



ABBY LOU WALKER

NEW STEP

The Making of an Entrepreneur and Her Multi-Million Dollar Company

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Bio

Abby Lou Walker is the CEO of Vivian Lou Inc., a company with multi-million dollar annual sales dedicated to empowering shoe enthusiasts everywhere to wear high heels 4x longer without pain so we can focus more on our dreams and less on our feet. She wrote *New Step* to inspire those who are meant for more to live unapologetically and become unstoppable in their pursuit of peace and freedom.

Topics Abby Can Speak On

- ▶ The startup journey and struggle
- ▶ Following the nudges
- ▶ Learning to fail and move on
- ▶ How asking one question can change your life
- ▶ Doing the opposite of what the gurus tell you to do
- ▶ Why you shouldn't call your dream a hobby

More about Abby

- ▶ Abby started her entrepreneurial journey because she wanted to get her kiddos on and off the bus everyday. Being home for them is still her #1 priority.
- ▶ She Googled and YouTubed her way to building her business.
- ▶ Although her journey started in 2012, she didn't launch Vivian Lou until 2014, and she didn't see any profit until 2016.
- ▶ She has a BA in Journalism and an MA in Business Communication, and she worked in corporate communications from 1999 to 2012.
- ▶ Abby believes that "hard work isn't hard if you love what you're doing."



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