



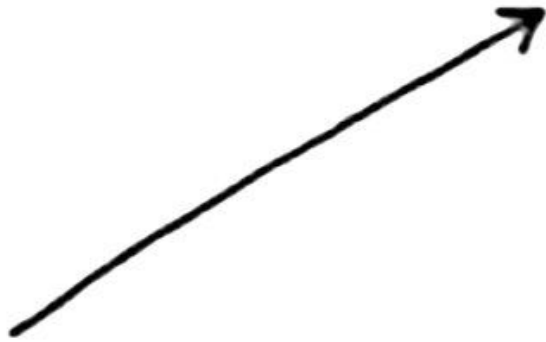
Welcome!

Alicia Dunams, CEO/Founder

Introduction

- My name is Alicia Dunams and I'm 43.
- I work for BestsellerInAWeekend.com, TheBookFunnel.com, etc.
- I have a book "I Get To": How Using The Right Words Can Radically Transform Your Life, Relationships and Business"
- My business is a online business that includes products, online trainings, corporate trainings and coaching services.
- My role is the CEO and Founder.
- I've been an independent business owner since I've been 24.

Success



what people think
it looks like

Success



what it really
looks like

A MODEL OF SELF-CONFIDENCE

Student: Alicia Dunames, 16, senior at Loretto High School. She lives with her mother, Lindsey, a florist, and her father Donald, a supervisor for the Postal Service. Alicia has a brother, 23, who recently graduated from the University of California, Davis, with a civil engineering degree and is living in Portland, Ore.

Activities: Alicia is a senator on Loretto's student council, class president of the San Juan School District Mathematical Engineering Science Achievement program and is involved in several clubs at Loretto including the Ecology Club and the Spectrum newspaper. She also works at Java City and just began modeling.

How did you get involved in modeling? I just started modeling with Cast Images, an agency in Old Sac. I went there one time when an agency was there from New York. The agency (in Sacramento) is a mother agency - it starts the girls off. It builds up your portfolio.

What type of modeling have you done so far? I've been in a fashion show at the Country Club Fall Fashion Preview in the beginning of September. I did a Lerner's informal. That's the only money I've made so far. I'm hoping to get my portfolio, do some work this summer and then go to a modeling conference in Atlanta.

Do you want modeling to be your career? I want to model. It's my dream. I think I can do this. People have a lot of confidence in me. I want to be a model so bad, my dream is to be in Elle magazine.

Do you want to go to college? I'm planning on going to UC Berkeley and majoring in biomedical engineering.

How are you going to model and go to college? I can do both. I can go to college and get my master's degree and model. I think I have the confidence, and I'm motivated.

Why do you want to go to Berkeley? I fell in love with the campus when I first saw it. It's very eccentric. It's a very diverse setting, and I don't want to be sheltered. I think Berkeley will be a change.

Why do you think it's important to be around a diverse environment? It opens people's eyes. I think too many people in society shy away from that. I want to know everyone's experiences. There are a lot of close-minded people because they come from the upper-middle class. I know people who go to shelters, but they can't talk to poor people one-on-one because they're scared of them. I'm not scared. You can't be sheltered, they're humans. I try to be open-minded and see the experience they come from. I want to help the people who are "invisible."

How do you think you can help? I want to be a role model. I don't drink or do drugs and I never have. A lot of my friends call me a role model because I have confidence. I try to be all-around good. I want to go into communities because a lot of communities are lacking hope. I'm not going to be a social worker. I want to show people that they can do things. I want to give them hope and show them there are opportunities, but you have to do good in school. I believe in the American Dream, but I don't think everyone has the same opportunity. Some people have to work twice as hard. I believe everyone can succeed, but some need help.

What is most important to you? Knowing myself and striving after my goals. I know modeling and college will come. I just need to be confident and make the right decisions. I don't want to ruin my life up.

Alicia Dunames, 16:
"I want to show people that they can do things."



High School
"I want to show people they can do things"

College 1993-1998 (Took a year off)

UC DAVIS

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MONICA
COLLEGE

Ucla

Backpack Around the World





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I Get To Communicate

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Build Your Brand



Take-aways

- Create something from nothing
- Turn obstacles into opportunities
- Pray and move your feet
- When in doubt, focus out
- Find creative solutions to problems
- The power of reframe and affirmations
- What landed for you?

