

# MOTIVATION ACTION ACCOUNTABILITY

*MEDIA PROFILE  
+ PARTNERSHIPS*

INTRODUCING

**THE DESIGNATED MOTIVATOR:**

Unlock YOUR Superpower to Change  
Your Life, The World & Everyone In It



*DAWN BROLIN CPA, CFE*



# YOU MAY BE A



**DAWN W. BROLIN, CPA, CFE**

dawn@powerfulaccounting.com

It could be you! If you're an individual who has the passion and ability to give others the greatest gift of all: the realization and mobilization of their true potential, you are a Designated Motivator (DM).

Together, I believe we can use this superpower to empower others to believe in themselves so they can achieve at higher levels than they thought were possible.

I decided a long time ago that I wanted to make a difference, that is how I started down this DM path. I felt the desire in my soul and the fire in my belly to do what I could to make people realize how gifted they are and to help them see and seize the possibility they held within them.

Let's do this! Join me to learn how to seize your DM superpower so you can make a significant and lasting difference in the world!



**Go Beyond Inspiration**



**CONNECT**

Media & Partnership Inquiries:

Gaynor Hardy Meilke

517-918-9353

gaynor@charismaink.com

**THE DESIGNATED MOTIVATOR**

**TRAINING**

**PODCAST**

**PARTNERSHIPS**

**MOTIVATION MOVEMENTS**

**SPEAKING ENGAGEMENTS**

**ACCOUNTABILITY COMMUNITY**



# READY TO RISE TO THE NEXT LEVEL OF SUCCESS? IT'S TIME TO MEET YOUR DM!

## THE DESIGNATED MOTIVATOR:

UNLOCK YOUR SUPERPOWER TO CHANGE  
YOUR LIFE, THE WORLD & EVERYONE IN IT

Encouragement  
Transform  
Kindness  
Empathy  
Connection  
Motivate  
Caring



DAWN W. BROLIN, CPA, CFE

## 1 MAKE LASTING CHANGE HAPPEN.

The status quo is not an option! All people, organizations and teams must keep growing and changing to keep moving forward.

What changes would you like to make happen? Whether it's a personal goal, a professional challenge, an organizational goal or a shift your team, school or family needs to make, Dawn Brolin's *The Designated Motivator* book and Motivation Movement can help you make lasting, positive change happen.

Check out the book at [DawnBrolin.com](http://DawnBrolin.com)

## 2 MOTIVATE FOR MEANINGFUL ACTION.

Everyone needs some inspiration, but then what happens? Usually nothing. Not when Dawn Brolin is in the house! Dawn creates an elevating experience in every interaction, engagement and partnership. Sharing **The Designated Motivator Philosophy, Mindset and Toolkit**, she not only energizes and motivates, she provides a solid pathway for meaningful action that enables people, partners, organizations and, ultimately, the world, to be better, stronger and reach their highest potential.

## 3 BENEFIT FROM LONG-TERM ACCOUNTABILITY

Once you engage with Dawn, you have a long-term partner for success! Dawn makes sure that the changes you want to make happen through her accountability community, featuring **The DM Disruption Podcast, The Designated Motivator Accountability Community**, plus special resources and training materials available to Team Brolin members. [Contact us for details!](#)

Download The DM FAQs Here

**The Designated Motivator: FAQs**

**What is a Designated Motivator (DM)?**  
The Designated Motivator - An individual who has the passion and ability to give others the greatest gift of all: the realization and mobilization of their true potential. Someone who uses a specific mindset and skill set to empower others to believe in themselves so they can achieve at higher levels than they thought were possible.

**Why did you decide to write this book?**  
I wrote this book because I truly believe that we need a #MotivationMovement across this country and really, the world! There is far too much potential wasted due to lack of engagement and encouragement in business and our personal lives. Imagine what just a little encouragement and empowerment could do for you - and the people around you. It truly can make a life-changing difference on so many levels: driving your personal beliefs, achievement and business goals forward, past all limitations!

I decided a long time ago that I wanted to make a difference - that is how I started down this DM path. I felt the desire in my soul and the fire in my belly to do what I could to make people realize how gifted they are and to help them see and seize the possibility they held within them.

This book was inspired by each of those people who have come into my life. Those special, unique and amazing individuals. All of whom have taught me something - and who have helped me become a better version of myself. One that I hope continues to make a positive impact in the world in new and meaningful ways.

In 2019, I had a pivotal experience when coaching the Lady Warriors at Eastern Connecticut State University —where I realized that I had a secret superpower of being able to motivate others to realize their unique gifts, bring them into the world and achieve at higher levels than they thought possible.

I believe there are many other people who are DMs, too, although they may not really know how to use their superpower for the highest good, so I decided to write a book that detailed the responsibilities, mindset and skill set of a DM so that as many people as possible can use the information to help change their lives, make the world better, and support the people they work with in different areas of their life (i.e. home, work, school, volunteer organizations, etc.).

# TEAM Brolin

JOIN THE MOTIVATION MOVEMENT



The DM Disruption podcast is hosted by Dawn Brolin featuring stories from around the world of people being DMs and who are need of a DM to help them rise to their greatness!

[BOOK A PODCAST GUEST](#)

## TECHNOLOGY ROI

Dawn partners with technology solution providers to help educate and motivate other business owners to make smart changes to their tech stacks for higher levels of business success.

## SALES TRAINING

Does your sales team need actionable insights and intuitive advice to help them reach the accounting or small business market? The Designated Motivator sales training will not only incite your team to get to know their customers on a deeper level, but also provide a practical framework for using these insights to create more opportunities and close more sales.

## WEBINARS, VIRTUAL, AND ONSITE EVENTS

Does your sales team need actionable insights and intuitive advice to help them reach the accounting or small business

## SEE THE DM IN ACTION!

accountingTODAY



MAHONINGMATTERS



WATCH THE  
DM REEL

Watch  
ProfitCon  
Motivation

Dawn Brolin  
Sizzle Reel

Insightful Accountant®

accountingWEB



# THE TEAM BROLIN HOME RUN TECH STACK

## Starting Line Up

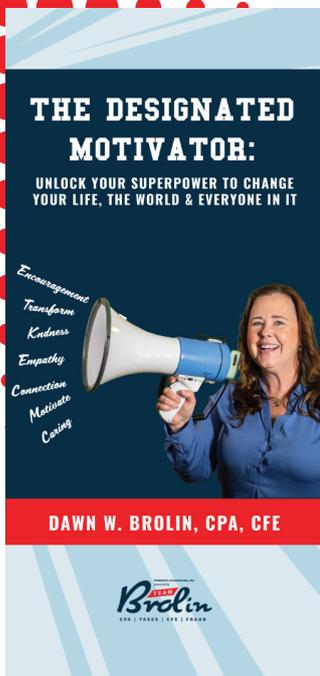
1.	Practice Management / Workflow	Karbon	
2.	Marketing / CRM	Keap	
3.	Client Management	Liscio	
4.	Document Storage	SmartVault	
5.	Payroll Processing	ADP	
6.	Accounting Software	Quickbooks	
7.	Time Tracking	QB Time Tracking	
8.	Quoting	Quotent	
9.	Tax Software	Lacerte / ProSeries / Pro Tax	



**LEVERAGE DAWN'S INFLUENCE AND EXPERTISE TO HIT  
A HOME RUN WITH YOUR TARGET AUDIENCE**

# What People Are Saying About

## THE DESIGNATED MOTIVATOR



“

As you start to read this book, you will feel the energy yourself.

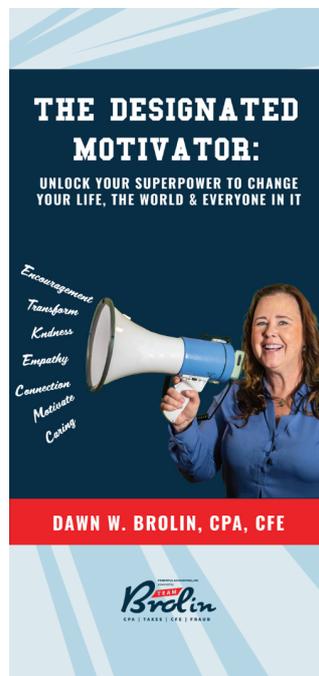
**You will feel a shift inside you that can never be undone.**

You will find that there is a Designated Motivator waiting to be awakened in you and anyone you, well, designate."



**Mike Michalowicz**

Author, *Profit First* and Designated Motivator for Entrepreneurs



“

Before this book I had never heard the term Designated Motivator, but it is something that has always been very important to me. This book has helped to remind me that when I reach the summit of a challenge,

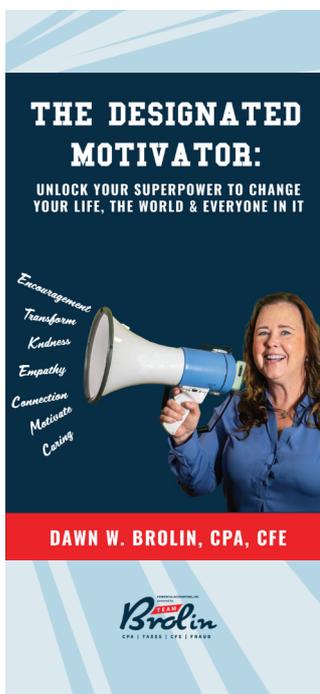
**will be able to share this journey with others and will hopefully be able to inspire others "to have confidence in themselves.**

Thank you, Dawn, for being my designated motivator!"



**Matthew Fulton**

Parkway Business Solutions



“

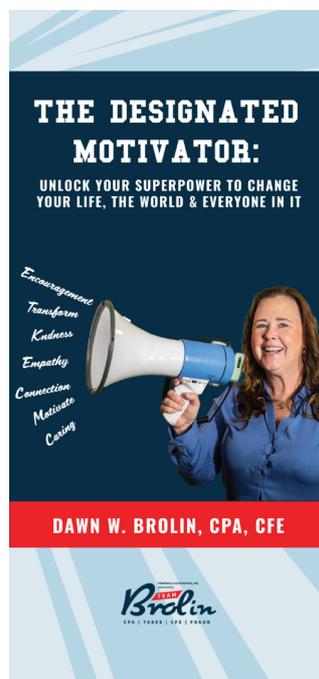
**The best leaders are DMs, what Dawn calls a Designated Motivator.**

DMs have the influence to positively change behavior and that is what leadership is at its core. This book is refreshing in that it reminds us that all of us can be a DM to our peers, our colleagues, and our communities."



**Jody Padar**

The Radical CPA, Author & Strategic Leader



“

Dawn practices what she preaches and now I have a name that I can put to her actions, she is a true leader. I would recommend this book not to just business owners but to anyone that is looking to find their place, at home, at work, in hobbies; **this knowledge share is good for any age or education level, it is not your normal business book."**



**Robin Hall**

President & Principal Consultant, VARC Solutions

**JOIN THE DM LIST TO RECEIVE**  
**#BROLINBOOSTS + BONUSES**