



How long have you been doing what you do and how did you get to be an International Expert on Leadership?

That's a great question and I think it would be easiest to share with you what brought me to where I am today, professionally speaking and coaching people on exactly what to do to have a successful business and a joyful, passionate life.

I am proudly the daughter of a man whose work impacted untold thousands of lives. For decades, my father was both an Arbitrator for the International Union and the President of a local Union.

By his deeds and his words, my father taught me respect and honor – for myself and my clients. Every single day, he demonstrated for me courage and perseverance in the face of adversity and disagreement. He showed me the humility it takes to lead others. He displayed for me the responsibility of being at the forefront of a movement. He never stopped reminding me of the importance of family. He taught me that everything I do matters – today, tomorrow and even when I'm gone. I've watched with awe and pride every time he's walked into a room and heads turned, captivating with his sheer charisma.

Little did I know that watching my father and hearing him as I grew up, he was modeling and teaching me everything I'd need to know to have character, virtue and be a strong woman in business and in life. Little did I understand he was showing me, by his example, how to live into a Vision so strong it compels you to do what you do with pride and joy; how to be a Leader that others will gladly follow and be the better for it; how to create a living Legacy that will impact people and the world around me. I watched my father as he exemplified the way a person naturally develops power and influence as a result of who they are *being* in the world. And I wanted to *be* that too.

Fast forward to 1996. I'm living in Milan, Italy. I'm doing *exactly* what I'd dreamed of since I was fourteen years old. I live in one of the most beautiful countries in all of Europe. I have friends that I enjoy being with who help me appreciate the culture of Italy even more. I travel, eat well and to boot, I have an angel investor who has been funding my lifelong vision of owning my own fashion design business.

I had it all. Life seemed too good to be true. In the midst of designing my first collection, buying equipment and signing the lease on my new studio space, I made a choice. In an instant, I changed the course of my life forever. I left behind my dream world - my friends, my lifestyle, my business - to do what I felt was much more important. And I've never regretted one single moment of life since. (Coincidentally, business has never been better!) "Why?" you might wonder. "No regrets?" you might ask. 'Tis true – NO regrets! As for "why", you'll have to get the book or contact me for a one on one interview. ☺

Over the last 24 years, I have created, designed, built, and run numerous businesses – even building some to six and seven figures. And then sold them. The only drawback was, I was making lots of sacrifices to do it. I was spending so many hours stuck in those four walls that I had so adamantly refused to be a part of even if only to please my loving father (really, no kidding sometimes from 6am to 1am or 2am in one day).

You see, I designed and ran my first business at the tender age of 20 years old. My father's pleas to use my academic excellence to become a doctor or a lawyer were understandable, but I knew already that what I wanted was not a J-O-B. I didn't want to be "stuck" within four walls all day long. I wanted *choices*. I wanted to have freedom over my time and my life. I wanted to have something to show for my efforts that I could say was my own - a legacy if you will. I wanted to "control" my destiny and my future. I wanted to *build* something for my future – and the future of my family.

And several years ago, when I returned to the States, I had a lot at stake. I had my reputation at stake. My ego was at stake. (I couldn't let my father think I'd made the wrong choice not to become a doctor or lawyer-no way!) In some cases, my entire family's well being was at stake, for a few of those businesses were what supported the family given that I employed family members as well at the time. No matter the reason, FAILURE WAS NOT AN OPTION.

So I did what it took, *whatever* it took. I worked the long hours when everyone else was too tired to keep going. I did seven jobs to cut staffing costs. I fixed the things that others did wrong when they'd all gone home. I finished up the shipping late at night when payroll was tight. (Hell, I even skipped taking paychecks when payroll was tight.) Sometimes, I'd get to the end of a very, very, very long day and realize that not only had I not eaten (you know *that* one, I'm sure) but I hadn't even taken a potty break all day! I am NOT kidding!! (I can do a mean potty dance in my office chair until it passes LOL)

The job got done, business moved forward and even grew. But honestly, by 2003, there were many, many casualties. The first one to suffer at that time was my Honey. You see, he'd moved all the way from Milan, Italy with me to build a business which, successful as it had become, was overtaking my & our life. He'd remind me angrily on occasion that he hadn't moved across the globe to eat dinner with the dogs. Then, there was my family. They continuously told me I was no "fun" to be around. In fact, I was downright unpleasant to be around. I was tired all the time, cranky all the time, snapping at little to nothing at times. And let's not talk about ME. I was at my worst health ever. I was at my heaviest weight in my life reaching a full figure size 12. I had knee pain, back pain, stomach pain, headaches all the time. I didn't sleep well, if at all. I'd wake up all night long, thinking about the business.

My thriving business left my life dreadful, my health deteriorated and my relationships dilapidated.

I couldn't help but ask myself if it was all worth it. I wondered if I'd been just plain stupid to avoid my father's advice. And that, too kept me awake at night! There was never enough success to keep me from feeling like I'd made foolish choices, uselessly sacrificing myself, those I loved, and my life.

Where was the "freedom"?

Where was the "destiny"?

Where were the "choices"?

Where was the "glory"?

Then, in May, 2003, a life altering event occurred. I took on being coached - in business and in my life. I was scared and it cost (what I thought) was a lot of money. I just knew I couldn't keep doing it the way I was doing it. I knew *that* way wasn't worth any kind of money anymore.

Boy oh boy, did I get my a** kicked! From one side to the other...with compassion, with integrity, with understanding. An a** kicking nonetheless, it was. I realized I'd been doing it all the HARD way! So I took a LOT of notes as I took the coaching!

I learned about creating *systems* so my work could be done again and again and again, even without me.

I learned about creating *teams* I could start to have a LIFE.

I learned about creating *structures* that would support my business AND me and my life.

I learned about creating a *blueprint* for my business success so I would always know what to do next.

I learned about what really drives me at my core so I could honor that.

I learned about my "why" so that I could run my business instead of *it* running *me*.

In short:

I realigned my life with my *values*.

I recreated my *Vision*.

I developed my own brand of *Leadership*.

I finally began designing my *Legacy*.

And from that moment on, my life has never been the same.

I read every book, and began to get myself trained in every way possible so that I could continue growing myself and lead others to do just the same! I studied with world class leaders who took me under their wing. I essentially decided to become a mini-expert on how to have a great business and *at the same time*, live your most passionate life.

Within less than a year, I created systems to make my life work and look the way I wanted! I passed off another business. I then changed course and began my own successful coaching and speaking business. I lost 30 pounds and got myself down to 14% body fat (my most incredible fitness level ever in life). I met the most delicious new life partner who fit all of my “must have’s” and nearly all of my “really really would like him to have’s” (complete with a “just add water and mix” family of three fabulous children). I planned my life around my core value of Family First and began spending more of my time with the people I cherish instead of at work 24/7.

Soon, my colleagues and former clients started asking me "Aprille, what's gotten into you? You're *different*...you're getting so much done. You're always doing the big stuff I'd never think of trying! You're in such great shape - how do you find the time? You're always so **happy**? Whatever it is you have, I want some!! Can we talk?" I'd give them two or three things to do, a couple of resources to help them and tell them to call me in a few weeks to tell me how it went. Virtually every time, they would call me back saying “Oh my gosh, you won't believe the good news I have to share!” Funny thing is, they were usually more shocked than I was that they actually got the results they were looking for in their business. (I knew all along that they could if they just had a better plan (or *A* plan vs none), iron clad confidence and someone to hold them accountable.)

During this process, I had an epiphany! The thing that I enjoyed MOST about my life was showing others how to do the very same things in their life – specifically to have a profitable business that expresses them *and* a LIFE that lights their soul on fire! The thing that I enjoyed MOST was leading others through whatever their frustrations and challenges were – **before** they got to the point I had reached – to have them effortlessly building their business and enjoying life each and every moment.

I have since made a commitment to dedicate the rest of my professional life to helping other women entrepreneurs reclaim ALL of themselves. I made a commitment and an undauntable stand that women love love love their lives – every aspect of them, from work to family to friends to finances to fun to fitness to finding their soulmates. I did it because I firmly believe that women who thrive in their business and love their lives raise empowered children. And I stand for the children most of all.

Since then, I've worked with hundreds and hundreds of clients, spoken in front of countless groups, and have created the Power of Click! Program™; a series of 10 important steps every woman entrepreneur needs to thrive in their business *and* live their most passionate life.

(Oh and as for the "International" part, I've lived and worked abroad in Milan, Italy. Considering it's become my "other" home, I've always made sure I spend a significant part of my time there. Consequently, I've worked with clients in the USA and in Italy. I have plans to expand to Australia and Dubai in the next 18 months, too.)

Who are your clients exactly?

I work with women just like you – entrepreneurs, independent professionals who are really good at what they do; however, have never been given a blueprint on exactly how to have everything in life work so that their passion and joy are expressed, earning an income seems effortless, and they feel at their absolute best. That said, the professions I've worked with span a wide breadth of industries:

- ◆ Accountants
- ◆ Athletes
- ◆ Attorneys
- ◆ Bankers and Banking Institutions
- ◆ Board of Directors Members
- ◆ Coaches
- ◆ CEOs
- ◆ CFOs
- ◆ Chairpersons of Boards
- ◆ Chambers of Commerce
- ◆ Chiropractors
- ◆ Consultants
- ◆ CPAs
- ◆ Dentists
- ◆ Event Planners
- ◆ Governmental Agencies
- ◆ Investors
- ◆ Marketing Consultants
- ◆ Mortgage Consultants
- ◆ Network Marketers
- ◆ Not for Profit Organizations
- ◆ Online Business Owners
- ◆ Organizational Consultants
- ◆ Personal Financial Planners
- ◆ Realtors
- ◆ Sales Managers and Sales Teams
- ◆ Salon Owners
- ◆ Speakers
- ◆ Trainers
- ◆ Virtual Assistants
- ◆ Wedding Planners

How are you different from other "business coaches?"

Although we will occasionally touch upon time management and other "business coach" sorts of things, you have me as your personal Leadership Expert. I ONLY work with women in business (okay the occasional male gets to sneak into workshops and team trainings). I ONLY work with women who are highly

motivated, ambitious, fire-starters! In other words, I don't coach just anyone. Some of my programs are by application only as a matter of fact.

What that means to you is that I am very focused on anything and everything that works for the woman entrepreneur. Because my focus is narrow, what you get with me is no-nonsense, unfiltered expertise on what works for top level women professionals. I've simply become an expert at getting the women who work with me to quantum results, and that's why my clients, private coaching groups and audiences see their businesses take extraordinary growth.

As your Champion, you'll find me compassionate, patient, yet not very "foo foo". I treat my clients with love and respect but not always with kid gloves. You see, I believe sometimes what you (we all) really need is a good kick in the pants! It's a good way to "jumpstart" us out of the ruts we can be so comfortable sitting in that we don't realize we're there.

You'll also find that I know how it feels to reinvent yourself. I've done it – successfully – over and over again until I got to this very place. Remember, I started my first business from a crazy simple idea (or so they told me) when I was 20 years old. (You can imagine the "huh?" expressions I got when I actually made money at it!) I know what it's like to have ambition, motivation, high drive and then get lost along the way, wondering why using your talents is not fueling the passion and enthusiasm you once had or you're not getting the results you expected as quickly as you planned.

What type of personality do you work best with and what do you expect of clients?

All of my programs and products, and in particular, The Power of Click! Program™ were created for women who are absolutely motivated and deadly serious about living their most passionate life and ending what I call "the 3:00 a.m. dread", meaning, no longer waking up in the middle of the night anymore saying, "when will I ever get out of this pothole and really start living a life I truly love?" They were created for clients to put systems in place within a few months (sometimes weeks!), which will eventually lead clients to having work they can't wait to get to, relationships that are juicy juicy juicy, confidence that oozes from their being—not in three, four, or many more years, which is a conservative estimate on the traditional time it takes to get yourself completely "sassified". (That's my word. I tend to invent them sometimes, as you'll learn while talking with me.)

Being a high achieving live wire myself, I'm known to work best with other high achieving go-getters who are super-ready to get things moving and just want to know exactly what steps to take to start living their most passionate life NOW.

Consider what clients do with me to be an action learning course. They will be expected to take critical and consistent action. We take a "No Excuses" approach

and engage in a very different way of thinking all the while with full support as they achieve these incredibly exciting goals: more money, juicier relationships, more fun and play.

What type of professional is this program NOT going to work for?

Please be assured that I'm very discerning about whom I work with and I hand select my clients, choosing to (kindly) decline people who aren't suited for my programs and won't get the results for which they would have registered into my programs. (It wouldn't be fair to them or to me as their Coach.)

The Power of Click! Program™ is also NOT for those who have no money coming in and are absolutely, financially desperate, at least not right away. I've witnessed that people in financial crisis do not trust the recommendations I give them and don't do the work (likely because they can't get beyond the worry of next month's rent check or mortgage payment.) I don't consider it fair to put an additional financial burden on a woman who is doing all she can just to breathe.

Another type of person I won't work with (without exception) is the whiner or the chronic skeptic, as well as individuals who consistently make excuses for not getting their assignments done or challenge every phase of the program. If the prospective client is one of these people, I respectfully ask that they not call and I trust they understand why. We probably just won't work well together and I wouldn't want them to waste their time or money.

Besides, I firmly believe if someone wants to just sit and complain, call a girlfriend and have a cup of coffee and kvetch over a muffin. Or they can go the hairdresser and read all the latest gossip while they whine and bitch and moan. Trust me, we'll both enjoy life more that way. If someone wants RESULTS, however, we can certainly make that happen! Do you believe that's a fair request?

What results can clients expect?

Client results will certainly be theirs and theirs alone. That said, they can expect to:

- Hone in on the EXACT future they want for their life and your business
- Create a BLUEPRINT for unleashing their most powerful and passionate self
- Develop a targeted Power of Click!™ strategy within the first three months
- Do more, in less time, with less effort
- Make more money, working with less stress and quite possibly, less hours in the office
- Get proven ways of manifesting their heart's truest desires
- Live life (and run their business) in a way that is AUTHENTIC
- Become fully self expressed as a natural born Leader
- Have unbridled communication that opens up new opportunities for them in their work and in their life
- Start living their Legacy, right here, right now

- Experience more joy than they imagined possible
- Remove obstacles in their “blindspots” that hold you back
- Dismantle fears that hold them hostage
- Get rid of regrets and disappointments once and for all
- Set up systems to support their life
- Get themselves off of “Someday Isle” and START LIVING their life
- End the cycle of struggle and exhaustion

How quickly can clients expect results?

Obviously, a client’s velocity depends on how entrenched they are in doing it “their way” and how much they put into the assignments that I give them. That said, virtually all clients see results within the first couple of months in the form of renewed vigor and energy, easier ways of working, more income, unexpected opportunities that just seem to “appear out of nowhere”, attracting or rediscovering their soulmate, less stress.

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