



2021 Ones to Watch: Lori Anne De Iulio Casdia, LDC Strategies

April 20, 2021 - Spotlights

Name: Lori Anne De Iulio Casdia

Title: Business & Marketing Strategies, Advisor, Mentor & Professional Development

Company Name: LDC Strategies

Real estate associations or organizations that you are currently a member of:

3V Chamber of Commerce; Rotary International; LeTip International; The Lions; Order of the Moose

How do you keep your team motivated despite conflicts and obstacles?

As a motivational speaker and mentor it is my life. Positive attitude, collaborative spirit and trust in my team. Together we can get through anything.

Who was/is your mentor and how did s/he influence/help you in your career?

Jack Canfield, author of Chicken Soup for the Soul is my mentor. As a mentor I believe deeply in having a mentor. I've been blessed over the years to have had a number of personal mentors. In working with Jack I have learned to become a trainer for mentors. Training those that want to become mentors to be the best mentors they can.

How do you contribute to your community or your profession?

I contribute through the various organizations that I am a part of such as the Rotary, Moose and Lions. I give back where and whenever I can having free seminars and webinars to assist everyone from start ups to fortune 100 firms. Giving back to my community is a core value I've had since a child.

What did you want to be when you grew up?

A Broadway singer/performer

What recent project, transaction or accomplishment are you most proud of?

Recently I signed up a client that went from an idea to just Soaring To Success. Instituting concepts and principles...showing up for her and showing up big! She now has multiple revenue streams of which I am a huge proponent and is on her way to build her empire and live the vision and dreams we discussed on day one! I am so proud of and for her.

What led you to your current profession?

35 years experience in business and marketing; a personal challenge that led me to realize I had a deep desire to help people find and pursue their purpose (vision and dreams) and I had been mentoring for 35+ years.

Top three things on your bucket list:

Broaden my positive impact helping thousands of entrepreneurs and want-to-preneurs Soar To Success!; take my book that goes to #1 on the NY Best Sellers & Amazon Lists, with an introduction by Jack Canfield on to be an internationally received contribution to the world; and have my villa in Italy

Favorite quote:

Tough to limit to one...

“Impossible is just a big word thrown around by small men who find it easier to live in the world they’ve been given than to explore the power they have to change it. Impossible is not a fact. It’s an opinion. Impossible is not a declaration. It’s a dare. Impossible is potential. Impossible is temporary. Impossible is nothing.” – Muhammad Ali

“If my mind can conceive it, and my heart can believe it - then I can achieve it.”

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