

# 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

Patty Block teaches women business owners who are experts in their fields how to turn up their power to price, sell and run their business on their own terms.

This means fine-tuning their operations and scaling their revenue for strategic growth.

As their trusted advisor, she brings a unique perspective, having experienced and solved many of the same complex issues women face, as leaders, moms, daughters and sisters.

Forming a partnership of unbiased accountability, she helps women position their companies--financially, operationally, technologically--for game-changing results.

Patty raised three fantastic kids, all of whom are business owners and also work in Patty's company (she essentially raised her own workforce!)

## 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 these businesses generate less than \$100,000 in annual revenue. That's when it hit me and that 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 false belief that we can't serve others and make a lot of money - somehow that you can't do both.

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

- > Beating The Broken Cookie Effect
- > The Secret Ingredient: Building Value in the Mind of Your Buyers
- > Pricing Your Services to Drive Sales
- > Building Value in Your Company for an Elegant Exit
- > The Conundrum of Exiting Your Company

## Questions Patty Is Always Ready To Answer

- > What is your business focus?
- > What is the recurring theme in why you do what you do?
- > 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](#)

## Desired CTA

Send Audience To:

[My Revenue Roadblocks Quiz](#)

Are you a woman business owner who is an expert in your field? Do you wonder...

- why you aren't generating more revenue?
- what's keeping you stuck?
- how to stop stressing about money?

Take the My Revenue Roadblocks Quiz to discover what's in your way!

CONTACT PATTY