



Why Annie Armen Communications

The Bridge Between Your Vision and Performance!



# Celebrating 20+ Years in Communications Excellence!

Why Annie Armen Communications

Speaking ▲ Writing ▲ Consulting

Services 



View, Read, Hear Testimonials from:

- Zig Ziglar
- Chris Gardner
- Denis Waitley
- and more ...

[Client Testimonials](#)

[Speaking Endorsements](#)

[TV & Radio Reviews](#)

Speaking ▲ Writing ▲ Consulting

Contact Us 

(858) 222-1649





## About us

*"Communication is not only the essence of being human, but also a vital property of life." ~John A. Piece*

**Why Annie Armen Communications (WAAC) Provides [Speaking](#) | [Writing](#) | [Consulting Services](#) and more to help grow your business!**



### Whether You are Looking to:

- Produce the highest level of relationship building and cultivating with your staff and clients -- that level is LOYALTY!
- Write a book and [become a published author](#), or
- Edit, frame and give structure to your next book with an authentic edge.
- Communicate your heart's vision and message with clarity and purpose, transcending cultural barriers.
- Convey key cultural disciplines within your work environment.
- Effectively lead, inspire, and fuel your team with energy, enthusiasm, and TRUST.
- Establish real connection with your target audience, **and more...**

**Why Annie Armen Communications Works**, serving as a bridge between your vision and performance to impact your bottom-line with adaptable, relatable, and effective communication services. Expect a highly authentic approach to best address your communication needs with commitment and impact from start to finish.

**Whatever your challenge, whether unique and/or complex -- we'll make it our mission possible!**







## Testimonials



Annie Armen is a national treasure! If you want to connect your inner essence to your outer achievements and fulfillment, [listen to her soul-deep mentoring and reflections](#). **Annie Armen has that rare ability to speak directly to you on a personal level with life-changing impact.** ~Denis Waitley, Author of "Psychology of Winning"



Annie Armen's zest for life, her joy and conviction, are supercharged with [electrifying passion](#) that translates into a radio program like none other. If you listen to Annie Armen even once, **she'll take you by storm!** ~Zig Ziglar, Author of "See You at the Top"



I have known Annie Armen for over 10 years and I don't believe it is possible to accurately convey the true depth and breadth of her indefatigable efforts to help others succeed in every aspect of business and life. ... *They say that Ignorance on Fire is better than knowledge on ice. Annie Armen has the best combination of both!* **She's knowledgeable and SHE IS ON FIRE!** She is a living, breathing example of success through [uncompromising Faith](#) and never bowing to the seemingly impossible. ~Dr. Ivan Misner, Founder and Chairman of BNI



**Annie Armen's personal qualities and professional abilities are exemplary.** Her devotion to education, family, service, and community, sets the most worthy example of good citizenship. I regard her professional, civic and charitable activities, especially at Annie's relatively young age, as a model for personal involvement and caring in the continued development of the community, its business and civic growth for many years to come! ~Carol Liu, California State Senator, 25th District since 2008



**Annie Armen -- YOU CAN INTRODUCE ME ANYWHERE!** ~Chris Gardner, Author of "Start Where You Are"



**Annie Armen Captured my Heart!** Hearing Annie Armen speak here, in the Dominican Republic for the very first time, captured my heart, as if I have known her all my life. ... ~Isabel Mejia de Grullon, Former Presidenta in the Dominican Republic

[Client Testimonials](#)

[Speaking Endorsements](#)





# Core Values: Faith | Power | Performance



Core Value #1: **FAITH** "Feed your Faith and your fears will starve to death." ~Author Unknown

**Core Value #1 -- FAITH To Believe:**

- 1. You are here for a purpose
- 2. You are making a difference
- 3. You deserve what you want
- 4. Your dreams matter
- 5. You can actualize your vision
- 6. Your mission is possible
- 7. Today is your day to seize it
- 8. Your business will thrive with peak success!



Core Value #2: **POWER** "To move forward in Faith and succeed, or not to move at all, and be left paralyzed by fear – you own the POWER to choose!" ~Annie Armen **Core Value #2 -- POWER To Choose:**

- 1. To Believe
- 2. To Love
- 3. To Hope
- 4. To be Loyal
- 5. To be Authentic
- 6. To Smile
- 25. To Act Now
- 7. To Give
- 8. To Care
- 9. To Learn
- 10. To Grow
- 11. To be Grateful
- 12. To be Graceful
- 26. To be Free
- 13. To be Respectful
- 14. To be Compassionate
- 15. To be Humble
- 16. To be Trustworthy
- 17. Not to Assume
- 18. To Forgive
- 27. To Live and Serve by Values
- 19. To Proact
- 20. To Commit
- 21. To Persevere
- 22. To Conquer Fears
- 23. To Communicate with Integrity
- 24. To Exceed Expectations



Core Value #3: **PERFORMANCE** "My dreams are worthless, my plans are dust, my goals are impossible. All are of no value unless they are followed by action. I WILL ACT NOW!" ~Og Mandino **Core Value #3 -- PERFORMANCE to Act Now:**

- 1. On your choices with Faith
- 2. By multiplying your values in business and in life
- 3. With unwavering conviction and commitment
- 4. With responsibility and accountability
- 5. With open, honest, authentic communication
- 6. By earning trust and loyalty (by example first)
- 7. And execute your vision, in spite of ...
- 8. And put an end to procrastination and excuses
- 9. By asking questions to get answers
- 10. For success will not wait!

ACT NOW with heart, energy, enthusiasm, passion, commitment, courage, and boldness – and your business will THRIVE with game-changing performance!







## Why Choose Us | Our Mission

#1 answer received as valued client feedback consistently over the years boils down to two words: “Refreshingly Honest”.



*“It is mutual trust, even more than mutual interest that holds human associations together.”  
~H. L. Mencken*

Building **trust** within an environment where communication is scarce, preferential, fragmented, or just shattered presents a complex challenge! The reality is, any organization which lacks in trust will soon discover they will lack in funds down the road. Therefore, an experienced communications consultant/advisor can be invaluable toward cultivating a culture of trust, to help grow your business.

### Our Mission:

Help entrepreneurs, small business owners, and organizational leaders bridge the communication gap across cultural divides, actualize their vision and grow their business!

### What's in it for you:

1. “Perceptive communications” with fresh perspectives to fuse with, *and/or* broaden individual / organizational limited views
2. Innovative consulting with strategic and tactical suggestions to move beyond status quo
3. Ongoing encouragement to heighten collective trust, open communication, creativity, enthusiasm, and team LOYALTY
4. Value-added Performance Strategies and Consistency Techniques to increase productivity, generate revenues, and drive referral traffic for the long-term.

[Client Testimonials](#)

[Speaking Endorsements](#)





## Let's Take a WAAC at *THE NEXT* for you!

*"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere." – Lee Iacocca*



### [To get Started, Core Questions for Prospective Authors:](#)

1. Are you at a point in your career and life where you are ready to write a book?
2. Do you have an idea for your book, and are looking for guidance on how to start?
3. Do you already have written material, and are seeking for direction with an authentic edge along with organization, strategy, and structured format?
4. Do you already have a completed book (as far as edited content) and are in need of guidance; perhaps finding yourself overwhelmed with critical "WAAC THE NEXT" decisions concerning:
  - a. Self-publishing vs. Publishing
  - b. Soft cover vs. hard cover vs. e-book
  - c. Distribution (local, nationwide, international/foreign rights)
  - d. Packaging (positioning and design) and Printing
  - e. Representation (re-packaging, brand development worldwide)
  - f. Sales (Combination of distribution, promotion, representation, marketing and time)
  - g. Marketing and Promotion, just to name a few.
5. Do you find yourself stuck in a place where fear, anxiety, and doubts are your biggest challenges in the way of your speaking and writing endeavors, ready to break out of your shell?

### [WAAC Application for Book Projects](#)

Give us a call, and together we'll explore your best options and take a **WAAC at *THE NEXT*** for you!





Why **A**nnie **A**rmen **C**ommunications

*The Bridge Between Your Vision and Performance!*



## WAAC THE NEXT Service Bundles

*"I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve the kind of freedoms that they're interested in." ~Bill Gates*



**Let's take a WAAC at THE NEXT for you!**

Grab issues of -- fear, doubts, procrastination, confusion, and writer's block by its horns and -- WAAC your vision to THE NEXT level!

**Which of the "WAAC THE NEXT" Service Bundles is right for you?**

1. **WAAC THE NEXT** Speaking Package
2. **WAAC THE NEXT** [Writing \(Author's\) Package](#) | [Application](#)
3. **WAAC THE NEXT** [Consulting Package](#)

To better determine which package best suits your needs and expectations, it all depends on where YOU are currently at in your mindset, heart, finances, and will! It all breaks down to:

1. What you need right now
2. What you want to see happen as **THE NEXT** step toward actualizing your vision
3. Whether you are willing to invest toward materializing your vision
4. What you expect having the end in mind,
5. How committed you are in crossing the finish line, no holds barred and
6. Why stop there when you can expand to **THE NEXT** level of where you want to go!

**\*\*\* Custom packages will be created based upon clients' needs.\*\*\***

Speaking ▲ Writing ▲ Consulting

Contact Us 

(858) 222-1649







## WAAC THE NEXT **Speaking** Package | [Ask for Customized Solutions & Pricing](#)

"People will not remember what you say as much as they will remember what they see, when you say it!" ~Patricia Fripp



### 1. Mainstream Media

- a. Two days LIVE
- b. 15 minute speaking demo reel
- c. In house interviews

### 2. Performance | Confidence Coaching (3 months, 1hr/wk)

- a. How to overcome fear and anxiety issues with public speaking
- b. How to improve voice intonation: Pitch, Dynamics and Tone Color
- c. How to prepare for radio/television interviews
- d. How to reach the HEART of your listeners
- e. How to engage and interact with your audience
- f. How to manifest trust, comfort, enthusiasm, warmth and confidence
- g. How to let go and just be -- authentic, confident, energetic, and charismatic!

### 3. BONUS: Speakers Featured in the Motivational Press Speakers Kit

*Exclusively for our authors who are published through us!*

- a. Define your uniqueness as a speaker (*what makes you different from everyone else*)
- b. Identify Marketing Strategies and prospective channels
- c. Discuss and consult on market positioning and branding

\*\*\* \$500 Donation to Cause of Client's Choice.\*\*\*

\*\*\* Custom packages will be created based upon clients' needs.\*\*\*







### WAAC THE NEXT Writing (Author's) Package | [Ask for Customized Solutions & Pricing](#)

"Please think about your legacy, because you're writing it every day." ~Gary Vaynerchuck

#### 1. Overview Assessment and Consulting

- a. [Where are you Currently With Your Book?](#)
- b. Content Analysis | Address structural inconsistencies, define problem areas and offer suggestions with creative direction and insights to solve them.
- c. Directional Guidance toward actualizing your written legacy to the world because we care!

#### 2. Writing | Editing | Copywriting | Proofreading

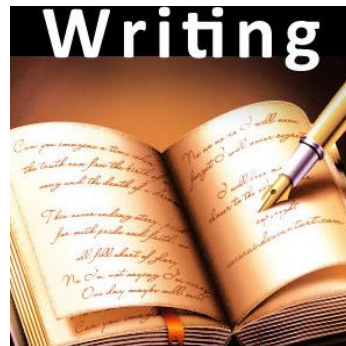
- a. Adjust Language: Editing with keen insights and copywriting where needed while maintaining writer's essence and personal style.
- b. Substantive Editing (Copyediting Inclusive) across a range of deliverables including books, articles, brochures, newsletters, training decks, signage, branded videos, audio recordings, and more.
- c. Content Development, Content Doctoring and Production (script, web, audio, and video)
- d. *Writing styles range from conversational to professional, customized per client and medium*

#### 3. Perceptive Communications

- a. Provide strategic direction with an authentic edge.
- b. Hone and refine the heart and vision of your message to evoke strong reaction in readers, making sure your book's deeper message resonates organically across cultural divides.

#### 4. Authorship Coaching (3 months, 1hr/wk)

- a. *Support:* Encouragement, empowerment
- b. *Accountability:* Establish and reach your goals
- c. *Performance:* Achieve game-changing results



#### 5. Publishing and Printing

Your book is set up with printers in the United States, United Kingdom and Australia all of whom conform to the industry's highest printing standards and who make every effort to use environmentally friendly materials whenever possible. *Hard and Soft Cover, eBooks, and audiobooks.*

#### 6. Distribution

- a. Your Print Book is distributed throughout the United States, United Kingdom, Australia, Canada, Brazil and Germany through the world's leading distributors and retailers.
- b. Your E-Book is distributed throughout the world via Kindle, Apple's iBookstore, and many other industry leading e-book retailers worldwide.
- c. Your Audiobook is digitally distributed throughout the world via Audible, iTunes, and Amazon.
- d. Your book is made immediately available within over 50 brick and mortar retailers worldwide.

#### 7. Representation

- a. Your book is represented by leading foreign rights agents worldwide.
- b. Your book has the opportunity to be selected for representation by leading film and television agents worldwide.

#### 8. Promotion

Corp. sales opps, book clubs & stores, foreign rights agents & more.

**9. BONUS: Speakers Featured in the Motivational Press Speakers Kit | Please refer to WAAC Overview (page 8).**

\*\*\* Custom packages will be created based upon clients' needs.\*\*\*





### WAAC THE NEXT Consulting Package | [Ask for Customized Solutions & Pricing](#)

“You can’t ask for what you want unless you know what it is. A lot of people don’t know what they want or they want much less than they deserve. First you have to figure out what you want. Second, you have to decide that you deserve it. Third, you have to believe you can get it. And, fourth, you have to have the guts to ask for it.” ~ Barbara De Angelis

#### 1. Strategic | Tactical Communications

- a. Perceptive Communications to move beyond status quo
- b. Fresh perspectives to fuse with *and/or* broaden limited views
- c. Value-added performance strategies and consistency techniques to impact bottom-line.

#### 2. Trusted Communications

- a. Proactively encourage questions to improve [open communication](#) | *lay out good vs. bad hidden agendas*
- b. Actively Listen with heart, intent, and understanding
- c. Aimfully [terminate doubts and assumptions](#) to establish **clear** communication
- d. Mindfully lay out your expectations from the get go to exemplify and evoke **trusted** communication.

#### 3. Cultivate and Facilitate Client Relationships

- a. [Open and transparent communication](#)
- b. Relationship Damn-namics vs. Dynamics
- c. Develop leadership qualities and skills
- d. [Value of mutual reciprocity by referrals](#)
- e. Collaboration with emphasis on [core values](#)
- f. Ego Management
- g. Importance of acknowledgment and validation
- h. [Encourage questions and ask](#), don’t assume
- i. Client Relationship Building -- LOYALTY Level



# Consulting



#### 4. EDUtaining Speaking

- a. How to capture hearts
- b. How to captivate minds
- c. How to improve voice intonation (*pitch, dynamics, tone color*)
- d. Confidence Coaching (*overcome fear of public speaking*)
- e. How to create a memorable experience with high impact

#### 5. Thought Leadership | Performance

- a. Why am I Here | Career Coaching
- b. [Core Values](#) and Leadership Development
- c. Character Development

#### 6. Content Analysis, Development & Production

*Writing, Editing, Copywriting, Proofing, Content Doctoring for:*

- a. Books (*print and online*)
- b. Articles (*print and online*)
- c. Web content
- d. Audio and Video
- e. Marketing material *and more ...*

#### 7. Broadcasting and Production

- a. How to host your Radio | TV Show
- b. How to be a guest on a TV | Radio show
- c. Content Production (text, audio, video) with clarity of direction, *and more ...*

\*\*\* Custom packages will be created based upon clients’ needs.\*\*\*







## Meet Team ALL: Annie's Leadership League



**Dr. Edward F. Group III**  
*Health, Going Green Advisor and Specialist*

Dr. Edward F. Group III, Founder and CEO at *Global Healing Center*, studied natural healing methods for over 20 years. At the forefront of the research and development team, Dr. Group assumes a hands-on approach to producing new and advanced degenerative disease products and information. [Learn More](#)



**Don Farrell**  
*Revenues Advisor and Specialist*

Don Farrell, Founder and Chief Cultivating Officer at *Fresh Revenues*, has been involved with culture building training programs that span the globe for more than 30 years. His emphasis has always been on improving the client and employee experience in order to drive maximum loyalty and dramatically increase the return on investment. [Learn More](#)



**John McGrann**  
*Social Media Advisor and Specialist*

John McGrann, CEO at *Drive Social Media*, has used his 20+ years IT and Oracle ERP (Enterprise Resource Planning) management experience, chartered management accountancy training, social media certification and seasoned, people development skills to implement and drive business and systems performance on behalf of major organizations globally. [Learn More](#)



**Justin Sachs**  
*Publishing Advisor and Specialist*

Justin Sachs, CEO at *Motivational Press, Inc.*, is a highly- acclaimed business and marketing specialist who has educated and inspired over one million people worldwide on how to more powerfully connect with their target market and reach more prospects. Justin has written 5 books on leadership and effectiveness, three of which have become best-sellers. [Learn More](#)



**Annie Armen**  
*Strategic Communications Advisor and Specialist*

Annie Armen is the Founder and Communications Specialist at *Why Annie Armen Communications (WAAC)*. For over 20 years, Annie has advised, inspired, encouraged, empowered and spurred the stellar champion within entrepreneurs, small business owners, and organizational leaders across the globe, to help bridge the communication gap across cultural divides, actualize their vision and grow their business. [Learn More](#)







## Does the World Need Another Speaker

“COMMUNICATION does not depend on syntax, or eloquence, or rhetoric, or articulation but on the emotional context in which the message is being heard. People can only hear you when they are moving toward you, and they are not likely to when your words are pursuing them.” ~Edwin H. Friedman



### Speaking

#### Does the World Need Another Speaker?

If just “another” speaker, NO!

#### How do you know when you met just “another” speaker?

When you find yourself experiencing symptoms of (in no particular order):

1. Boredom
2. Impatience
3. Confusion
4. Overwhelmingness
5. Frustration

...just to name a few, to the point where you are counting your seconds to make like the roadrunner and dash out the nearest exit door.

#### How do you know when you come across a speaker who is not just “another” speaker?

When you come across a speaker who delivers a message that:

1. **Captures** your heart for *more than* just a moment.
2. **Captivates** your mind for *more than* just a day.
3. **Empowers** you and gets under your skin, resurrecting your life purpose once buried to visibility status, where you can now see, hear, feel and experience the authentic YOU.
4. **Evokes** your greatest inborn strengths and potentials to surface, so you can put your talents and abilities to the ultimate performance test. AND
5. **Moves** you to take action to actualize your vision, your dream for the long-term, leaving you with *more than* just a lasting impression, but rather to authenticate YOUR mark, your legacy footprint during your journey through life.





Why Annie Armen Communications

The Bridge Between Your Vision and Performance!



# Why Choose Annie Armen to Speak at Your Event

Your audience will instantly feel and understand that Annie "gets" them!



## INSPIRATIONAL -- INTERACTIONAL -- INNOVATIONAL!

Experience meaningful content that gets under your skin; a life empowered message combined with wit, humor and percussive rhythm to evoke your greatest inborn strengths and creative potentials to surface so you too can authenticate YOUR WHY and actualize your lifelong vision, impacting generations to come in business and in life.

As a [professional speaker](#), Annie Armen has conducted various speaking programs to literally scores of thousands of people over a 20+ years of a communications career worldwide. Today she focuses her speaking on edu-taining presentations to conferences, conventions, tradeshow, college events and more in between.

## INSPIRATIONAL -- INTERACTIONAL -- INNOVATIONAL!

That's Annie Armen, [The Communications Artist!](#)

[More Testimonials](#)

Speaking ▲ Writing ▲ Consulting

Contact Us 

(858) 222-1649





# Speaking Topics and Programs

"The first ingredient in conversation is **TRUTH**; the next **GOOD SENSE**; the third good **HUMOR**; and the fourth, **WIT**."  
~Sir William Temple

## Topics:

1. How to Bridge the Communication Gap Across Cultural Divides
2. How to Create a Fresh Communications Climate in Business and in Life
3. Thought Leadership | Core Values | Character Development
4. Confidence Development
5. How to Cultivate a Culture of Trust
6. Beyond Customer Service | *How to Build Loyal and Lasting Client Relationships*
7. Performance Boosters | *Understanding the flow of INNERgy, Energy, Synergy Dynamics as game-changers in Business and in Life*
8. EGO Management
9. Relationship Damn-namics vs. Dynamics



## Programs:

1. WHY am I Here
2. WHO am I
3. WHAT do I Want
4. WHAT am I Going to do About it
5. I BELIEVE I can get it
6. I WILL get out of my way and GO FOR IT
7. Connect -- CommYOUUnicate -- Cultivate!



## Speaker Profile

"Apprehend your vision and work relentlessly toward making it a reality. **WHY?** Only when your vision manifests in tangible form, is when you can set your vision free to the world, and leave your legacy to positively impact future generations to come." ~Annie Armen







Why Annie Armen Communications

The Bridge Between Your Vision and Performance!



# Speaking Snapshot

"...Annie Armen has that rare ability to speak directly to you on a personal level with life-changing impact!" ~[Denis Waitley](#)

[Website](#) | [Testimonials](#) | [Topics and Programs](#) | [Bio](#)  
[Books](#) | [Articles](#) | [Photos](#) | [Trailer Video](#) | [Book Now](#)



Speaker Profile



## INSPIRATIONAL -- INTERACTIONAL -- INNOVATIONAL!

Experience meaningful content that gets under your skin; a life empowered message combined with wit, humor and percussive rhythm to evoke your greatest inborn strengths and creative potentials to surface so you too can authenticate YOUR WHY and actualize your lifelong vision, impacting generations to come in business and in life.



As a professional speaker, Annie Armen has conducted various speaking programs to literally scores of thousands of people over a 20+ years of a communications career worldwide. Today she focuses her speaking on edu-taining presentations to conferences, conventions, tradeshows, college events and more in between. **Inspirational -- Interactional -- Innovational:** That's Annie Armen, [The Communications Artist!](#)

Speaking ▲ Writing ▲ Consulting

Contact Us

(858) 222-1649





**Why Annie Armen Communications**

*The Bridge Between Your Vision and Performance!*



**Connect CommYOUunicate Cultivate!**

**Reality Check:**

Building **TRUST** within an environment where **COMMUNICATION** is scarce, preferential, fragmented, or just shattered presents a complex challenge. Any organization which lacks in trust will soon discover they will lack in funds down the road. Therefore, an experienced Communications Consultant/Advisor can be invaluable toward cultivating a culture of trust, to help grow your business. **Contact us today with details** to explore favorable service deliverables customized to your needs and expectations. We look forward to serving you! ~ANNIE ARMEN

Speaking ▲ Writing ▲ Consulting

Contact Us 

(858) 222-1649

