

# ANNA DAVID

Founders and CEOs spend unnecessary time and resources trying to get attention in the marketplace so they can stand out from the competition. Anna David's Unique Authority Formula is here to save them.



When it comes to promoting your business, it's not about the product or service you sell. It's about the story you tell.

Yet too many business owners don't know how to tell their personal or company story. Instead, they pour time and resources into social media and publicity services. While they're wondering why they're not getting the results they want, their competitors are acquiring their potential customers and clients.

With the Unique Authority Formula, book publisher, TV personality and New York Times bestselling author Anna David shows entrepreneurs how to effectively understand and share their personal or company story so that their marketing and publicity efforts will actually pay off.

David guides business owners through the process of determining Unique Authority so they can use it to amplify their business. They'll walk away not only knowing their Unique Authority but also how to share it.



## Appeared in/for/on:

TIME



The New York Times



Entrepreneur



Forbes TEDx



“Transformative”

"Her story invites transformation of the soul."

-Anthony Nicotera, NYU School of Social Work

“Wow”

"In 15 years, I've never seen someone so well-prepared."

-Cathy Christen/GoBundance

“Beyond Entertaining”

"One of the most entertaining and powerful speakers I've ever heard."

-Joe Polish/Genius Network