

**A Few Slices of Advice
2014 Woman of the Year**

Advertising Women of New York

“The only good thing to do with good advice is pass it on; it is never of any use to oneself.”

~ Oscar Wilde, *An Ideal Husband*

When Lisa Cochran accepted the 2014 AWPNY Woman of the Year award she shared many pieces of advice, including her favorite, to “Trust Your Gut.” She also called on event attendees to tweet a few words of wisdom of their own. All that advice has been compiled here.

“Do what you love and love what you do!
#TrustYourGut2.”

@Kenetta

“Always feel passionate about what you do.
#TrustYourGut2.”

Melissa Goidel

“Liverwurst and meatball sandwiches.
Then pie. — Eden the bulldog
#TrustYourGut2 #congratslisa
pic.twitter.com/BGv7YWI3hG”

@KateandEden

“Be a girls girl.
#trustyourgut2.”

Rebecca Silver

“From the
#awnyWOMAN herself
@CochraneLisa - ‘slow
down and make a pie’
then #TrustYourGut2
<http://t.co/ssMpf7U98K>.”

@carsona10

“Listen to the little voice
#TrustYourGut2.”

@tophertopher

“A helping hand goes a
long way you never know
when you’ll need one in
return @CochraneLisa
#AWNY #trustyourgut2.”

@AHarris00

“Try not to be the
smartest person
in the room!
#TrustYourGut2.”

@JSChicago

“Do everything
from the heart.
Or don’t do
it at all.
#trustyourgut2.”

@KKYoung312

“Don’t give anyone a reason
to have anything against you
#TrustYourGut2.”

@AHarris00

“If you never
hear “no” you
are not trying
hard enough.
#trustyourgut2.”

Melissa Goidel

“#TrustYourGut2 Lead with your best intentions and good things will follow- thanks @CochraneLisa and thanks @_AWNY for making us proud.”

@lynnbranigan

“Fall seven times. Get up eight. #trustyourgut2 #japaneseverb.”
@KKYoung312

“How you do things is more important than what you do. #trustyourgut2.”

Nina Abnee

“When you want something, all the universe conspires in helping you achieve it. #paulocoelho #trustyourgut2.”

@KKYoung312

“Lisa Cochrane advice - ‘Don’t mistake a bad day at work for a bad career choice!’ #TrustYourGut2.”

@jackienycramsey

“Make kindness a priority
#TrustYourGut2.”

@carsona10

“Advice: ‘Make sure you have a great team’ (@carsona10 @courtneybuckley @gkfchicago Katherine, Lisa, Nancy, Karen) @_AWNY #TrustYourGut2.”

@CochraneLisa

“Marry your best friend. #trustyourgut2.”

Katherine Roth

“Go out on a limb; that’s where the fruit is. And sometimes, those branches may be shaky’ - @CochraneLisa #awnyWOMAN #TrustYourGut2.”

@_AWNY

“Life is a stage. Always be prepared. #trustyourgut2.”

Esosa Ighodaro

“#trustyourgut2 Don’t put your tools away until the job is done.”

@e2cary

“Whatever you choose to do, do it well and with pride. #trustyourgut2.”

Jackie R

“Do what you love even though you won't love it every day.' #Awnywoman #TrustYourGut2.”

@PattiClifford

“Trust your gut sounds easy but it isn't always. - Lisa Cochrane @CochraneLisa @_AWNY.”

@allisonarden

“When life drags you back with difficulties, it means it's going to launch you into something great. #trustyourgut2.”

@KKYoung312

“Never give up no matter what life throws at you. You'll be amazed at what you can accomplish. #TrustYourGut2.”

@MStukel

“We can never obtain peace in the outer world until we make peace with ourselves. #trustyourgut2.”

@KKYoung312

“Be nice no matter how hard it is. #TrustYourGut2.”

Denise Chudy

“Bad jobs are very often the best jobs.' @CochraneLisa (so true! I started my biz after a 2 month disaster w/another studio!) #awnyWOMAN.”

@ahmedley

“Advice- from @MarthaStewart 'have lots of secret ingredients in life' #TrustYourGut2 <http://t.co/SKNImJkxkh>.”

@CochraneLisa

“Tip 10: ‘Nothing is more important to @CochraneLisa than family.’ --Georgina Flores of @Allstate.”

“Amaze Yourself.
#trustyourgut2.”

David Brot

“Get plenty of sleep. #trustyourgut2.”
Georgina Flores

@_AWNY

“Ditch the Dream.
Be a Do-er,
Not a Dreamer,
Shonda Rhimes
#trustyourgut2.”

@JSChicago

“Says @charleywickman about @CochraneLisa ‘testing only guarantees mediocrity’ @_AWNY <http://t.co/yD6TDVfja9>.”

@carsona10

“When shooting your head shot stick to professional poses like the bulldog snuggle. #TrustYourGut2 @nigelbarker pic.twitter.com/AQFQvMRdFj”

@KateandEden

“Don’t be afraid to get your wrist slapped.
#TrustYourGut2.”

Janna Ritzcovan

“Saying from an old family friend, ‘your opinion of me is none of my business.’
#trustyourgut2.”

Karen Burggraf

“Remove stuff you hate doing from your resume. If you hate it, why would you want to do it at your next job? #TrustYourGut2.”

@Carol_Dasaro

“Get Lisa Cochrane to be your client! #trustyourgut2.”

Nina Abnee

“10% of conflicts due to different opinions. 90% due to wrong tone of voice. Watch how you say it. #trustyourgut2.”

@KKYoung312

“@CochraneLisa: Advice-‘Have a great team’ @_AWNY #TrustYourGut2.”

@carsona10

“Stand up straight, be proud you are tall. #trustyourgut2.”

Lisa’s Mother, Diane Hosfield

“Advice - we are made better by people around us #TrustYourGut2 <http://t.co/UhrQUd65li>.”

@CochraneLisa

“Your life is made up of two dates and a dash. Make the most of the dash! #TrustYourGut2.”

@KKYoung312

“Advice doesn’t have to be wordy or poetic; it’s simply just a piece of wisdom from a personal experience.’ -- @CochraneLisa #awnyWOMAN.”

@_AWNY

“Listen hard to what is not being said. #trustyourgut2.”

Nina Abnee

“If you take yourself too seriously, no one else will. #trustyourgut2.”

Chris Aubin

“Details do matter-like an apple drawn on an apple pie crust #LisasBlueRibbonApplePie #secretingredient #TrustYourGut2 <http://t.co/yN2PHRVh7Q>.”

@Onan220

“Advice- smooch him every night
#TrustYourGut2 @_AWNY
pic.twitter.com/ZPH8ctIqNP”

@CochraneLisa

“Have a POV but
be open to other
views and listen!
#TrustYourGut2.”

@b_pass

“Don’t take yourself too
seriously #trustyourgut2
#AWNY @CochraneLisa
#proud @carsona10
pic.twitter.com/n08mnvCIB9”

@Carsona10

“Life is too short to
wake up in the morning
with regrets.
#trustyourgut2.”

@KKYoung312

“#awnyWOMAN @CochraneLisa
concludes with advice from
her father: ‘in life, savor every
moment.’ #TrustYourGut2.”

@_AWNY

“Be more concerned with
your character than your
reputation, because your
character is what you
really are. #trustyourgut2.”

@dranieri29

“Embrace the Mayhem!
Amen @CochraneLisa
#TrustYourGut2
@awnywoman”

@Cosekoski

“Hydrogen peroxide fixes
everything. #TrustYourGut2.”

@nothingbutnancy

“Be brave. Take risks.
Nothing can substitute
experience. #paulocoelho
#trustyourgut2.”

@KKYoung312