



“SUCCESS IS AT YOUR FINGERTIPS”

BY BRENDA C. MCCASKILL (BRENDA@ABOUTGREATERCINCINNATI.COM)
PHOTO/IMAGE PROVIDED

Transitioning careers? Starting a business? Want to build your personal brand or product awareness? Want to re-energize an existing business?

Then, take time to read what is being hailed as “a briefcase essential manual”, “a must have”, and “a great book”.

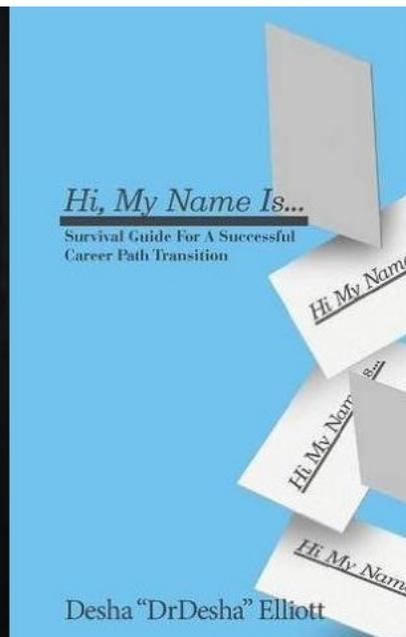
For those seeking to become successful entrepreneurs and/or looking to transition career paths, **“Hi, My Name Is ...”**, written by first-time author Desha “DrDesha” Elliott, is an easy read and practical guide for entrepreneurial and career success.

“... after reading this book, I am reinvigorated to incorporate these strategies.” posts Margaret Clay in an Amazon book review.

I read Elliott’s book in under 1 hour and found it to be not only an easy read but also impactful, a great reference.

Elliott, who is also the Social Media and Digital/Marketing Manager for B.O.S.S. Magazine, may be young (she’s 24), but she packs a wealth of lessons learned from her own real life, professional and entrepreneurial failures into 56 pages of informative, valuable, and impactful insights, tips, and tools to help readers avoid common mistakes that she herself made and others are also making when transitioning careers, starting a business.

“You have to be ok with admitting



that you made a mistake – right?” Elliott, now based in Atlanta (GA), grew up in Northern Kentucky, and is graduate of Northern Kentucky University, shares in a phone interview with AboutGreaterCincinnati.com. “The best part of making it is when you figure out what you did wrong and then you are able to correct it.”

That is the premise and goal of **“Hi, My Name Is ...”**.

“By sharing my mistakes and the lessons I’ve learned,” Elliott writes in the book’s introduction, “you will get a clear understanding of how you should focus your energy and time on strategies that will take your you, your business, and your career to the next level.”

Elliott dissects first-hand profes-

sional and entrepreneurial mistakes and delves into strategies and fundamental guidelines addressing topics of getting people to believe in you and your product, properly handling your social media image, inexpensively finding tools critical for your self-development, and more.

“I love how she explain it so plain that anyone can get [it].” posts Stephen Lovett in an Amazon book review.

As Elliott writes in her book, “Success is at your fingertips ...” Agreed.

Purchase **“Hi, My Name Is ...”** at www.DrDeshawrites.com/HiMynamels OR amazon.com.

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