



# Conducting Authentic Business

## Key Takeaways

- Conducting authentic business is about assessing ALL your qualities, and using YOURSELF to build relationships and deliver product.
- Conducting authentic business is about knowing YOUR values, as well as knowing YOURSELF, and being genuine and vulnerable.
- Conducting authentic business is about being courteous, polite and languaging YOURSELF into success with customers and vendors.
- Conducting authentic business is about assessing client / customer needs and expectations, and delivering as promised.
- Conducting authentic business is a learned skill and ability. It's also an ongoing process of evolving YOURSELF.

To learn more, or if you have a specific business challenge that may be resolved through a conducting authentic business model, please reach out with an email, call or text!

I love to talk with other small business owners and experience each of us learning, growing and developing together!

Thank you!



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