



WOMAN ON TOP

Interview With Karen Koenig

EPISODE #200 of a Daily Dose of Greatness Quest with Trevor Crane

SUMMARY

Today's show is dedicated to, and all about, Karen Koenig, who just became a #1 Bestselling Author, with her new book, *Woman On Top*.

Not only is she one of our top Epic Author Publishing Clients, but I just wanted to celebrate her successes with you, because....

“Unpacking” her success with help YOU DUPLICATE IT!

DAILY QUESTION & CHALLENGE

To keep with the theme of Karen's new book, I have a totally FUN question for you today:
What do you prefer... Top or Bottom?

CHALLENGE: Download an advance preview of the 1st chapter of Karens Book, “*You Don't Have to Have a Penis to Succeed.*” WomanOnTop.biz/win

DAILY QUOTES

“The best leaders speak their truth.” -[Trevor Crane](#)

“Women can keep their femininity and grace while navigating male-dominated fields.”
-Karen Koenig

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



GET MY APP

Takes 3 seconds... **Text: TREVOR To: 36260**



Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



NOW - Get My New Book - For Free: trevorcrane.com/writeabook

HOW TO WRITE THE RIGHT BOOK

Position Yourself As An Authority, Attract Qualified Leads, Build Your Brand, and Increase Your Income ...effortlessly.

YOUR MESSAGE MATTERS

BLANK PAGE TO BESTSELLER IN 90 DAYS OR LESS

EPIC AUTHOR PUBLISHING

EPICAUTHOR.COM

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



MY MISSION:

- 1 - To help you become RICH and HAPPY.
- 2 - To empower you to design your IDEAL BUSINESS, so you can live your IDEAL LIFE.
- 3 - To create 1,000 new authors by 2019.

If you want to become IRRESISTIBLE to your ideal target client, and massively grow your leads sales and revenue, I can help you craft a book that becomes your most powerful marketing tool, in 90-days or less.

For details visit: EpicAuthor.com



Take Your Life & Business To The Next Level
ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



TRANSCRIPT

Welcome to another episode of greatness quest. Today I'm bringing you Karen Koenig, who just published a brand new book, actually became a number one best selling author.

And because she's one of our epic author publishing clients, I just wanted to celebrate her successes with you. And also help you on pack her success so that you can duplicate it.

So I know you're gonna love today's show and meet with Karen Koenig know Kurt Kurt. What I missed was given to me as earning, okay, pretty doggone it. All right, I know you're gonna love the show.

(INTRO - AUDIO)

Trevor: Okay, Karen, welcome. Thank you very much for being here. Give me the title. give everyone the title of your book so that they can hear it from you. Instead of my voice. I want to hear

Karen: Okay, it is women on top how to win in a woman's way.

Trevor: See, that just sounds better when you say women women. Okay, that's really cool. So tell me. So you just hit number one bestseller in multiple categories. So tell me a little bit about your recent success with the book and what you're so excited about. Again, they need to hear your voice instead of me.

Karen: Well, I guess what I'm really excited about is, you know, just in four hours, I went to number one bestseller and seven categories and couldn't have done it without the following and the system that you provide on how to do that. So thank you for that.

Trevor: Oh, that's so nice. That's like, I set it up there for you to compliment us. But no, I'm really good job taking action. So you did all the great preparation so that within four hours, you hit number one, I thought that was pretty impressive.

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



So why don't you talk about this, because I the book is the beginning. And I know that we just I'll share with everybody that Karen just pre launched her book.

So the book is not finished. It's not written. It's not done. We're gonna we just had a private conversation before we started recording on what's next to finish the book and have a come out. But she became a best selling author by pre selling the book.

And so Karen, what are some of the results that have come to you now that you are number one bestseller, because a lot of times people get confused. And they think the book is the thing and it is awesome. I got books all over behind me on my bookshelf.

But it's really it's really one step. It's like the baby step to everything else. Like, who goes to the pyramids to like, climb step number one, you know, and not go to the top of the top of the thing.

So what are some of the results you've gotten that you've already seen since you started marketing and gotten done this launch. So,

Karen: I got asked to be on your this podcast, I got asked to be on another podcast, so to podcasts. And I was asked to speak at a local Kiwanis group just to kind of what motivated me to write the book and kind of what it's about.

So that's going to give me local exposure I on so was, let's see, asked to I am a financial in the financial services. So one person asked to do business with me.

And that not wasn't really the intent of the book. But that's awesome. I got lots of requests for people to like, my book launch page that I don't even know they're just friends of friends of my reach is getting huge, very cool.

Trevor: So you grew your growing your audience. And one of the things that we coach our authors to do is grow a book launch team to have to build camaraderie, engagement with people who care about your subject matter, which we should talk about real quickly.

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



And being a financial advisor. I know you put a lot of tips and strategies inside but but this book is is more than that. Because it's about women on top. It's not just about money, I'm assuming, but really great.

So you grew your reach, you're getting you're building connections and community with a team you added speaking engagements, you have a new client that you've either closed or in the works. So these are the results that I love hearing, because the book is the tool that opens that up. And a lot of times people think they need to, they need to get the book finished before they start getting any of those results.

So I'm so thrilled for you that you're experiencing those before we're done. And I know it's been hasn't always been easy. And there's been some ups and downs in the journey since you started this.

So actually, Karen, you pick would you rather talk about sharing your journey with getting the book up to the stage where it is now? And they need the marketing tips for our audience right now? Or would you like to tell me about the book, we're going to do both.

So you just pick which is is going there is more you're going to talk about first, and we can talk about how to lead the book itself to start, let's do it. But you're excited about it. I want to tell me more about what it's about how to win in 100, when in a woman's way, I'll do that.

Karen: Right. So basically, you know, what it's about is. I've been in three different male dominated fields. And I have learned to, I've learned lessons from each of them.

And I basically how to apply these to, you know, everyday life. And I want women to be able to keep their femininity and their grace. Wow, there, you know, navigating male dominated fields.

Trevor: Oh, my God. That's so cool. femininity, and grace. Do you use that language in your book? Karen? Oh, my gosh, that's so good. Now, what are the three industries that you're in so that everybody knows what you're talking

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



about? Because they're, they're impressive, I think.

Karen: So I've actually been in the workforce for 30 plus years and 26 years in the military. I was six years in the aerospace industry. And now three years in the financial services industry.

Oh, my goodness, obviously, you can, you can understand that all three of those are highly male dominated fields, and why I pick those fields to be in I guess, I just like a challenge.

Trevor: Well, it's really cool. And I know that you're able to thrive in those communities as well. And so when we first started talking about your book, I remembered your passion for the subject.

And really trying to come from something like your authentic voice of what you've learned on your journey of how to win in those environments.

So instead of waiting till the end of the show, Karen, I know we talked about this being part of your mission is to helping women win. So I know you've got a little bonus or gift to everybody that is listening right now.

So why don't we talk about that next, what that would look look like so they can go get it before we're done?

Karen: Well, what I'd like to offer to people is a link to the first chapter of my book I think of I'll give you a good indication of kind of my voice and where the book goes. And when it talks about so if you'd like my bonus, you can go to womanontop.biz/wins. So that's women, womanontop.biz/win.

Trevor: I love it. I'm really excited for them to get that to tell everybody the title of the first chapter because I think that's fun.

Karen: The title of the first chapter and I don't mean to offend anybody is *You Don't Have To Have A Penis To Succeed*.

Trevor: You don't. I thought that was the requirement was the pudding. Yes, my son just found his penis recently. He's eight months old. And our nanny said in the bath. Like he just found it.

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



And it's the most interesting thing that it says business, your favorite toy. And my daughter design handling is not our subject matter today. You digress.

So that's great. Karen, talk to us a little bit. So if anybody's watching right now, what we talked about some of the results you've gotten, since you're pre promoting your book.

Talk to them about the journey about the difference between like, making the decision and getting to where you are now. And what some of what your mindset was kind of at the beginning and then throughout.

Like, whether it was just like, Oh, my God, I knew exactly. And then it was easy. And then I'm sure you've had those moments where something's really flowed. And also where you've had some challenges.

Because not everybody listening right now has gotten the book done. And I know it's a big hump for a lot of people.

Karen: So I think making a decision to write the book is the easiest stuff, I knew that I wanted to write a book. And as I kind of talked through you with you, and went through the process I really honed in on the on the formula and what I really wanted to talk about.

Because I think I have a story. And I think it's interesting, and I people, I think people want to hear it. The it was a little hard going at first, because the industry that I'm currently in, you have to declare and outside business activity and their processes it very clear on what has to transpire.

So I started to do this launch the way the system is supposed to be done. And I got curtailed, because I was told that I had to write the book first. So backup rewiring, um, I spent about four that you could do the promotion thing. So one of the promotion.

Trevor: So let me back this up for a sec. So when Karen came to me, so not everybody would answer the same thing, Karen, that the easiest decision was the easiest step was making the decision to do it.

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



So that's just because your decisions like this come easy to use, apparently, but needed, make the decision. And then we started off with getting clarity around your message, which is so important. And then we start implementing the marketing business plan in the mission and all of that, which had come next.

And instead of being able to do everything that we teach, you got an immediate wall that said, No, you can't do that. The the rules that we have said, You can't talk about this, you can't promote, you can't use the book like we we teach you to, you have to go write all the content.

So that you had people wanting to look over your shoulder and say, is this genuinely a an outside business activity? So you got into an obstacle, which was a pain in the keister, but you got through it.

Okay. So, which is cool, because as soon as we make a decision to do something, there typically is some kind of internal or external wall or barrier that's going to come up, it doesn't matter what it is, it's got to be something. So for this, that was yours.

Okay. So, so that's cool. So then you had to write the book first, which is where most people think they have to go, by the way, right, right, who write the book first. So then, so talk about what what came next.

And actually, Karen, instead of going through every step, yeah, what were the most valuable points for you and benchmarks and advice that you'd have for somebody it at this stage of getting their booked on, if they haven't gotten it done yet,

Karen: I would just say that what happened to me isn't going to happen to you, because you're not in the industry that I'm in. So follow the process. The process is declare, launch and then write it behind the scenes.

But what I'm finding is, even though I have a little glitch, and I've got more content to put into my book as these things are happening, because as I kind of tell my story, and in trainings and I've been in, you know, male

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



dominated, male dominated, male dominated, keeps coming up in the conversation.

And I even have people on Facebook, say, I was just talking to my husband, about the fact that, you know, I love my job, and I work in a male dominated field, and it makes it difficult, so she wants to buy my book.

So, um, it just kind of puts, you know, a big bow on the fact that what I'm doing is credible, and people want to hear what I have to say.

Trevor: Okay, so I'm gonna go ahead and summarize this for everybody. And what I think is a is relevant to every human. I believe that everybody is a leader. We, we lead in our families, we lead our friends, we lead in our communities, we lead in our professional life, in our personal life.

It doesn't matter if you are a little kid, and you're going to school, you are a leader, even if you're the person that is quiet and sits towards the back, or that's the identity that you created a long time ago, you lead you, you influence others.

So every leader has a message. And oftentimes, it's first thing is everybody has is a leader. And so then if that's true, then who do you lead? And how do you lead? And who do you want to impact and how do you want to impact?

And then the case of getting your book done, you need to decide you're going to do it declare you're going to do it, get clarity around your message, which is you have a message now, your message might be this.

And it might be that it might be women on top of might be men on top, you might be on top of whatever your thing is, but you have a message. And it's important for you to get clarity around it.

Now, every message if all you do is sing in the shower, then you then you're kind of screwed, man, you're only idiot. You nobody can hear you. You may be a great car singer. I'm a great karaoke person in my living room. But I seriously and you don't want anybody to hear me either. But so. But your

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



message you need clarity around.

And Karen, what I love about what you're sharing is that you shared your authentic voice of your message that you believe in, and you're getting positive feedback that it's being well received.

What I find is that when leaders choose to lead, what they do is they speak their truth, they speak their message, which is marketing, every message needs to be marketed.

So you are a leader, you have a message, and then you need to market it. And when you do that, when you share it with other people, marketing is nothing but communication, you start to get feedback.

And sometimes, Karen, what we hear back and I'm guessing this has happened to you as well, is that there are some ideas that people resonate to, and they're like, Oh, my gosh, you're speaking my language.

And there are some ideas that they do not. And you're like, wow, I just found out what not to say. Because nobody really cares about that message. Because I know you do a lot of public speaking and stuff as well.

So any thoughts on that? When it comes to what your feedback that you're getting from the peanut gallery as you shared your message with the world?

Karen: Well, I I'd say that you just take the good with the bad. I mean, you it doesn't matter if somebody doesn't like a title. And it doesn't matter if they're offended by the first chapter title.

And I even had another lady tell me this, she did, like the two shoes that are on that are used on the cover of my book, because she thinks that it feeds into the whole, you know, male dominated, and it's like, yes, that's exactly what I want people to know.

So you've got it. It may have offended you. But you got exactly what my message was.

Trevor: Yeah. Okay. Cool. So then talk to me a little bit about your mission, what's

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



next? And what you want out of the book, like, what are the good results for you that you're looking forward to in your future?

So that people can kind of hopefully, where people if you're listening right now, or watching obviously, this, you're doing this on the video.

If you guys didn't know that we are doing this as a video interview, go to trevorcrane.tv to check out the video interview so you can see Karen Karen's face.

But what is your mission of what's next, because this helps everybody with Okay, making a decision to do it. And now communicating that message following our epic author system. Thanks for the plug.

But like, what's next for you, Karen, with the vision of how you're going to use this book and leverage it into your mission?

Karen: Well, I think what I really would like to do is, I would like to go on a talking circuit or a talking tour. And I would like to get booked for talks to come in, and maybe help companies or small organizations kind of understand how they can help women be successful in male dominated fields.

And there's just certain little tweaks that they can do and men can help women with. And so I love to be booked for talks, I would love people to obviously buy the book and you know, if I get some residual flow over into my current career, that's awesome as well.

Trevor: Okay, really cool. So speaking gigs, so that you can go on a speaking circuit talking about the message of your book and empowering women to win in a women's way whatever the environment is.

And since you came in from three male dominated industries and then you you're won, who won and were able to dominate I don't know if that's the right language when we're talking feminine energy but it sounds like very masculine dominate.

But how about when when when that it sounds more feminine, they'll go to a woman on top dot biz to get Karen's book and that will be available for

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



you.

So you can either pre order it or you'll be getting the live version depending on what's available when this airs and then to get the free gift that she has, which is the chapter again to give you the chapter one title is

Karen: you don't have to have a penis to succeed

Trevor: and that's have a penis to succeed. Apparently, I need to read that chapter. So uh, so you guys can download that if you go to just do the forward slash win woman on top dot biz. forward slash win. And you'll get chapter one. And you'll learn about this how to win without a penis. I don't know. I've never done it. I've never done it.

Karen, thank you for being here. And being awesome and fun. And I love to have you back on the show. When your book actually comes out. When's the actual physical version going to be ready? What was the launch? Yeah. When's that coming?

Karen: December nine.

Trevor: Okay, so before the end of the year, so December 9, 2018, you guys can get the physical copy of this book. I know we're gonna be looking forward to it to seeing it. Hopefully you guys are too.

And then please show up every single day on our greatness quest podcast, and share this with someone else that you know like and care about. Because we'll be bringing you not just my insights about life in business and how you take it to the next level.

But every once in a while, I'm going to bring somebody even better than me, like Karen, who can go ahead and hook you up and show you exactly what they are doing to create results. Will see you on our next show.

Karen, any final words for our audience today?

Karen: Hey, Robin. Just have to win. And the ones by

Trevor: you can say women on top, some kind of you say very sexual way. I'm

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



imagining it right now. But that's just me. So thank you for being

Karen: dominant. Me a double entendre. And that was another point of the title.

Trevor: I know it's I think it's a great title. All right. Thank you. Karen. And I will see everybody tomorrow.

All right. Karen. If it finished one minute before you gotta bail right? Yeah. Did you stop recording? I did not know I'm still recording I like to take outtakes if possible.

Okay, then sometimes we say something cute that we should have said in the middle and I'll use it somewhere to promote it. So that was good. It was good. Yeah, I think those great okay well then any last thoughts before we gotta jam

Karen: now thank you for having me on the show. I appreciate it.

Trevor: You're welcome. Do if you had another minute or two we could cut an intro for this show right now. Okay, one more minute intro okay. Okay so let's just think about that so I'm going to if I talk all the time it's going to be lame.

So I want to talk real briefly and then have you share something so about why someone should come watch the show okay well I'm going to ask you basically I'm going to try to make an intro hat.

And then have you say here's why you should come watch the show I give you you know you'll get a free copy of our free chat whatever you want to frickin say okay.

Well we It was fun or something else and maybe mentioned chapter one because the title name is cool catchy and mentioned your book you got to mention your book and and then you're going to get a free they get a download a free chapter and then named chapter Okay, ready?

Karen: Okay.

Trevor: Welcome to another daily dose of greatness. quest. Today I have number

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



one best selling author. Karen Koenig, make fun fact. I do. I can't. I can't overstate it. Make it your name. Right. It's turning current a Yeah. Okay.

Welcome to another episode of greatness quest. Today, I'm bringing you number one best selling author, Karen, Karen Koenig who just came out with the book *Woman On Top*. Karen, why should someone come watch the show today?

Karen: Well, you're gonna, if you watch the show, you're going to walk away with something free, you're going to get a bonus. And I'd like to give away the first chapter of my book in it happens to be called, you don't have to have a penis to succeed. So I think that's enticing. I think you're going to want it. I think you're gonna love it.

Trevor: All right, you guys are gonna love the show.

Okay, let's do one more time. And I'm going to do the same type of intro raise your energy a little bit more. And I want you to sit share the subtitle of your book.

So I go well, we're gonna I want you to win in a women. Trevor. You forgot the subtitle, how to win in a women's way. And I'm going to give everybody a free copy copy of the first chapter of my book. And you guys are gonna love this title. It is blank. I'm like, Oh my God. That's amazing.

But higher energy. Give me the subtitle. Then Chapter One is the free giveaway. And that's good. Ok. Ok. Ok. Welcome to another daily dose of greatness quest. Today, I'm bringing you number one best selling author of lumen on top. Karen, tell us why people should watch today's show.

Karen: Well, you miss the subtitle of my book. It's called How to Win in a woman's way. And I think that is the biggest reason why they should you know, listen to your show.

But I have something even more enticing and you will get a free bonus after listening to this show. If you go to women on top dot biz, forward slash when. And it's the first chapter of my book. And it is you don't have to

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



have a penis to succeed.

Trevor: Don't have to have a penis to succeed. I don't know how to succeed that way. Only Karen knows if you can show up. You'll learn how to win in a woman's way. I know know you guys love the show. We had a lot of fun with it. And you gotta listen to chat. You haven't yet to check out chapter one. Alright, thanks, Karen.

Karen: Thank you.

Trevor: Okay, real good. We're at the top of the hour where the bottom of the hour or whatever you call it. Let's jam. Okay, thanks, Karen. Thank you. Oh, Karen, I thank you for the referral to pearl and Pearl made a deposit than the credit card didn't go through some hoping that our credit card goes through and all that. And, but, but still, my one of my best resources to find new people is definitely my clients.

So if there's anybody that you can send my way that would be awesome. And assuming that they invest with us.

Karen: Then there's a there's some compensation for the various three people that were interested. She was probably the most interested and she's also a financial advisor. And she gets it. She's, you know, like, Karen, I'm, we're older women, and we need every age we can get again, people to work with us. And I said, See, you got it.

Trevor: Yeah, she was. She was a nice gal. So hopefully that'll all go through and I'll be talking to here shortly. But I want to say thank you for that. And if you know any others, just connect them with me. You can always just introduced like, just do Trevor me, Joe. Joe. Meet Trevor on in Facebook, text message, email, anything and that's it. I know we both have to Jim. Thanks, Karen. Okay, thanks. Congratulations on your number one.

Karen: Thank you.

Trevor: You're welcome. Bye bye.

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



To get even more awesomeness, which means all my best stuff, download my app by texting **Trevor** to **36260**. It will show up right on your cell phone.

DOWNLOAD MY APP ON YOUR PHONE:

Text the word: TREVOR To: 36260

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



GET TREVOR'S NEW BOOK

HOW TO WRITE THE RIGHT BOOK

Position Yourself As An Authority, Attract Qualified Leads, Build Your Brand, and Increase Your Income ...effortlessly.

Go to: trevorcrane.com/writeabook

YOUR MESSAGE MATTERS

EPIC AUTHOR PUBLISHING

How To WRITE THE RIGHT BOOK FAST

BLANK PAGE TO BESTSELLER IN 90 DAYS OR LESS

EPICAUTHOR.COM

Take Your Life & Business To The Next Level
ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM