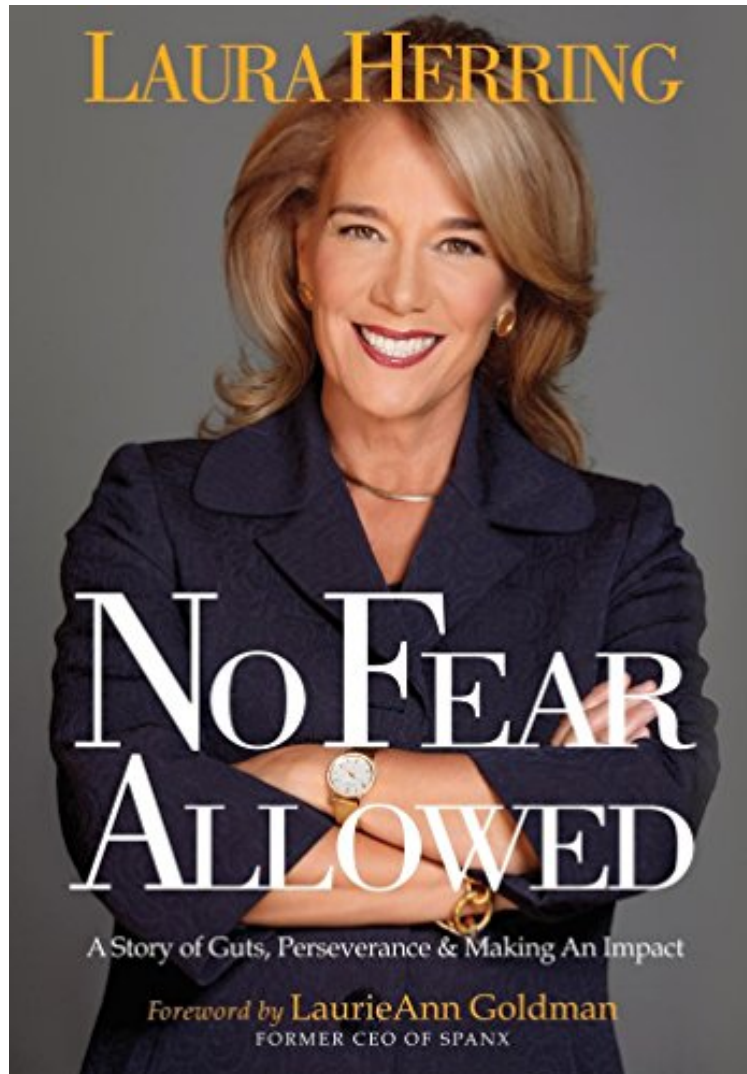


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# No Fear Allowed: A Story of Guts, Perseverance, and Making an Impact

Laura Herring

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**Laura Herring : No Fear Allowed: A Story of Guts, Perseverance, and Making an Impact** before purchasing it in order to gage whether or not it would be worth my time, and all praised No Fear Allowed: A Story of Guts, Perseverance, and Making an Impact:

1 of 1 people found the following review helpful. WOW!!!!By G. HartsteinThis book was an absolute joy to read! I feel inspired, motivated and encouraged to go out and follow my dream of leaving an impact in my community. I highly recommend this book to everyone - those who feel the pull to strike out on their own from society's 9-5 workhorse mentality and those love their jobs and want to make a difference where they are. Laura Herring has written

this book in a concise, not over your head way, so its easy to read, but it doesn't offend your sense of understanding (what I mean is that this book isn't dumbed down). Most entrepreneurial books always speak in terms and jargon that isn't translated well. Laura's book is very well written, thoughtful and helpful - she even put lessons learned at the end of each chapter for a quick read. All in all, this is worth every penny and I will be purchasing this book as gifts for many of my friends. 0 of 0 people found the following review helpful. Anyone running a business, READ THIS By Customer There are a lot of good business books out there, and they give good guidance. What this book gives IN ADDITION is the real life experience of what you really can expect running a business and how to succeed through many if not most of the situations you will encounter. Rather than learn this all on your own, read this book and you'll be leaps above a competitor that has not. 0 of 0 people found the following review helpful. Entertaining and instructive By Leigh Harris Great narrative story with punctuated insights for those looking to be extraordinary and push past their own fears and lack of action. The tips and lessons at the end of each chapter are instructive, and Laura's story of her mistakes and successes, and how she handled both, keep me reading. I'm both entertained and am learning.

In her new business biography, "NO FEAR ALLOWED" Laura Herring traces her story from psychologist to entrepreneur and then business leader, sharing her experience as the Founder and Chairwoman of IMPACT Group, a GLOBAL company she grew to almost \$50 Million dollars. The biggest takeaways from the book are Laura's infamous "Lessons Learned" straight talk from the frontlines of corporate America that can benefit ANYONE in business, no matter what level. And of course, the one thing that Laura wants all readers to take from this book---whether you're an entrepreneur, an intrapreneur in corporate America, or simply a lover of great business biographies---is that "NO FEAR ALLOWED" is not just a phrase. It is a battle cry!

Laura Herring's breakthrough business biography transcends her own story. In it she shares her incredible journey sharing openly the many failures that finally led her to success. It is an honest book, a rare insight into the truth of what entrepreneurs face every day. "No Fear Allowed" is an amazing gift to all entrepreneurs who seek to follow their passion and create their vision and a legacy. -- Maxine Clark, Founder, Build-A-Bear Workshop, Founding Member, PROSPER Women Entrepreneurs Laura Herring has stared down some corporate scenarios that would leave some titans of industry themselves shaking in their Louboutins! But has managed to land on her feet and demonstrates the power of perseverance. This book and her lessons learned are great to keep you motivated till you succeed. -- Nina McLemore, Chief Executive Officer, Nina McLemore, Inc. I have had the privilege of getting to know Laura and I say about her inspiring message: awesome! Her resilience, her passion for making a difference, and her success as an entrepreneur make her a role model for all entrepreneurs and those aspiring to business success. Her book "No Fear Allowed" is an amazing, heartfelt personal story of overcoming failure after failure on the road to triumph. This is a woman who refused to let anything get in the way of her purpose to "make a positive difference" in all the lives she touched. Her lessons learned at the end of each chapter are worth the price of the book alone. "No Fear Allowed" is a must read for all entrepreneurs. With Laura Herring's words as your motivation, you can have the success you have been reaching for! -- Sandra Yancey, Founder and CEO, eWomenNetwork True tales from the corporate front line, from a woman who literally put everything on the line---financially and otherwise---while believing that "failure is impossible." Herring tells her story in "No Fear Allowed" in a way that puts you in her shoes, feeling what she felt, and always leaving you thinking---How did she do that???" -- Roberta Sydney, President, Sydney Associates, Inc. I know Laura Herring and I know what it takes to build a brand from unknown to best known. "No Fear Allowed" is an exciting journey of how Herring knocked on the doors of the world's top companies and successfully walked through them, learning fierce lessons along the way. I am proud to call her a friend and excited to introduce you to this awesome woman who has a kind heart and is a fierce competitor and an amazing, gutsy businesswoman. If you are an entrepreneur, No Fear Allowed is a MUST read, not just to hear her story, but to learn from her invaluable "Lessons Learned." -- Laurie Ann Goldman, Founder of LA Ventures and Former CEO of SPANX Laura Herring was on the forefront of "leaning in" way before it even existed. -- Kimber L. Maderazzo, Senior Vice President of Global Product Marketing, Guthy|Renker LLC For me, one of the most interesting facets of No Fear Allowed was that it is the story of a family-run organization. The stories that Laura, her husband Mike, and daughter Lauren (now CEO of IMPACT Group) tell are funny, poignant, and have lessons that anyone in business can learn from. Having a family-run business myself, I love their story. -- Donna Van Eekeren, Executive Chairman, Land Orsquo; Frost, Inc. If I had a daughter about to graduate from college and enter the world of business---in any capacity---I would absolutely give her this book as a gift. . .and then make sure that she read it. Laura Herring's "No Fear Allowed" is a story of entrepreneurial guts, savvy, and success and is a breath of fresh air to corporate America! -- Hannah Kain, President and CEO, ALOM Technologies Corporation I'm delighted that Laura's deep relationship with Worldwide ERCCreg; and its members was foundational to her success as she helped raise both the bar, and the focus, on spouse and family issues. What an accomplishment to memorialize her journey in conceptualizing, developing and growing her vision so that others can

learn from her rich experiences." -- Peggy Smith, CRP, GMS-T, President and CEO Worldwide ERC "It is extremely clear from page one that everything Laura Herring says, thinks, does is rooted in authenticity and absolute, unleashed passion. This woman does not have an off switch! Her book "No Fear Allowed" is a great life story combined with valuable lessons for anyone looking for the secret to moving beyond fear to incredible success in business and in life. A great read!" -- Lorraine Segil, CEO Little Farm Company, Former Chair C200 Foundation "As a business owner, I can confidently say from experience that if every entrepreneur, CEO and manager possessed Laura Herring's passion, perseverance and drive for success, we would have far more business success stories like this. If you are looking for the secrets and strategies for moving past fear to success in business-read "No Fear Allowed!" -- Roz Alford, Founder and CEO of ASAP Chairwoman of Committee of 200 Foundation "Laura is the true definition of a successful entrepreneur: confident, smart, passionate about her company and her clients. She has proven that a disruptive idea, conceived and executed before computers and social media were available, can be powered by vision, guts and perseverance. "No Fear Allowed" will be an inspiration to today's entrepreneurs who have the right product, at the right time, and the right hutzpah to make it happen!" -- Kathryn Swintek, General Partner, Golden Seeds Fund "No Fear Allowed" is a gutsy story of surviving and eventually thriving the ups and downs of being an entrepreneur. Laura's journey is one all entrepreneurs can identify with: extreme highs and devastating lows. She shows us all how to move into action and say goodbye to fear." -- Susan Nethero, "The Bra Whisperer," as seen on The Oprah Winfrey Show, CEO/Founder Intimacy Emerita "I have seen Laura Herring bring audiences to tears with her passionate plea to help relocating families and relocating military spouses. Her passion for making a difference in the relocation industry made IMPACT Group the number one Spouse and Family Transition company in the world, year after year. Her daughter continues the passion. "No Fear Allowed" is the story of how she did it. Truly inspiring!" -- Ed Cohen, Editor Publisher, GlobalBusinessNews <http://www.GlobalBusinessNews.net> "Laura is a person whose passion of making a difference is reflected in everything she does. Her book, "No Fear Allowed," shows her passion, her commitment to excellence, her resiliency and her ability to LEAD POSITIVE. This is a must read for anyone who is a leader, an entrepreneur or a corporate intra-preneur. She has a gift of inspiring others to be all that they can be." -- Dr. Kathryn Cramer, Psychologist Author of "LEAD POSITIVE What Highly Effective Leaders See, Say, Do" "With Laura, specifically when she would talk about her business, there was just tremendous determination. She always would approach it as, "Okay, this isn't working. What is a different way I can approach it? Let's try a new angle here." She was always trying to grow the business. It's like she could never get happy with where she was. She was always stretching to do more, more, more. And the business totally was who she was. Laura as a person and Laura as a business person were one in the same because she had such determination to be successful." -- Sharon Fiehler, Retired CAO of Peabody Energy "Laura was speaking for the largest chamber in our area and she was sharing marketing ideas. But, what was really engaging is she was sharing stories for real, not just the pretty ones. She also told ones that didn't go well, and a lot of speakers, particularly at that time, didn't do that. I don't think being authentic was very popular back then. But she was absolutely authentic. She shared so much, and the sincerity that held everyone in the room, is what engaged me to her. I immediately thought, "Oh gosh, any time this woman is speaking, I want to hear her. She's brilliant on stage!" -- Karen Hoffman, Founder, Gateway to Dreams (a nonprofit) "Laura always had an eye on who the next person was she needed to see. She was fearless! I would watch her just zoom across the room, because there was somebody with a certain colored badge that she needed to get in front of. It was a riot to watch her! Sure, most people in those situations are a little more reserved than that, but you know, she just was passionate about what she was doing and that's how she got noticed. It's been kind of her MO ever since." -- Marge Fisher, Relocation Management Consultant About the Author A pioneer in career/life transition support, psychologist Laura Herring is Founder and Chairwoman of IMPACT Group, a global, WBE-certified career development firm that provides high touch solutions in talent development, global mobility and career transition that drive individual and organizational performance. Celebrating 25 years this year, IMPACT Group is a leader in the human resource consulting space with solutions delivered by dedicated, expert career consultants paired with next generation technology. Excerpt. copy; Reprinted by permission. All rights reserved. If you have ever woken up in the middle of the night scared as to what to do next in business or in life or have been frozen by the fear of failure, this book is for you! Laura Herring, psychologist and successful entrepreneur has lived through some of the most dramatic failures and successes in growing her company, IMPACT Group, and shares them with you like no other entrepreneur has done. She stared fear down and went on to build a \$50 million global career transition company Her lessons learned at the end of each chapter on what NOT to do as well as WHAT to do are as valuable as her inspiring story. If you are an entrepreneur, are thinking of starting a business, manage a team or are a lover of well written biographies, this book will blow you away. You will ask yourself over and over again, "How did she do that?" More importantly, "How can I do that?" A perfect gift for business owners, students, business and anyone who wants to learn how to stare failure and fear in the face and say: "NO FEAR ALLOWED!" OR Imagine earning more money than you ever have before by building the Legacy Business of your dreams. Think you have to live through all the

frightening struggles and turmoil to grow your life-changing business? While there may be some truth to having to learn life lessons in order to succeed, you don't have to struggle and you definitely don't have to do it alone. In "No Fear Allowed," Laura Herring shares with you my secrets to success. They have not only helped her to build her dream business and create a legacy that she is proud to one day leave behind, but they have also helped her countless students and clients build and create theirs, too. What it takes. . . Building a business from the ground up or transforming an existing business into a profitable, long lasting business takes lots of hard work, energy, time, and dedication. . .and even more hard work, energy, time, and dedication if you try to do it all by yourself and without seeking expert advice. A common notion is that we have to spend thousands and thousands of dollars on the newest, hottest technology or product that will "boost productivity" or "have clients lining up around the corner to work with you." These products MAY actually do that, but without building the most important asset of your business, no cutting edge product will get you where you want to be. What is the most important asset of your business? It is the #1 thing that will make your company shine brighter and stand out from all of the other "similar" businesses. This asset is what will set you apart from every single competitor (even the ones making millions more than you). The #1 most important and valuable asset of your legacy business is. . .YOU. Without you, your business will cease to exist.