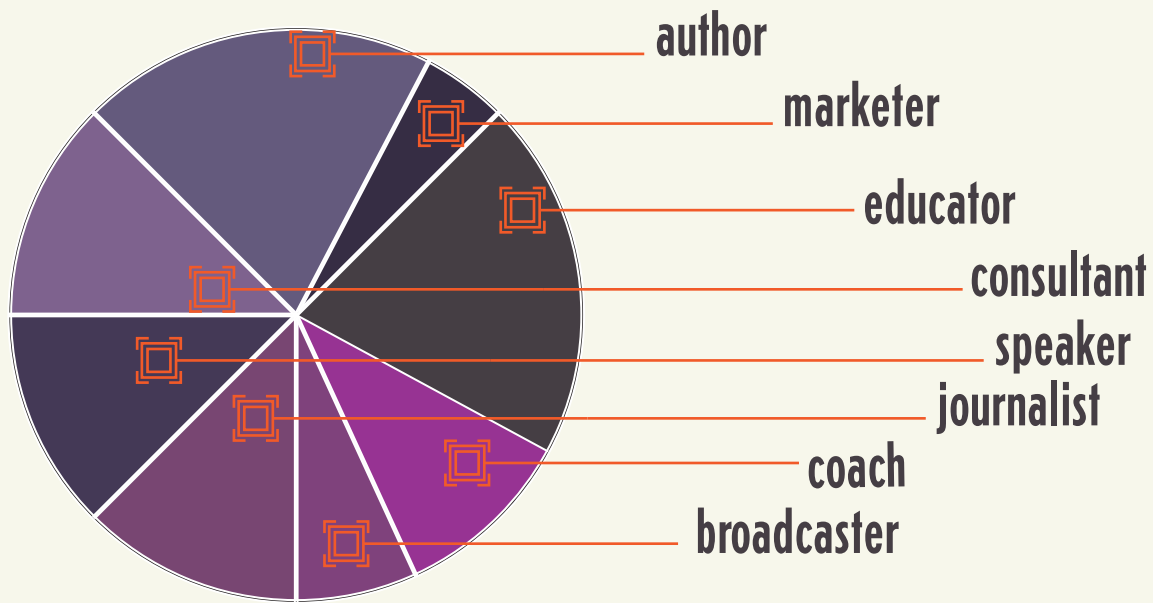


# ABOUT ME: an infographical guide

ESTABLISHING EXECUTIVES AS THOUGHT LEADERS. INSOURCING LATENT STORYTELLING AND OTHER TALENTS TO ENGAGE EMPLOYEES.



Born in St. Andrews, Scotland.

I hail from the MacAlister Clan, whose motto is *Fortiter* (meaning bravely).

“As Liz provides feedback on my writing and strategic ideas for the messages I want to convey—I realize we are, together, accessing the heart of my business. It is so much more than writing a book—it is communication at its core and I consider her a marketing whiz and very smart business thinker!”

**Anna Carroll**  
Founder, Interaction Design Inc

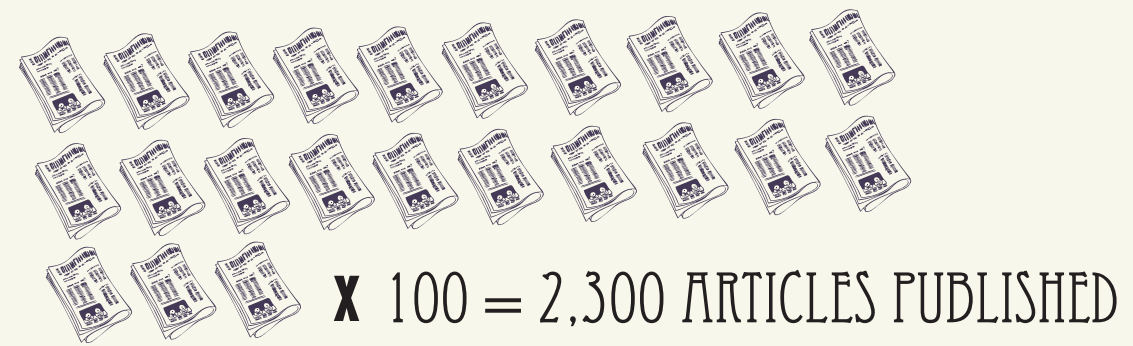
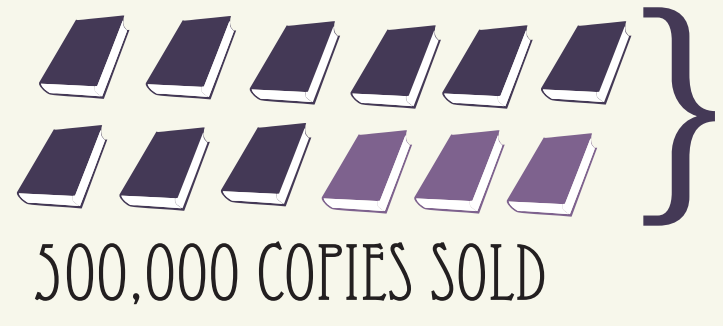
Ph.D Educational Psychology  
UT Austin

I'm most excited to have my books available in South Africa!

My favorite trip as a freelance journalist was to St. Petersburg, Russia. (lots of caviar!)

**PUBLISHED ACROSS 20 COUNTRIES WORLDWIDE**

- Australia
- Canada
- Czech Republic
- Denmark
- France
- Germany
- Hungary
- Ireland
- Italy
- Japan
- Korea
- Netherlands
- New Zealand
- Norway
- Poland
- South Africa
- Spain
- Sweden
- UK
- USA

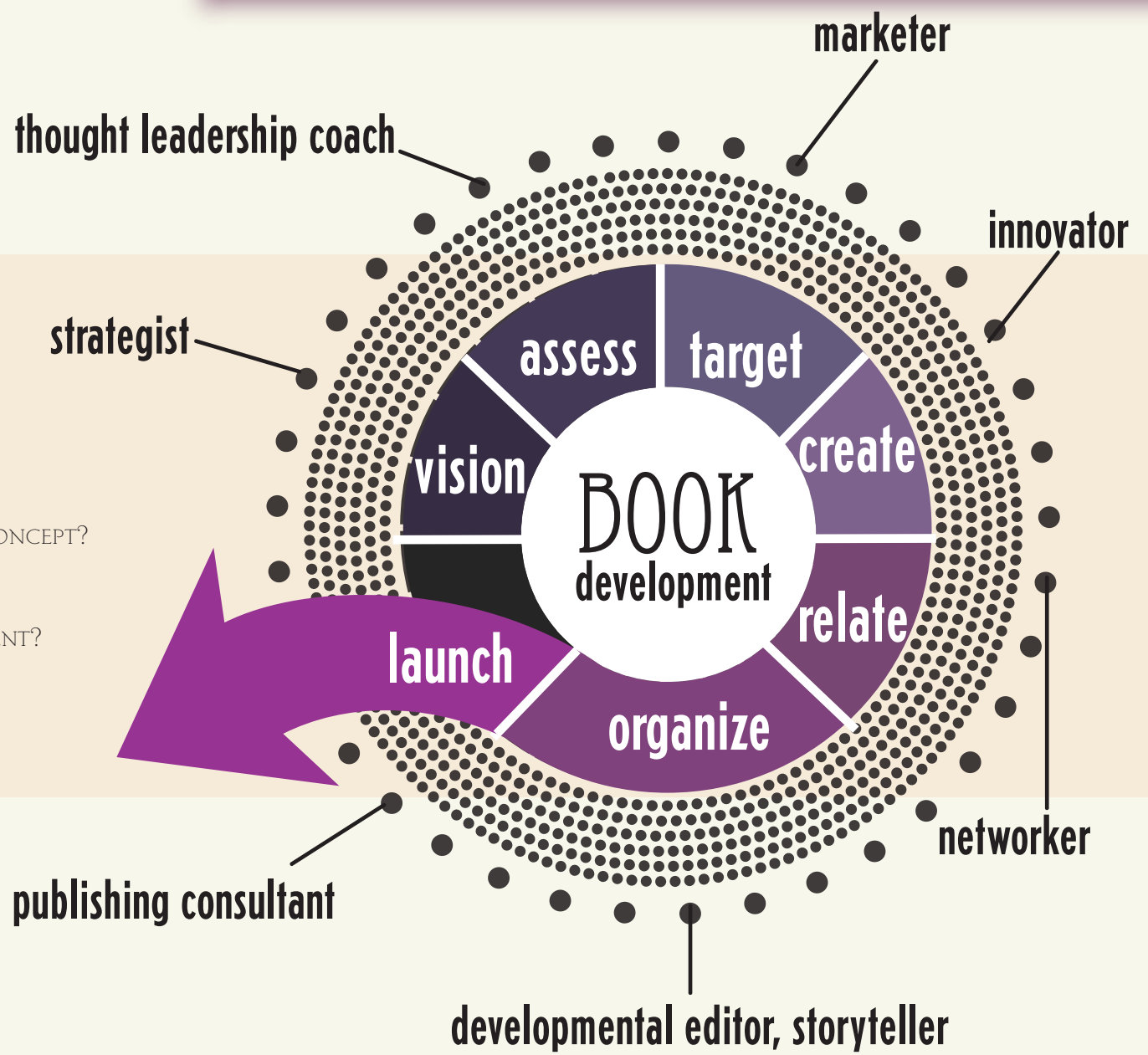


“Dr. Liz is sharp, professional and incisive. She does not mince words, stays on track and makes you feel at ease; not an easy combination to pull off. I am thrilled with the results we achieved together.”

**Wendy Appel**  
Confluence Consulting International

- 1 VISION: WHAT'S THE DESIRED FUTURE OUTCOME?
- 2 ASSESS: WHAT ARE YOUR CURRENT CAPACITIES?
- 3 TARGET: WHO ARE YOU TARGETING AND WHY?
- 4 CREATE: WHAT CAN YOU COMBINE TO STRENGTHEN THE ORIGINAL CONCEPT?
- 5 RELATE: WHO ARE YOUR KEY INFLUENCERS?
- 6 ORGANIZE: HOW BEST TO SCOPE, STRUCTURE, AND ORGANIZE CONTENT?
- 7 LAUNCH: WHAT ARE YOUR BEST CHANNELS?

## 7 Step Book Development Process



## past clients

“If you could grow your business by publishing a great book, there is no better professional you could retain to get the job done. Liz is truly a business growth strategist and consultant.”

**Mark Faust**  
Principal, Echelon Management International.

“When it comes to thought leadership and the production of great books there's nobody better than Liz...she gets my full personal recommendation as a professional speaker, and she's worth every cent!”

**Scott Ingram**  
Founder & CEO, NetworkInAustin

