



## YOU DON'T NEED PERMISSION

*Finding your path to a purely authentic life*

Christina Ellis is a business coach, artist, speaker, and author of *You Don't Need Permission*. For the last 25 years, Christina has focused her work on business development, marketing, and sales. Over the past decade, Christina has leveraged that experience into a successful business coaching practice with clients all over the world. Among them are small businesses, large corporations, Universities, non-profits, and even the United States Department of Defense.

No matter who she is working with, Christina's unique strategy remains the same -- to get her clients to see and believe in a bigger vision of themselves. Through the years, scores of her clients have realized and implemented changes resulting in increased profits, enhanced productivity, more efficient workforces, and perhaps most importantly, the personal rewards that come from all of that effort. By providing them with the unique lens of self-ownership, Christina's clients have been able to claim their personal lives back while at the same time surpassing revenue goals and growth potential in business.

*"You Don't Need Permission"* gives creative, passionate, and professional women the tools and analysis to learn how to listen to their soul voice and develop the courage to follow their inner directive. I invite women to think differently about the norms that bind them. Once they do that, they can free themselves to realize their authentic self and true power, while fully embracing their heart and humanity to live the kick ass life they were meant to live.

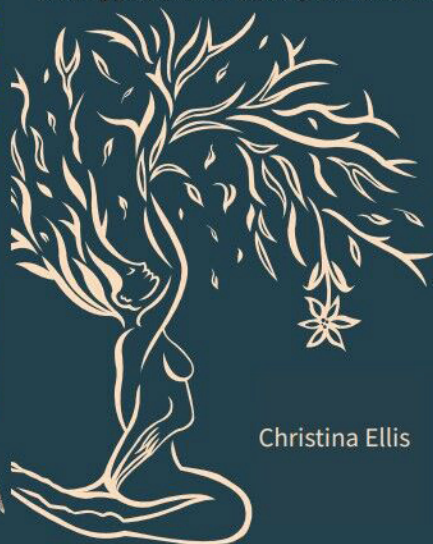
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*Continued from Page 4*

want to live it. Pay attention to what you are doing.”

As a business coach, Ellis worked with small business owners, corporations and the U.S. Department of Defense. Her clients have brought her closer to unearthing the message behind her book, she said.

“The title really came from my clients,” Ellis said. “I don’t know how many men and women I’ve met and we’ll talk about something, some aspect of their business and I’ll say, ‘OK, go do that.’ And then they’ll come back and they’ll say it was successful. And I say, ‘Why didn’t you do it before?’ And invariably, what happens every time, they go, ‘I guess I just needed somebody to tell me I had permission to do it.’ And so after hearing that enough times from business owners, these people that we look up to and are successful, powerful people in our communities and they’re

needing someone to tell them that they have permission to do whatever this thing is, it became really obvious to me that it was time that it needed to be written down and put out in this book.”

Ellis invites women to join her online community, found at [community.youdontneedpermission.com](http://community.youdontneedpermission.com). The site explores the principles found in Ellis’ book and serves as a conversational collective that she hopes will encourage others for their own self discovery.

“There is a certain magic with this book,” Ellis said. “I come through the back door of this process of self help and empowerment. The real message of the book is having ownership of you and your choices. Through that ownership comes a lot of power. I think for a long time women have been told it is unladylike to access it. For me, for my book, I just want to say it is okay to own your life and make it what you want it to be.”