



# Carol J. Amato



## Business Writer, Editor, Coach, Speaker

*“Make your small business look like a Fortune 500 company”*

Carol J. Amato is a business writer, editor, coach, and speaker who is a master at making complicated information easy to understand. Firmly believing that writing is the face of a business and the representation of the owner, entrepreneur, or consultant, she breaks down the concepts into digestible pieces so the information is easily retained and applied.

### **Presentations**

#### **7 Secrets to Make Your Small Business Look Like a Fortune 500 Company**

Being at the top of your industry is all the more critical to achieving the lifestyle you want. Learn how to set you and your company apart.

#### **The 5 Biggest Writing Mistakes Business Owners Make and How to Avoid Them**

The image a business projects in writing can determine if client hires you or not. Your writing is YOU. It is the true public face of your business. Learn the mistakes to avoid to keep your business at the top.

#### **The Art of Professional Writing**

No matter how vital and informative a message may be, its credibility is damaged by basic writing errors. This business-writing seminar helps you make your documents clear for your audience.

#### **Write Your Way to Wealth**

If you are a business owner or entrepreneur who wants to put your knowledge into book form, this talk is for you. Learn the basics of writing and publishing your expertise to impress your clients.

*Thanks, Carol! I have attended two of your presentations now and I must say that I am always thrilled at how much I learn.”*

— JoAnn Kowalski



*“This has been the most informative presentation. Thanks for all the useful tips for improving my company’s image. I had never thought of those aspects, and I intend to employ them all.”*

— Jim Crandon

#### **Ideal Audiences**

Small business groups, women’s organizations, and service clubs.

**Help your members**

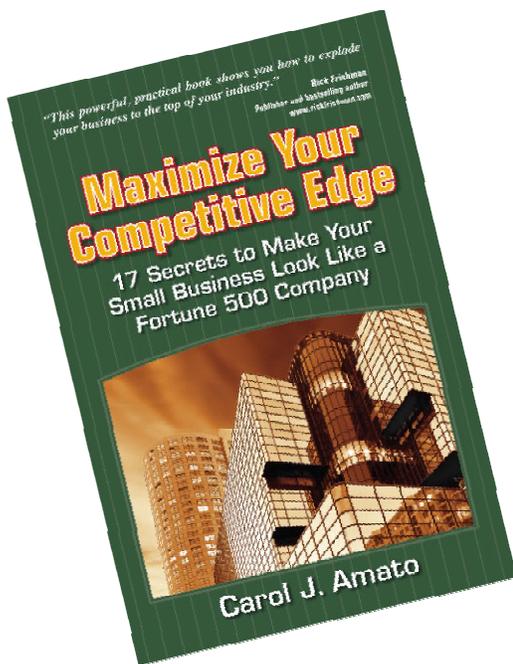
**skyrocket their businesses!**

**Book Carol J. Amato**

Call: (714) 585-0724 or

Email: [carol@topwritingcoach.com](mailto:carol@topwritingcoach.com)

Website: [www.topwritingcoach.com](http://www.topwritingcoach.com)



## Maximize Your Competitive Edge: 17 Secrets to Make Your Business Look Like a Fortune 500 Company

By Carol J. Amato

Entrepreneurs are the backbone of the economy, but in this recession, being at the top of your industry is all the more critical to achieving the dream lifestyle that you want. Whether you're new to the world of entrepreneurship or you've been in business for years, you may be wondering what will set you apart.

In her latest book, *Maximize Your Competitive Edge: 17 Secrets to Make Your Business Look Like a Fortune 500 Company*, Carol J. Amato shows small business owners and entrepreneurs the simple secrets to make your companies rise above your competition.

### About Carol J. Amato

Carol J. Amato is a writer, editor, small business owner, writing coach, and speaker. She has published 28 books and over 200 articles. Her work has appeared in national magazines such as *PC Novice* and *Smart Computing*. Taking complex material and making it easy to understand is her speciality. She has applied this to applications software user manuals, proposals, training guides, and policy and procedure manuals. In addition, she has implemented her user-friendly methods to train sales forces, small business owners, and entrepreneurs on business writing basics and advanced techniques.

Carol has an M.A. From California State University—Fullerton, in Fullerton, California. She has appeared on radio and TV shows and is listed in *Who's Who of American Women*, *Who's Who in the West*, *Who's Who in Orange County*, and the *World Who's Who of Women*.

"Carol's book gives you the tools to keep your risk and expenses low while doing big business."

— Tom Antion, Founder  
Internet Marketing Training Center of Virginia

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Dynasty Software  
FileNet Corporation  
Ford Aerospace  
Hughes Aircraft Company  
Hughes Microelectronics  
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International Convention Services  
Interstate Electronics  
Lee Consultants  
Los Angeles Metropolitan Water District  
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Merisel  
Micro D  
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Teacher Created Materials

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