
Michael Papanek
Consulting,
California, USA

www.drlizalexander.com



From Successful "Live Act" to Ace "Recording"

Michael Papanek was faced with the same dilemma many highly personable and effective consultants struggle with: How to capture the magic he achieves with his clients face-to-face and weave that into a value-creating book? Michael knew that in order to increase his credibility and visibility, as well as expand his market reach, he needed to find someone that could help him communicate his 30 years' experience and resilient relationships model in a way that would inspire as well as inform his readers.

After guiding Michael through my proprietary questioning process, and helping him develop meaningful stories from his experiences working with the likes of Apple, Clorox, Facebook, and Google, we submitted ***From Breakdown to Breakthrough: Forging Resilient Business Relationships in the Heat of Change***, to publishers Morgan James, ready for distribution in Fall 2016.

According to Michael, it was my "powerful combination of high-level skill, deep experience and strategic thinking" that helped this debut author take his "live act" and translate that expertise into a high-quality book. One that will help him meet his goals of brand awareness, thought leadership and business growth.

Wondering how to transform what YOU do into a book?

Contact me today: liz@drlizalexander.com