

Book Discussion

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Consultants 2 Go Launches First Book Tour

Seven years after founding their multimillion dollar consulting enterprise, Sandi Webster and Peggy McHale talk about starting and managing a successful business in the recession-ridden economy.

Peggy McHale and Sandi Webster of Consultants 2 Go®, LLC are proud to announce the recent publication of their first book, *Black and White Strike Gold: Practical Nuggets to Grow Your Business from the Women Who Launched Consultants 2 Go, a Multi-Million Dollar Company*.

When Sandi Webster and Peggy McHale, racially mixed business partners, set out to launch Consultants 2 Go in 2002, they had years of corporate experience and plenty of research to guide their way. But none of it prepared them for the difficulties of landing their first paying client, hiring the right staffers or the downside - yes downside - of their company hitting the million-dollar level. Through lots of trial-and-error they persevered and took notes!

A work five years in the making, McHale believes their book can be used as a comprehensive step-by-step psychological guide to starting a successful business or simply as a reference when facing the vast array of challenges entrepreneurs encounter. "Black and White Strike Gold chronicles our incredible journey in founding C2G and consolidates the lessons and the experience we acquired along the way in 52 nuggets of advice applicable to every industry and every business owner," said McHale.

Nell Merlino, author and Founder and President of Count Me In for Women's Economic Independence, recommends the book for any businesswoman looking to get ahead. "A wonderful book...In each chapter you'll find excellent examples of what good businesswomen should and should not do," said Merlino.

Webster also takes special pride in the emotional transparency and brutal honesty of their account, saying "Shifting gears from life as a corporate executive to an entrepreneur starting from scratch can often feel unbearably overwhelming, and it is our hope that others facing similar challenges can use some of the lessons we've learned to accelerate the growth of their business or their career."

After the success of the New York launch party earlier this month, Peggy and Sandi have been scheduled to make appearances for presentations and book signings at various panel discussions and conventions throughout the tri-state area.

