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HEIDI CORTEZ

“ THE PUBLIC FIGURE COACH
IN HIGH DEMAND FOR 2023 ”



DESIRE, DETERMINATION AND DRIVE

THE HEIDI CORTEZ STORY

Heidi Cortez is an American entrepreneur, coach, best selling author, speaker, writer, advisor and branding expert. She is the founder of 3 Dollar Marketing Club & Posh Boss LA. Read Exclusive interview with Heidi Cortez below

VL: What project are you currently working on?

I love working on multiple businesses at one time. Recently I just launched a new book titled, Get Verified And Profit Like A Boss. It's a how-to-guide to help entrepreneurs to learn the step-by-step process of getting verified on social media, branding, standing out from the competition, and landing your own press and magazine mentions.

VL: You recently started a brand called Posh Boss LA, what was the inspiration behind the brand and how did the name come about?

YES!! I started Posh Boss LA around this time last year. I wanted to start an online clothing boutique for female entrepreneurs and go-getters. Like minded women! I also wanted to expand Posh Boss LA into being able to help women in need of new work clothes. We currently accept donations to help make this happen for women in the US.

VL: Since you started Posh Boss LA what has been the challenges so far

and how have you been able to overcome them?

My biggest challenges have probably been working with flakey "professionals".

VL: What has been to your most challenging moment ever in business?

I think most entrepreneurs will do whatever they want. No one is going to tell them no if they really want to do something. I am one of those people lol. I have learned and perfected my expertise with lots of "trial & error". However, I don't believe in business fails. They are just learning experience so the next time can be better!

VL: What would you say are the top three skills needed to be a successful entrepreneur?

- 1)independence
- 2)motivation
- 3) the ability to learn from mentors who have already established what you're wanting to build.

VL: What entrepreneurial tricks have you discovered to keep you focused and productive in your day-to-day busy schedule?

Honestly, I remember 25yrs ago the days when I used to work retail jobs 40+hrs a week and how miserable I was. After working jobs I didn't like, I think of how thankful I am now to be working mostly from my phone and laptop doing what I love. I will happily work 80hrs+ a week to stay away from a job I hate.... That's the trick! Do what you love!

VL: Who has been your greatest inspiration?

I'm a big fan of Sara Blakley - she's smart,

generous, down-to-earth, and self made.

VL: What business-related book has inspired you the most?

I don't read books too often, but I love to catch up on Audible when something sounds interesting to me. The last book I listed to was 100M Offers.

VL: If you had a magic stick, which are the three things you would change in the world?

- 1) child suffering
- 2) the educational system
- 3) laziness





VL: What is the part of your life experience you would alter if you had the chance to?

Hmmm. I think if I would go back and tweak some situations I would have hired a mentor/coach as early as 18. It would have saved me some time.

VL: If you were to write a book about yourself, how would you name it?

I'm doing this now! It's a long process. I'm currently on chapter 3. No title yet, any suggestions? Haha

VL: What key activities would you recommend entrepreneurs to invest their time in?

- 1) online education
- 2) coaching
- 3) hobbies to stay motivated

VL: What is the most difficult part of being an entrepreneur?

The most difficult or the most exciting? It depends on how you look at it, but for me it's knowing I'm in charge of my own destiny. If I don't work, I'm not getting paid!

VL: What are your Long term goals ?

To be stay happy, heathy, and motivated.

VL: What would you say has made your businesses successful over the years ?

Social media, my passion for business,

and having faith.

VL: What piece of advice would you give to college graduates who want to become entrepreneurs?

Create a brand, don't blow off social media, and find a tight niche of specific people you can sell to because you can't sell to everybody!

VL: Final Note

check out Heidi's new book *Get Verified And Profit Like A Boss* here: www.heidicortez.com/getverifiedbook



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