

The Standards
Service Dogs of Excellence

September 10, 2025

To Whom it May Concern,

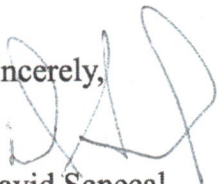
It's my pleasure to recommend Aimee Elizabeth after seeing her perform both "Lipstick on a Pig - How My Relentless Optimism Took Me From Homeless Teen to Helpful Millionaire" and "Ask Aimee Anything."

I can attest to her ability to blend raw, gritty storytelling with actionable wisdom. Her delivery is uniquely high impact because she refuses to sugarcoat the realities of struggle, yet she maintains an infectious energy and humor that makes finding opportunity and maintaining a positive mindset feel achievable.

Aimee doesn't just speak about success. She embodies the "relentless optimism" she preaches. Her insights into turning the worst moments of our lives into new opportunities are grounded in practical, no-nonsense strategies that have defined her career, which shifted my perspective and gave me a concrete mental toolkit.

Beyond her stage presence, Aimee is a consummate professional who is deeply invested in the "helpful" part of her "Helpful Millionaire" brand. She takes the time to engage deeply during Q&A, offering personalized encouragement that left a lasting impression on me.

Sincerely,



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