

FOR IMMEDIATE RELEASE

Long-time Arizona Resident and Business Expert Releases 9th Book: *Success is Easy: Shameless, No Nonsense Strategies to Win in Business*

About the Book *Success Is Easy: Shameless, No Nonsense Strategies to Win in Business*

The book *Success is Easy* will turn thinking about the ability to succeed in business upside down and move entrepreneurs toward success unlike any book that has come before it. Too many entrepreneurs are told that to be successful they must make multiple 6 or 7 figure incomes, have hundreds of clients, connect with thousands of people on all social media platforms, and have a brick and mortar location. However, in *Success is Easy*, Debbie Allen teaches how to define your success in a way that motivates your personal and professional goals and action steps.

In *Success is Easy*, readers will learn the truth about how to become successful. And the truth is, unlike what most people are told or believe, success is easier than failure, squirrel syndrome is real, and the “No More Excuses Zone” is a viable place to work from.

Readers will learn the difference between being shameless and shameful, how to take calculated risks versus risks, and benefits of “getting your ask in gear.”

Success is Easy provides proven strategies presented in short, easy to read and digest sections in a way that readers can apply real action steps to set business goals and meet short- and long-term business needs.

Author Debbie Allen and *Success is Easy* are published by renowned business publisher Entrepreneur Press and were featured on a full page in the *Entrepreneur Magazine* October/November issue.

Once the book is released for sale on November 12, 2019, Debbie Allen is going to serve as a regular contributor, webinar host, and as one of 12 featured business experts in the “Ask an Expert” on Entrepreneur.com.

Debbie Allen is also hosting her “Success is Easy” podcast based on topics from the book.

About Debbie Allen, Long-Time Arizona Resident

Business expert Debbie Allen has lived in Arizona, specifically the Phoenix and Scottsdale areas, for more than 35 years.

Debbie Allen is an entrepreneur at heart and has been since the age of 19, when she purchased her first business. She is the go-to business expert of experts. As such she has built and sold numerous million dollar businesses. In her current business, she helps clients from around the world to uniquely brand and successfully build their own businesses. She also hosts events and workshops that bring hundreds of small business owners from around the world together to learn the latest in business marketing and success trends.

Debbie Allen started and hosts the Entrepreneurs of Phoenix Meetup group as a way to give back knowledge to the community. The group now boasts 3,000 members. The group meets monthly with the goal of connecting small business owners and entrepreneurs with high-value business seminars free of charge to members.

About Debbie Allen, National and International Business Expert and Speaker

In 2008, Debbie Allen earned the National Speakers' Association (NSA) Certified Professional Speaker (CSP) designation, which ranks her in the top 5 percent of paid speakers internationally. She has been a member of the NSA, headquartered in Tempe, for more than 25 years. As a member of the Global Speakers' Association, Debbie Allen has traveled to and presented in more than 28 countries.

Debbie Allen was recently honored with the designation of C-Suite Network A-List and selected to serve on the C-Suite Thought Council nationally as an advisor.

Business Awards

- As an Award-Winning Business Expert, Debbie Allen was recognized by the state of Arizona and the National Chamber of Commerce with the "Blue Chip Business Enterprise" award.
- Nominated by the State of Arizona for the "National Chamber of Commerce Entrepreneur of the Year" award.

Contact

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