



STRATEGIES TO SUCCEED

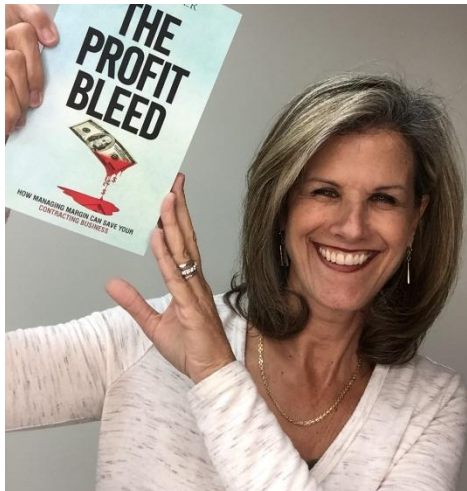
The Profit Bleed Media Kit

Table of Contents

The Profit Bleed Media Kit	1
Headshots	1
Book Image	3
Author Bio	4
Book Description	5
Endorsements	6
Interview Questions	8

Headshots

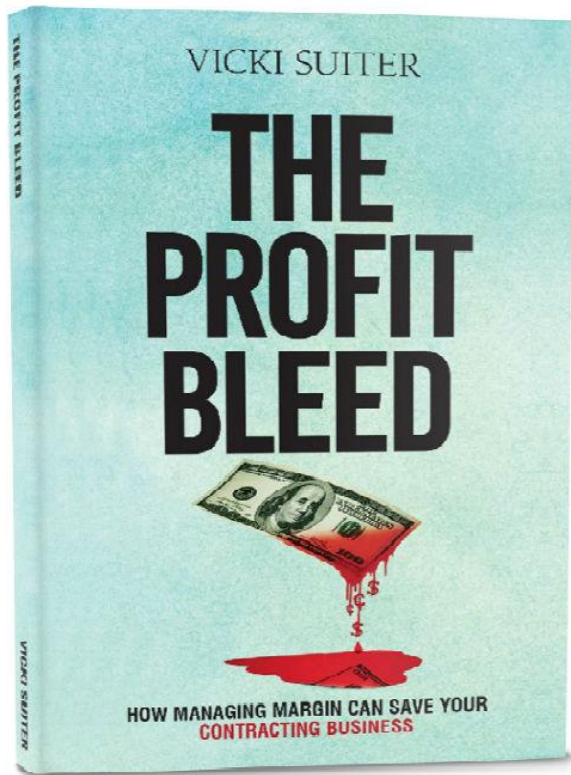




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Page 2 of 8

Book Image



Author Bio

Long version:

International Speaker, Business Consultant and Coach, Vicki Suiter has been showing business owners and leaders how to thrive, not just survive, for more than 25 years. Her motto? The key to success comes from knowing where you are, where you want to go, making a plan to get there, and then managing for results along the way.

Because when you commit to being clear, you've discovered the real secret to securing a successful future. With her ability to eliminate the extraneous, Vicki enables her clients to get a grip on their business vision from day one. It's all about understanding your numbers, establishing systems, and creating structures to support business growth.

In addition to building strong businesses, Vicki loves creating memorable meals. Her first book, *Mangia! ...I Love You!* she shares two generations of her family's well-guarded recipes. Creating a good business is just like cooking a delicious meal. You start with a clear idea and good ingredients. Then, even if it doesn't turn out exactly as you planned, you know everything will be okay. Her workshop "**Cooking and Leadership**" teaches business owners communication, planning, and leadership skills using cooking as the medium.

Vicki lives in Novato, California with her husband, Tim, and their dog, Nica. The mother of three awesome grown children, Vicki loves spending time with family when not empowering clients, writing, and speaking

Short version:

Vicki Suiter helps people see their businesses differently, then gives them the tools to do things differently. Since beginning her business in 1990, Vicki has helped hundreds of contracting companies achieve the kind of success they never dreamed possible. Today, in addition to consulting, Vicki is an in-demand speaker at industry conferences nationally and internationally, where her presentations are consistently ranked among their most popular. Vicki's articles and opinions have been widely shared in print and across the web.

Book Description

Being the owner of a contracting company can feel overwhelming, frustrating, and downright life draining at times, particularly when you're working more hours than there are in a day. You'd delegate more to others, but you worry they won't follow through, or do the job right, like you. You want to charge more—heck, you need to charge more—but you're afraid you'll lose your shirt to the competition. You want to make more money, but aren't sure where to begin. Actually, even if you knew where to begin, where would you find the time to make critical changes?

Help is here in the form of a doable, step-by-step guide that will put more money in your pocket, and more time and fun in your day. Learn how to:

- Grow your business without having to work more hours
- Employ simple strategies that will give you control over day-to-day and long-term results
- Keep your finger on the critical pulse points that drive success
- Be able to depend on your employees to take ownership
- Close more deals while charging more money
- Develop an air of confidence that magnetizes potential customers
- Manage the project scope and stop the profit bleed of cost overruns

If you can't remember the last time you took a vacation, or watched your kids' soccer game or the last time you reviewed your balance sheet with a sense of pride and excitement, this book is for you.

Endorsements

“Vicki Suiter’s *The Profit Bleed* is a super-powerful playbook full of practical techniques and systems for strengthening your business and creating profit!”

—Steve Chandler, author of *The Small Business Millionaire*

“In her book, Vicki has managed to deliver her considerable knowledge and expertise in the workings of the construction industry in a format that is understandable, and intuitive. The narrative is skillfully crafted to make the information more accessible by humanizing her approach, utilizing her own story and the story of others. Vicki’s fresh approach to this topic makes it timeless and an essential read for people who strive to improve their lives, businesses, and their bottom line.”

—Steve Rempe, President and CEO, Rempe Construction, Inc.

“Why is it that contractors can build almost any structure with their eyes closed, yet struggle with building consistent profits? The answer is in having the right tools. And that is exactly what Vicki Suiter’s book is —the ideal tool to build your profitable business.”

—Mike Michalowicz, author of *Profit First*

“In her book, Vicki takes the complexity of business, and distills it into easy to read and understand elements. The book makes generating more profits, time and fun from your business completely accessible. The clear strategies Vicki provides at the end of each chapter gives you the tools you need to implement those strategies right on the spot.”

—Michael Port, NY Times, WSJ bestselling author of *Steal The Show* and *Book Yourself Solid*

“Numbers are tools and like most ‘unknowns’ can be frightening without having some understanding first. *The Profit Bleed* by Vicki Suiter provides the understanding that business owners need to grow a sustainable business that is successful and fun. I plan to refer clients to this book so they can start enjoying their journeys to create the profits they desire.”

—May McCarthy, President, Bizzultz, LLC, and author of *The Path To Wealth*

“Knowledge is the quickest and safest path to success in any area of life. Vicki Suiter has encapsulated the strategies used by contracting companies who are highly successful. Success can be learned, and this book is a highly effective way to learn it.”

—Verne Harnish, Founder, Entrepreneurs’ Organization (EO) and author of *Scaling Up (Rockefeller Habits 2.0)*

“Knowledge is power. If you’re a contracting company, you want what’s in this book. Now. Vicki Suiter delivers the knowledge - and the practical strategies - used by companies succeeding at the very highest levels, so that you can learn and apply their secrets to enjoy the prosperity you deserve. Stop the bleed. This is your quickest and safest pathway to success.”

—Walt Hampton, J.D., President and COO, Book Yourself Solid® Worldwide

“Not only does Vicki have a deep understanding of how to build a profitable and successful contracting business, she also understands the psychology of human beings, and how to help us be better sales people, managers and leaders. A must read for anyone looking to grow their contracting company.”
—Marisa Murgatroyd, Founder and CEO, Live Your Message

“This book provides compelling insights and strategies for identifying the root causes of business growth stagnation and waning profit margins. It’s a must read for managers and business owners looking to take their businesses and careers to the next level.”

—John Hanley, Founder and CEO, Quantum Transformation Academy and author of *Getting From Where You are To where You Want To Be*

Interview Questions

1. What are the biggest places where businesses bleed profits
2. What are the top 3 things a business can do to build sustainably profitable companies
3. What is the key to a business owner being able to have their business run without them
4. What do you think has changed about the contracting industry in the past 10 years and what do you advise your clients do to adjust to that change