

INTERVIEW VALET

CASE STUDY: AUTHOR

CARRIE WILKERSON

CARRIEWILKERSON.COM

Descriptor of client: Carrie Wilkerson is a mom of 4, keynote speaker, business growth consultant and author who has been generating her own paycheck for more than 20 years. When she's not mentoring business owners or speaking to crowds globally, you can often find her in the balcony of a Broadway musical or one of her kids' performances! She and her bright orange car "Tangie" are often spotted in the drive-thru grabbing tacos or coffee (but never at the same time).

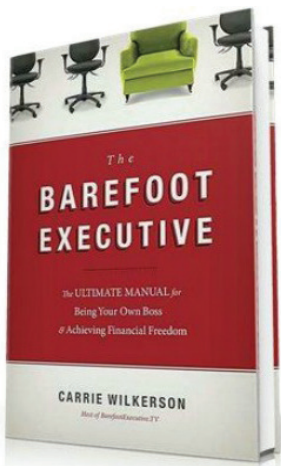
GOAL

Brand awareness for her first book, *The Barefoot Executive*

RESULTS

- Increased brand presence
- "To do list" taken care of by professional team
- Trusted team brought more value than DIY or hiring (and managing) internally

Anytime I need a radically visible approach, I go to podcasting! If you want to inspire trust and confidence with audiences, you really need to seem to be a bit of everywhere! Tom and his team totally 'get this' and are masterful at getting you seen and heard. As a one-woman business using only contract help here and there, I don't want to add to my list of things to do, nor do I want to hire someone I need to manage. The Interview Valet team comes ready to plug and play into your work life and make things so easy it's worth the investment several times over!



Carrie Wilkerson, CarrieWilkerson.com

Not only have I been a very happy client but I've sent scores of friends and clients to Tom without hesitation! He's the 'Fairy Godmother of Podcasting' as far as I'm concerned!