

BUSINESS TO BUSINESS

WHAT ATLANTA DECISION MAKERS READ

Robyn Spizman

CO-OWNER, THE SPIZMAN AGENCY; AUTHOR, TELEVISION CONSUMER ADVOCATE

"TWENTY YEARS AGO, I STUDIED SUCCESS, AND I PAINTED MY OWN mental picture of what that meant for me," says Robyn Spizman, co-owner with her husband Willy of a public relations firm, author/co-author of 63 books and television consumer advocate.

"Determination is the key," she stresses. "As Babe Ruth said, 'It's hard to beat a person who never gives up.'"

Such determination is rooted in the fact that you're sincerely interested in what you are pursuing, she adds. That translates into hard work, which, despite its challenges, is a joy. Another secret of success is she has cast procrastination (the word and the deed) from her vocabulary: "Today is better than tomorrow."

Proud to be a native, Spizman maintains the city offers everything and anything and a business climate that is "sensational" for anyone who mixes enthusiasm, dedication and hard work in going after his or her dream of success. Advice? "Never let anyone talk you out of your dream and be willing to take a risk." — JS



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of Atlanta's business world

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Pin Pin Chau, Liane Levetan, Janice Itson Holyfield, Jenny Pruitt and others share their secrets of success.