

INTERVIEW PATTY



Patty Block

Turning Roadblocks into
Building Blocks for
Women-owned Businesses

Guest Tags

- Business Growth
- Women Owned Business
- Innovation
- Service Business
- Technical Experts
- Female Entrepreneur
- Women Empowerment
- Small Business
- Professional Services

Biography

Business advisor and pricing expert Patty Block believes that consistent business success comes from leveraging your hidden advantage, making informed decisions, communicating powerfully, and taking calculated action.

Since 2006, Patty has empowered women business owners who are experts in their fields to turn up their power to price, sell, and run their business on their own terms.

In her book, *Your Hidden Advantage™: Unlock the Power to Attract Right-fit Clients and Boost Your Revenue*, Patty reveals a new perspective and proven, practical solutions, guiding women to unleash their inner power to run their business with less stress and more joy, achieving a more profitable future.

Patty considers herself a native Texan, even though she wasn't born there. She got to Texas as fast as she could (at age four) and is based in Houston. Patty raised three wonderful humans who all caught the entrepreneurial bug and have their own successful businesses.

Patty's passion and experience as a business advisor and owner, lobbyist, political consultant, and non-profit executive comes full-circle, as she turns roadblocks into building blocks for women-owned businesses.

About Patty

Growing up, my mom made these fabulous cookies. The whole house smelled good, the cookies were warm and gooey - I mean these were seriously good cookies - and my entire life, I watched my mom eat the broken cookies.

It wasn't until I was a teenager that I finally thought to ask, "Mom, why do you *only* eat the broken cookies? Do they taste better?" She just laughed and said, "No, I eat the broken cookies so you can have the whole ones!"

Not too long ago, I came across a shocking statistic: 62% of women rely on their businesses for their primary income, yet 88% of women-owned businesses generate less than \$100,000 in annual revenue. That's when the image of my mom eating the broken cookies popped in my head: that's what we, as women, are doing in our businesses! We eat the broken cookies and everyone else - our clients, our staff, our families - gets the whole cookie.

The Broken Cookie Effect® is what I call this damaging dynamic of underpricing your services, over-delivering for your clients, and sacrificing your profit.

Since 2006, I have worked with women business owners who are experts in their fields, empowering them to generate more revenue with less stress, and work smarter, not harder.

Learn More About Patty



Ideas For Episode Titles / Main Focus

- > How Patty Discovered The Broken Cookie Effect® and What It Takes to Shift Your Thinking
- > How Women Business Owners Can Make Growth a SNAP! and Patty's Specific Framework for Understanding the Problems in Your Business
- > Why Most Pricing Does Not Drive Sales and What You Need to Do to Make Your Pricing Work for You Instead of Against You
- > The Number One Mistake Women Business Owners Make When Building a Company They Want to Sell
- > What a Hidden Advantage Is and How You Can Discover Your Own Today

Questions Patty Is Always Ready To Answer

- > How did you get here - what was your business journey?
- > What is the biggest challenge you have faced in your journey?
- > Why do you focus on women business owners?
- > What is the biggest challenge women business owners face?
- > What is the best way to get paid what you're really worth?
- > What seems easy to you but really difficult for your clients?
- > Is there a time or decision in your business journey that you wished turned out differently?

Noteworthy Podcast Episodes Patty Has Been A Guest On

- [🔗 Beating The Broken Cookie Effect™: Price for Value and Stop Settling for Crumbs](#)
- [🔗 How to Be a Successful Online Entrepreneur](#)
- [🔗 Interview with Patty Block: More Revenue = More Choices](#)

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Your Hidden Advantage: Unlock the Power to Attract Right-fit Clients and Boost Your Revenue

[🔗 www.yourhiddenadvantage.com](http://www.yourhiddenadvantage.com)

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