



# The Barefoot Executive: The Ultimate Guide for Being Your Own Boss and Achieving Financial Freedom

By Carrie Wilkerson

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Carrie Wilkerson offers the opportunity to live life on your terms. Want to start your workday with e-mail and coffee on the back patio? Want the flexibility of joining your fourth grader on an all-day field trip? Are you ready to take that vacation you've been planning for years? Then you have a choice to make, and *The Barefoot Executive* will help jump-start your transition. You'll learn:

- Your "why." The most important question. Why do you want to work for yourself?
- What type of business best suits your experience and talents.
- How to stay focused on your goal and avoid distractions.
- Where to find the support that will accelerate your success.
- How to link your business to the right market.

Whether it's a service, a product, or your insight or expertise, you already have the raw materials necessary to transform your life. Carrie will walk you through the process of building the business you need to achieve the life you want. Her guidance is practical. No philosophical silliness, no theoretical abstractions- just concrete action steps alongside insights from fellow entrepreneurs, interactive exercises, and links to Carrie's online video coaching segments. It's the next best thing to working one-on-one with her. *The Barefoot Executive* will have you energized by the possibilities and embracing the extraordinary life that is well within your reach.

DISCOVER what you already have to offer, how to use it to your advantage, and where to find the people who are eager to buy it. *The Barefoot Executive* will pull you over the hurdle of uncertainty and get you moving, planning, *doing*.

### What Others Are Saying:

"Carrie Wilkerson has done a great job with this book, and she's personally helped me make tons of money with my business. I highly recommend this book!" - Chris Brogan, president, Human Business Works, and publisher of [chrisbrogan.com](http://chrisbrogan.com)

"There has never been a better time to turn your passions into income. But just having an idea doesn't mean you're ready to order business cards just yet. Carrie Wilkerson's *The Barefoot Executive* walks you through the process of developing your idea, finding your audience, and setting yourself up for a lifetime of success doing the work you love for the hardest boss you'll ever have... yourself!" - Dave Ramsey, host of The Dave Ramsey Show and best-selling author of *The Total Money Makeover*

"One of the best ways to achieve success is to learn from someone who has already done it. If you are looking to build a viable, sustainable, and lucrative business from home- or anywhere else- Carrie Wilkerson is your example, and her new book will show you the way." - Tim Sanders, author of *Today We Are Rich* and former CSO at Yahoo!

"A lot of books can fire up an entrepreneur. But a lot of those books leave readers high and dry when it comes to practical application. Enthusiasm isn't enough. You need a plan and the tools to build with. Carrie Wilkerson's guidance provides just that. Combine that with her enthusiasm, warmth, and core values, and you have someone very real to learn from. As my dad says, 'a great book needs to cover the Why and the How.' This is a great book. I know that when Carrie advises Ziglar, Inc. on marketing ideas, we get results." - Tom Ziglar, CEO and proud son of Zig Ziglar

"If you're dreaming of building a business on your terms, then you'll absolutely love Carrie Wilkerson." - Tory Johnson, CEO, Women For Hire and *New York Times* best-selling author

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### **Editorial Review**

#### **About the Author**

From corporate life to teaching high school to sales, to information marketing, consulting, and even virtual service provider, Carrie Wilkerson has been there and done that professionally and personally. As “The Barefoot Executive,” Carrie Wilkerson has quickly become the definitive resource for helping others achieve extra income and career goals while working from home and keeping their priorities intact. She is a mentor coach advisor to more than one hundred thousand men and women as The Barefoot Executive through videos, podcasts, masterminding, mentoring, and live speaking. Not only a business expert but also an expert in business, Carrie’s work-at-home methods have inspired thousands and have earned many awards, online and off. Her passion is in teaching others to “Fill their Stadium” with fans so that marketing is easy and business is abundant. She lives outside Fort Worth, Texas, with her family.

### **Users Review**

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##### **Michael Short:**

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##### **Robert Colgan:**

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