

# Interview Patty



## Patty Block

Turning Roadblocks into  
Building Blocks for  
Women-owned Businesses

## Guest Tags

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

## Biography

Patty Block is a business advisor, transition expert, author, and speaker. Since 2006, she has worked with women business owners who are experts in their fields to strategically fine-tune their operations and scale their revenue for strategic growth, creating real business value to emerge exit ready.

That business value can transform into wealth when these owners are ready to create an Elegant Exit™. Patty believes business success and wealth in the hands of women elevates society as a whole.

In her bestselling 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 confidence, profit, and joy.

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!"

And this memory came rushing back to me several years ago as I was struggling to describe a really tricky pattern I've seen in the decades I've worked with women business owners.

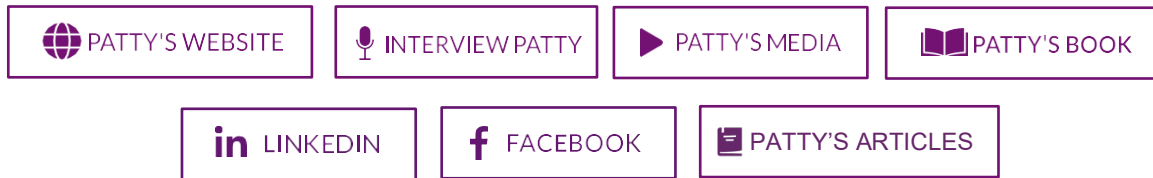
It's what I call The Broken Cookie Effect®, when everyone around us - our staff, our clients, our families - gets the whole cookie and we live on crumbs.

Nowhere do I see this Effect more acutely than when women exit their businesses.

It's why I do the work I do, helping women unlock the value tied up in your business by addressing the practical, emotional, confidential, and logistical challenges that plague the exit transition.

Isn't it time to grab the whole cookie?

## 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
- > The Surprising Reason Women Don't Retire and What They Do Instead
- > The Biggest Challenges to Achieving an Elegant Exit™
- > The High-wire Act of Balancing Secrecy and Stability During Your Exit
- > How Women Business Owners Can Avoid the Pitfalls of a Messy Exit
- > Bringing the Simplicity and Elegance of the Little Black Dress to Your Business Exit
- > What It Means to Be Exit Ready

### 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 first step to become exit ready?
- > 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 Interviews

- [!\[\]\(c6a8736a601a632e2c96605cf66055ed\_img.jpg\) What It Takes to Sell Your Business with Author Mike Michalowicz](#)
- [!\[\]\(64ef2b19d70b31fbbfce0e0e2aa3d7b4\_img.jpg\) The Art of Exiting Your Business](#)
- [!\[\]\(9ba1c633ca37327550476fd7d0d00348\_img.jpg\) The Power of High Energy Communication](#)

### Desired CTA

Send Audience To:

Discover your Exit Readiness Index™ with this assessment, and learn what it takes to become exit ready: <http://she-exits.com/>

 CONTACT PATTY