



Business Profile

ANNIE ARMEN

Founder | *The Communications Artist*

Why Annie Armen Communications
Speaking ▲ Writing ▲ Consulting

Find Annie at: <http://WhyAnnieArmen.com>

What Does Your Company do for Your Clients

Why Annie Armen Communications (WAAC) provides [Speaking](#) | [Writing](#) | [Consulting Services](#) to help grow your business.

Skills and Specialties

- [Motivational Speaking](#) | Delivering High Impact Presentations | Seminars and Webinars
- [Writing | Editing | Copywriting | Proofreading](#) | Content Development, Content Doctoring and Production (script, web, audio and video). *Writing styles range from conversational to professional, customized per client and medium*
- Substantive Editing (copyediting inclusive) across a range of deliverables including books, articles, brochures, newsletters, training decks, signage, branded videos, audio recordings
- [Strategic | Tactical | Perceptive Communications Consulting](#) with Guidance
- Performance | Thought Leadership | [Core Values Coaching and Training](#)
- Client Relationship Building | Networking Coaching (Loyalty Level)
- Creating Cross-Cultural Understanding | Negotiations Consulting
- [Broadcasting](#) | How to Host and Produce Your TV or Radio Show
- Authentic Branding | Organic Marketing (Statewide and International) and more ...

Why am I Here

Imagine the unprecedented impact of owning the answer to this profound yet intimate question will have, both personally and professionally! Annie Armen first uttered the mature question, "WHY am I here" at the tender age of 5, authenticating her life's work and legacy in action since.

Why Choose Us

#1 answer received as valued client feedback consistently over the years boils down to two words: "Refreshingly Honest".

Mission

Helping entrepreneurs, small business owners, and organizational leaders bridge the communication gap across cultural divides, actualize their vision and grow their business!

Core Values

Faith, Power, and Performance (in that order).

Faith to believe | **Power** to choose | **Performance** to act now

What Makes you Unique

"...Annie Armen has that rare ability to speak directly to you on a personal level with life-changing impact." ~[Denis Waitley](#), Author of *The Psychology of Winning*

Her [top 3 core value drivers](#) being Faith, Power, and Performance (in that order) -- they are what authentically set Annie Armen apart from other professionals, and keep her in constant demand!

Authored Books, Cd-s

- Published Author | Producer: [Legends in Excellence](#)™ (audio anthology with motivational legends: [Zig Ziglar](#), [Denis Waitley](#), [Stephen M.R. Covey](#), [and more](#))
- Featured Author: [Power of Mentorship](#) – Finding Your Passion, in collaboration with world renowned authors Zig Ziglar, Bob Proctor, and Brian Tracy just to name a few
- Contributing Author | Business Partner | Communications Project Manager: [The Good Book of Business](#)

Accomplishment Highlights and Awards

- [Why Annie Armen Communications Overview](#): Celebrating 20+ Years in Communications Excellence
- 2011, Keynote Speaker and Lecturer in Kuala Lumpur, Malaysia at Sunway University -- [Jeffrey Cheah, The Renowned Speaker Series](#)
- Since 2013, part of [Professional Speaker Series with Daniels College of Business](#)
- Annie Armen was honored by the California State Senate, County of Los Angeles, United States Senate, and Assembly Members for her accomplishments and dedication to family, service, community, and excellence! [See Certificates of Recognition](#)
- Senior Executive Producer, Director, Host for [Annie Armen Show](#) (Television, Terrestrial and Online Radio) -- Marking 10+ Years in Broadcast Excellence
- [Speaking Endorsements](#) | [Television and Radio Reviews](#) | [Client Testimonials](#)

Biography at a Glance

Annie Armen is the Founder and Communications Specialist at Why Annie Armen Communications (WAAC). WAAC provides [Speaking](#) | [Writing](#) | [Consulting Services](#) and more to help grow your business!

For over 20 years, Annie Armen has advised, inspired, encouraged, empowered and spurred the stellar champion within entrepreneurs, small business owners, and organizational leaders across the globe, to actualize their vision through enterprising action and game-changing performance. Having earned the plaudits of Congressional Leaders, endorsed by World-Renowned Business Icons, honored by Foreign Dignitaries and leaders for her accomplishments and service to community and excellence, keep her authentic vision and leadership in constant demand.

Recognized for being a shining beacon of trust, acknowledged for epitomizing mastery in building trusted relationships through perceptive communications, Annie Armen has been featured as a published author and producer alongside motivational legends including Zig Ziglar, Denis Waitley, Chris Gardner, Dr. Ivan Misner, and many others. Celebrating 20+ years in Communications Excellence through [speaking](#), [writing](#) and [consulting](#), it is this and more that has earned Annie Armen the signature distinction of -- [The Communications Artist!](#)

Why Hire a Communications Artist

"Whether it involves managing a book project, leading a team, editing, writing, coaching, providing key insights with directional edge that makes a statement and sells, being interviewed by Annie over the radio, or delivering a speech with conviction on her impactful methods for conveying key cultural disciplines in any environment -- Annie Armen is [The Communications Artist](#) who stands out with her exceptional abilities!

Thanks to Annie's relentless help and execution, I now have a book that will drive revenues to my speaking, consulting, and training business!" ~[Don Farrell](#), Chief Cultivating Officer at Fresh Revenues, Inc.

Reality Check

Any organization which lacks in trust will soon discover they will lack in funds down the road, negatively impacting their performance, productivity and bottom-line. Building trust within an environment where communication is scarce, preferential, fragmented, or just shattered presents a complex challenge. Therefore, an experienced communications consultant/advisor can be invaluable toward bridging those gaps of misunderstandings, tensions, unintended consequences, and lingering internal divisions to evoke collective trust, maximize performance, and generate desired ROI.

Let's Get Together and Talk!

*"Apprehend your vision and work relentlessly toward making it a reality. WHY? Only when your vision manifests in tangible form, is when you can set your vision free to the world, and leave your legacy to positively impact future generations to come." ~**Annie Armen***

Once you've had a chance to review, [call us](#) with any communication related concerns and/or questions. Together we'll explore favorable service deliverables tailored to your business needs and expectations. We look forward to serving you!

Connect – CommYOUnicate -- Cultivate!