

# Jennie Gorman

*The People Connector*

## **About Jennie**

For the last 25 years Jennie has been helping entrepreneurs catapult their businesses into the 21st century by utilising what she calls the 'New Business' style of marketing and other smart business growth strategies, such as masterminding, social media, networking, and outsourcing.

Her book *Awesome Authenticity* shows what is it to be awesomely authentic in business, and the power in being real, accountable as well as responsible to self and others.

Jennie lives her passion daily as she supports and mentors others to realise their own dreams. Over many years of learning and teaching about relationships in business she has recognised that there is no difference between who are you are in your personal and business world.

Driven by the desire to support and help, Jennie aims daily to make a difference in other people's lives.

Jennie has worked in many areas of business in both the city and the country over the last 30+ years, having dedicated 15 years to scouting until the early 1990's.

It wasn't until the late 80s, she realised she had a skill connecting and matching people. In 1990 she ran a personal development and natural therapy centre in Brisbane. Working with practitioners, who couldn't make it in the marketplace, she found a way to help them. At that time her new career as a promoter was launched.

For twelve years she brought international speakers and trainers to Australia to help not only business owners excel but also gain personal development in many different areas. She was fortunate to work over four years with the 20th century's business philosopher, Jim Rohn when he annually toured Australia along with other renowned business mentors of that time.

Since then she has been promoting, teaching and training small business owners to gain new business skill sets. As a speaker and trainer she loves the opportunity to educate.

*'It is all about being authentic - your REAL self.'*



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## Interview

Jennie's down-to-earth style reflects her country upbringing. Her love of networking and connecting began as a child growing up in country New South Wales, where she says networking is a part of everyday life. She has been a part of Brisbane business since 1989. Jennie has found many small businesses do not understand the basics of relationship building.

Jennie is an authority on:

- Power of relationship building in business
- How to adapt and change business
- Networking skills
- Create a circle of influence
- Goal setting and business growth
- Importance of authenticity
- How to find your niche
- Monetising a business
- How to be awe-inspiring

## Social media

[Linkedin](#)

[Facebook](#)

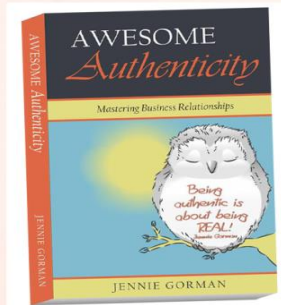
[Twitter](#)

## Author

*Awesome Authenticity* is a guide to show people how to REALLY get the most out of networking.

The book covers why relationship building is essential to succeed in business today.

- Find out WHY building relationship so important to be successful today
- Know WHAT you can do to make a difference in yours and others' lives
- Learn HOW and WHERE business building can be made easy
- UNDERSTAND the difference between networking, netweaving and masterminding
- Discover WHEN and WHY an advisory board is an advantage in business today
- Learn HOW goal setting will enhance you and your business's future



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