



# UPHILL WOW

WORDS OF WISDOM

## Lisa Song Sutton

### WHAT ARE 3 SIGNATURE THINGS YOU TELL PEOPLE REGARDING YOUR AREA OF EXPERTISE?

- Own your femininity. Being a woman in business is powerful.
- As a former Miss Nevada, I know first-hand how key it is to engage in the community. It helps you both personally and professionally.
- You don't have to do it all alone. I have started multiple businesses with key operational partners and staff.

### IF YOU COULD OFFER ONE PIECE OF ADVICE, WHAT WOULD YOU TELL YOUR YOUNGER SELF?

Everything is playing out the way it's supposed to. You're destined to win.

### WHAT ARE YOUR FAVORITE BOOKS?

- Tools of Titans by Tim Ferriss
- Art of War by Sun Tzu
- The Dark Tower Series by Stephen King

### WHAT ARE YOUR 3 NOUNS THAT DESCRIBE YOU?

- 5x Co-Founder
- Thought Leader
- Former Miss Nevada

### WHAT IS YOUR FAVORITE QUOTE?

"Hard work beats talent, when talent doesn't work hard." - Tim Notke

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