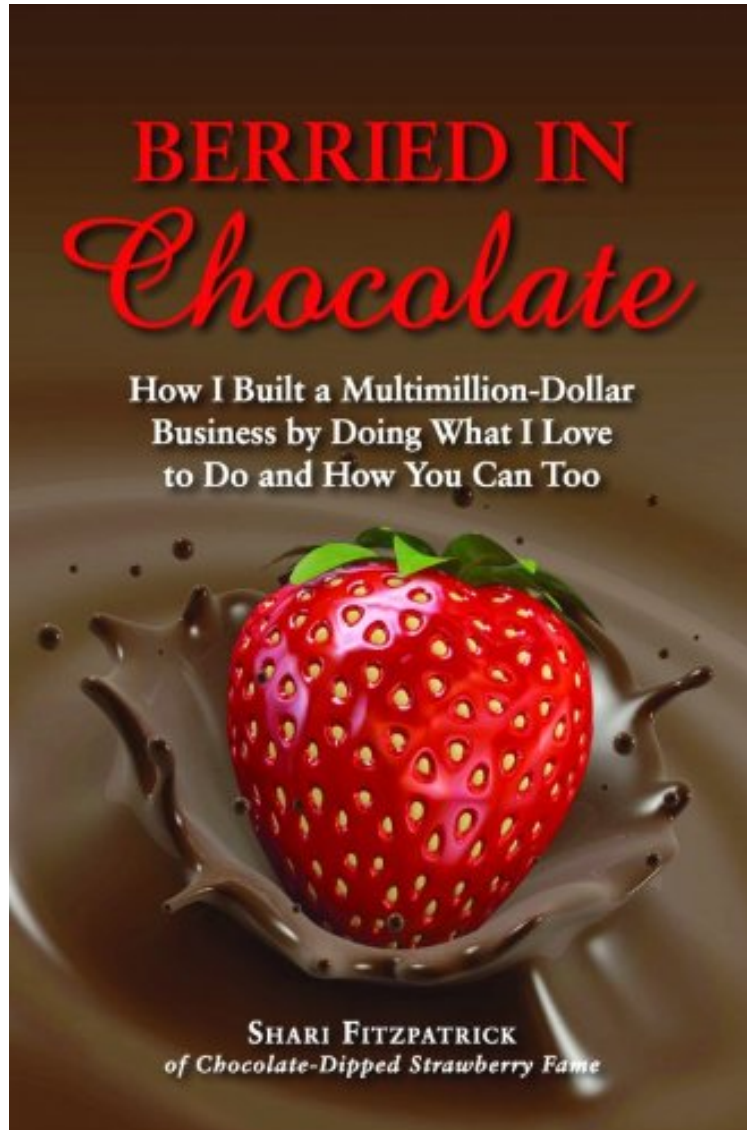


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## Berried In Chocolate

*Shari Fitzpatrick*

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**Shari Fitzpatrick : Berried In Chocolate** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Berried In Chocolate:

2 of 2 people found the following review helpful. Berried in Chocolate By Rolf Dobelli Shari Fitzpatrick, also known as the "Strawberry Lady," oozes enthusiasm, optimism and sugary wisdom. With dozens of personal anecdotes describing her business journey, her background, and even her faith and favorite recipes, Fitzpatrick's accessible, enjoyable tale provides basic business advice that could help almost any small business. As a former broker with little more than \$1,500 and some big ideas about chocolate-dipped strawberries, Fitzpatrick founded Shari's Berries, a multimillion-dollar business based on unique edible gifts. In her breezy book, she explains how she succeeded. She

comes across as a fun, grounded, hardworking businessperson who would be charming to meet. As a result, her story - which targets newcomers to the business world, particularly women - is more of a pep talk than a dose of serious advice, though she details the quite serious loss of her original company. Since publication, her spinoff firm, The Berry Factory, also filed for bankruptcy protection. That news may detract a bit from the book's lessons, although Fitzpatrick's cheerful stories and warm approach to life and work should prove inspirational to most readers. And she's right about always having a good lawyer and plenty of chocolate. getAbstract suggests her saga to budding entrepreneurs and small-business owners. 4 of 4 people found the following review helpful. What's not to love? By Sandra L. Hawkins Strawberries, chocolate and a refreshing girl next door honesty. I am rarely motivated to write a review of any product but this is an exception for me. Like the other review, this book touches on a lot of aspects of the author's life and is very readable. Definitely recommend it! 10 of 0 people found the following review helpful. I love strawberries! By paulettenordahl This was a really fun read. I got lots of great recipe ideas and thoroughly enjoyed reading how Shari became the success she is by doing what she loves. My book was dipped in chocolate so that made it all the more delicious to read!

For the hundreds of thousands of people with ideas and interests, *Berried in Chocolate* inspires all to take the plunge and realize their dreams of making a living doing what they love. Shari Fitzpatrick shows readers that anyone can do it. She knows, because she did it. With no business education or experience, twenty-five-year-old Fitzpatrick had only a \$1,500 cash advance and a passion for chocolate-dipped strawberries when she started a home-based business twenty years ago. Today, she is the founder of a multimillion-dollar company and the owner of the Berry Factory, the provider of the nation's leading brand of gourmet berries. This accessible and enthusiastic guide for the entrepreneur offers straightforward and effective strategies and skills for creating and maintaining a business. Fitzpatrick learned that God is her best business partner and that faith and street smarts can be just as useful as a college degree. Here, she shares her triumphs and her failures, and each of her twelve chapters highlights an entrepreneurial lesson drawn from personal experience. As an extra treat, Shari throws in one "secret recipe" per chapter, ranging from milkshakes to pies and specialty drinks.

From the Inside Flap: Shari Fitzpatrick inspires individuals, as my father Zig Ziglar says, to take the first step, go as far as you can see, and then you will be able to see further. Shari teaches us that wisdom and success can be won in the process of living your dream. You don't have to be great to start, but you do have to start to become great. -Julie Ziglar Norman, Author, Speaker, VP Business Development Ziglar, Inc. Imagine something you love to do. Now imagine making your living doing just that. With *Berried in Chocolate*, Shari Fitzpatrick inspires all would-be entrepreneurs to take the plunge and turn their passions into profits. Fitzpatrick realized early on that it was more important for her to be happy and enjoy her work than to simply chase a paycheck doing something that failed to bring her joy. With no business education or experience, twenty-five-year-old Fitzpatrick had only a \$1,500 cash advance and a passion for chocolate-dipped strawberries when she started a home-based business. Today, she is the founder of a multimillion-dollar company and the owner of the Berry Factory, which provides the nation with her brand of gourmet berries. She has built a lucrative career simply by doing what she loves, and now she shares her secrets and tips so you can too. In this accessible and enthusiastic guide, Fitzpatrick reveals her triumphs and failures, offering useful strategies and skills to create and maintain a business. Each of the twelve chapters, from "Do What You Love" to "Eat Your Mistakes-They're Good for You," highlights an entrepreneurial lesson by drawing upon the author's personal and professional experiences. As an extra treat, Fitzpatrick throws in one "secret recipe" per chapter, ranging from milkshakes to pies and specialty drinks. Fitzpatrick learned that God is her best business partner and that faith and street smarts can be just as useful as a college degree. By following her sound advice, readers will be able to find their talents, learn how to maximize resources, set priorities, and persevere to start leading the life that will bring sweet, sweet rewards. From the Back Cover: Take your dream from startup to success! "Successful entrepreneurship is all about passion and an unflinching belief in one's self-meaning the ability to get up off the floor no matter how many times you get knocked down, and do it with a smile! Shari Fitzpatrick personifies these characteristics, and her story, as fun to read as it is instructive, also points out the importance of family, friends, and fearlessness. Oh, and it doesn't hurt to dip everything in chocolate either!" --Jim McCann, founder and CEO of 1-800-flowers.com and Celebrations.com "Shari's products are delicious and everything she touches turns to chocolate. Sales will be very sweet!" --Robyn Spizman, author, media personality, and cofounder of Thegiftionary.com "Shari's book will be a great motivational tool for today's entrepreneur in today's economic environment. She is a true Millionaire 'Zoner' who turned her passion into something everyone could enjoy. Now you can too!" --Jennifer Openshaw, CEO of SuperFutures, columnist for Dow Jones' MarketWatch, and author of *The Millionaire Zone* About the Author: Shari Fitzpatrick is the founder of a multimillion-dollar company and owner of the Berry Factory. Described as the creator of the gourmet chocolate-dipped strawberry, Fitzpatrick has taken the sweet treat to a national level. Her products, recipients of numerous awards, have been featured in *O Magazine*, showcased on the *Today Show*, and recommended in *People* magazine. She has earned such distinctions as Best Business Person

by Sacramento Magazine and 2002 Business Woman of the Year by the Sacramento Metro Chamber of Commerce. In recognition of her self-made success and unique leadership style, Fitzpatrick was asked to contribute a personal essay to Chicken Soup for the Entrepreneur's Soul. She lives in Placerville, California.