

# Carol Gardner

## How to Go from Underdog to Topdog Seven Secrets for Survival and Success

From OPRAH to Good Morning America, Zelda Wisdom is making a difference in people's lives.

“Oprah Winfrey says Zelda is a doggy diva and Queen of the Catwalk!”

“Charlie Gibson of Good Morning America says Zelda is the greeting Card industry’s ‘top dog’ and a supermodel who has it all.”

Check: [www.ZeldaWisdom.com](http://www.ZeldaWisdom.com) for all the latest on Zelda and Carol Gardner

### Carol empowers you to:

- Learn how to turn underdog challenges into top dog successes.
- Find out the #1 secret to making your dreams come true.
- Discover 4 strategies for “Getting Your Ducks in a Row” for business or pleasure.
- Be energized, entertained and more optimistic to face life’s challenges.



For more information contact:

[www.GreatWomenSpeakers.com](http://www.GreatWomenSpeakers.com)

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### Carol Gardner



The mastermind behind Zelda Wisdom, Inc.,™ Carol Gardner, a former advertising creative director and executive, started her company with 24 greeting cards on her living room floor. Within six months, over one million cards had been sold. According to the *New York Times*, Carol's images and insightful one-liners of Zelda can now be found around the world, and over 100 million Zelda cards, thirteen books, figurines, calendars, and a whole host of other wonderful and heartwarming items have been sold. Presently, Hallmark International and CardStore.com are producing and distributing Zelda cards.

Carol is the author of: *Zelda Wisdom*, *The Zen of Zelda*, *Zelda Rules on Love*, *Zelda's Survival Guide*, *Zelda's Tips From the Tub*, *Zelda's Bloopers*, *Dear Zelda*, *Zelda's Moments with Mom*, *Zelda's Lick or Treat Halloween Book*, *Zelda's Puppy Love*, *Good Night Zelda*, *Zelda's Funny Bunny Book* and *Bumper Sticker Wisdom: America's Pulpit Above the Tailpipe*. Carol is also featured in *Chicken Soup for the Entrepreneur's Soul*.

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## Praises:

**“Carol Gardner, Zelda’s owner, has skillfully interwoven into Zelda Wisdom humor with inspiration that touches people deeply.”**

*Delta Society*

**“No one could have done better. You were “spot on”. All I have heard are rave reviews and when will she come back. ”**

*Ed Helton*

*Cunningham Center for Leadership Development*

**“To say that your presentation was well received is an enormous understatement! I have never seen a speaker get so many “5’s” on their rating. I would highly recommend you to anyone searching for a fabulous keynote speaker. We loved having you for our First Annual Women’s Symposium. “**

*Cheryl Vargo*

*Manager, Community Outreach  
San Antonio Community Hospital*

**It has been a real pleasure to work with Carol Gardner for our Assistance League of Portland special event. Carol captured our audience with her story, with Zelda’s “Wisdom”, and with her “never give up” philosophy. This year we raised 35% more per person that last year. I believe that we can honestly attribute some of this increase to Carol. I would be pleased to recommend Carol Gardner to others needing an inspiring speaker with the perfect touches of humor.**

*Lois Mitchell*

*Special Event Chair  
Assistance League of Portland*

**Carol Gardner’s presentation was fantastic. She spoke from the heart, and the audience clearly found her both compelling and entertaining.**

*Julie A. Olson*

*Women In Action Foundation*

**What a spectacular presentation you provided for us at the Ferguson Spouses Brunch. I have received so many compliments on your upbeat, inspirational story. You provided us with universal guidelines to life with the perfect touch of humor. Thank you so much for being such an integral part of our program.**

*Lynn Hornsby*

*Ferguson Enterprises, Inc.*



## Partial Client List:

E-Women Network  
San Antonio Community Hospital  
Assistance League of Portland  
Ferguson Enterprises  
Delta Society  
Women in Action  
Cunningham Center for Leadership & Development  
Key Bank

## Featured By: (Partial List)

The Oprah Winfrey Show  
Good Morning America  
The Today Show  
The Martha Stewart Show  
CNN Interview/Daryn Kagen  
CNBC’s Power Lunch  
The Discovery Channel  
Animal Planet/AKC Show ‘Spokesdog’

The New York Times  
People Magazine  
The Wall Street Journal  
The London Times

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