

PODCAST TRANSCRIPT



## EPISODE 75

*Understanding What You Offer  
to the World Makes it Easier  
For Others To Hire You*

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HAPPY EXECUTIVE WOMAN

## Episode 75

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### **Understanding What You Offer to the World Makes it Easier For Others To Hire You**

Gaining clarity on who your target market is and recognizing your work will sometimes cause you to have to **reintroduce yourself to those that knew the old you and those that have yet to meet you.**

At the end of 2022, I updated my speaking topics, increased my prices, and stopped doing things that no longer fit the woman that I am becoming.

So, with the brand website refresh, book speaking engagements for Q1 already lined up, and over 75 podcast episodes of The Happy Executive Woman™ under my belt, *I am reintroducing myself to you.*

**I am Anita Charot**, the Corporate Metaphysician, and creator of The Happy Executive Woman Podcast™, hired by powerful women of color who needs to heal from corporate trauma, increase their confidence and improve their leadership skills.

I also train and consult with dynamic organizations to strategically create sustainable and *conscious DEI programs*. Since 1999, I have been a highly sought-after coach for high-performing women that are ready to learn how to *identify and attract the spirit of the person that is perfectly imperfect for them* in the areas of dating, relationships, and marriage.

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### Understanding What You Offer to the World Makes it Easier For Others To Hire You

So tune in to the episode as I share with you **my corporate signature topics** and **my relationship signature topics** and how to connect with me for the different things that I have to offer for you inside.

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So, I thought I'd share with you on this first podcast episode of 2023 or reintroduce myself as I mentioned in the introduction, and share with you **the corporate signature topics**.

So the corporate signature topics that I have created thus far for this year are...

- **The Corporate Metaphysician**, where I teach women of color how to heal from corporate trauma, increase their confidence and improve their leadership skills without losing themselves
- **Doing DEI the Right Way, Not the White Way**, where I show companies what they are doing wrong when creating and rolling out their DEI programs and initiatives and what they can do to fix it.
- **Women, Use Your Voices to Advance Your Career**. It's time for women to step out of the shadows, find your voice, and then use it to create the professional environment you want.

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### Understanding What You Offer to the World Makes it Easier For Others To Hire You

- **Trauma and Performative DEI Practices** where I'm helping leadership understand generational trauma to create DEI programs that heal rather than re-traumatize your Black and Brown employees

The relationship signature topics are...

- **Can He Handle Your Grind**, which if you have already been following me then you know that this is also a free video course that you can access on my website
- **How to Make Time for Love, How to Identify, Attract and Keep the Right One for You, and How to Get Them to Meet Your Needs**
- I am the author of *The Five Phases of Dating: The Grown-Ass Woman's Guide to Attracting and Maintaining Authentic Relationships*. You can find it on Amazon or anywhere books are sold.
- I also offer masterclasses workshops and challenges throughout the year

So to learn more about me and why I do what I do, feel free to check out my website at **AnitaCharlot.com**. You can also go to my website for any media requests via the contact page for speaking and training opportunities.

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You can go to the show notes and click on the link which will take you to the speaking and training questionnaire, and if you are interested in learning or reading the recent features that I've had in Valliant, CEO Magazine, and Speakers magazine, also check out the show notes where you can read those there.

I am really excited about the new things that are happening this year, the clarity, and the direction that I am going in for this year, and for all of the new connections that I am going to make!

**I know that this year is going to be my best year yet**, as soon as I am out of this Stormtrooper boot for this broken ankle, but I'm not worried about that.

I do have a speaking engagement coming up in Miami. The first one *thank goodness* was scheduled for February, and whether I am in my Stormtrooper boat or a blinged-out knee scooter, I will be there delivering my keynote as expected.

So *here's to a wonderful 2023!* Here's to 2023 filled with all the happiness that you can stand, and here is to working with you, providing great newsletters, podcast episodes, and candid conversations with phenomenal women for you. **I am here, and I'm just so excited.** It is January 1 when I'm recording this, and I'm just so excited about what's to come for this year.

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### Understanding What You Offer to the World Makes it Easier For Others To Hire You

So **stay close**, and I will connect with you soon.

*Until next time...*

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*As an Executive Coach for Women, Professional Speaker, Corporate Metaphysician™, Author of [The 5 Phases of Dating - The Grown-Ass Woman's Guide to Attracting and Maintaining Authentic Relationships](#), and the Creator of [The Happy Executive Woman™](#)*

*HIRED BY Powerful Women of Color who Need to Heal from Corporate Trauma & Improve Their Leadership Skills | TRAINS & CONSULTS with DYNAMIC Organizations to Strategically Create Sustainable, Conscious DEI Programs.*

*She is a board member of the Women Impact Network and Women In Technology, where she focuses on coordinating and creating professional development training for the members.*

#### Recently featured in...

- [ValientCEO Magazine](#)
- [Speaker's Magazine](#)

For all coaching, media, or consulting inquiries, don't hesitate to contact Anita at <https://anitacharlot.com/contact>.

To learn more about how to partner with Anita, go to <https://anitacharlot.com/services>.

To join the waiting list for the upcoming For My Black and Brown Sisters monthly membership community, go to [bit.ly/formyblackandbrownsisters](http://bit.ly/formyblackandbrownsisters).