel audiences toward financial freedom.

Susie is currently consultant of Lisa Nichols’ **Motivating the Masses**, a global transformation and training company, and author of nine books and multiple training programs. Her Best-Selling book, *Living Proof* (co-authored with Lisa Nichols) and *Power Your Profits: How to Take Your Business From \$10,000 to \$10 Million*, is available today.

Susie Carder is our profit coach. She has helped thousands of businesses rise, have radical success strategies, taking them from ordinary to explosive! And when you coach with her, being average or running an average business instantly drop from your list of options. She is relentless in pursuing your goals, comes with a 20-year proven track record, building two ten million dollar companies under her belt, and sold her business for millions!