

SheEO's® Rock!
WOMEN IN BUSINESS SERIES
**99 Tips TO TRANSFORM YOUR
BUSINESS Today**

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99 TIPS TO TRANSFORM YOUR
BUSINESS TODAY

COVER PHOTOS FROM LEFT TO RIGHT

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SheEO's® Rock! Women in Business Series
99 Tips to Transform Your Business Today
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*This book is dedicated to the men in my life;
Chester Jr., Hugo, Mike, Leeland, Bussy,
my husband, father-in-law, and my children*

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PROLOGUE

It's been sixteen years since I quit my job and decided to start my own business; emotionally it was one of the most difficult things I have ever done in my life but I don't regret one moment. My friend Carol helped me land my first real job as an Executive Assistant to the CFO for a media buying company in New York City, and I had no clue what I was doing. I found myself calling her from my cubicle in a hushed tone when ever my boss needed a letter, report or document I was unable to produce in a New York minute; she faithfully obliged. I'm sure if they had known I was so inexperienced I would not have been hired. With a lot of observation and trust in my instincts I was rockin' my lane within a few short months and truly earning my salary – a cool 30k; not bad for a 22-year old mother of two small children again.

I remember well the first time I asked for kid-related time off, it was for their annual dentist appointment. Without incident my request was granted and all was well; or so I thought. My younger son was a thumb sucker and I was

advised to get him to a specialist as soon as possible. The next morning I walked into my boss's office and asked for an afternoon off the following week. As I watched my boss's chest fill slowly with air and his shoulders carefully draw closer to the back of his chair I felt my chest start to cave in. As the air slowly seeped from his pursed lips he let out an, "okay." I bowed my head, walked out of his office and headed to my cubicle. That was the moment I decided to never ask anyone for permission to properly care for my children.

Part of my job in the accounting department was to make the daily bank run and until my moment of truth it was the most despised line item in my job description. That was until I started tacking my lunch hour onto the time allotted for the bank run; I was out of the office for almost two hours everyday. Our Controller didn't care because she wasn't willing to waste her degree schlepping through snow in the middle of winter or dodging agitated cabbies and bikers racing up 6th Avenue on a 90° day in July to deposit checks. I developed a nice routine -- dash down 22nd Street to 5th Avenue to the bank, cut the line

(perks of being a key account), make the deposit and run back to 22nd and 6th to spend what felt like forever buried in every relevant business book Barnes and Noble had in stock. I earned my MBA courtesy of comfy chairs and non pestering sales people.

This went unchecked for months until a junior accountant and newly minted CPA, who felt I didn't respect his new title enough, casually mentioned I went "missing" every afternoon and wasn't giving him the reports he needed in a timely manner to effectively do his job. By the time this became an issue I had already accumulated twelve uncashed paychecks and was ready to quit (one of the books I read said I would need a 6-month cushion); my husband was supportive and I was ready to rock.

The problem was my uncertainty of exactly what I was going to do, but one thing I knew for sure was that I'd never have to ask permission to take my children to the dentist again. I was young and knew I still had time to fix my life if things didn't work out. My dad didn't quite get it but my mom did – probably because she was a working mom herself. In

my heart going *to* a job never felt quite right and just didn't make sense; I was ready to build and grow my empire and take on the 90's. Over the next six years I experienced moderate to great success spanning three businesses, oddly enough my master classes via Barnes and Noble didn't prepare me in any way with what I had to face in my daily grind. It was all about observation and instinct.

In late August 2001 my media company opened an office in Atlanta and just over a week later the World Trade Center collapsed. I truly wasn't prepared to handle what was to come for many personally or professionally; again, successfully maneuvering through those tumultuous times could not be learned from a book it was all about observation and instinct.

By 2003 I was burned out and decided to take a year off to do nothing but think and hang out with my children who were then 10 and 14 years old. During my time off I wrote *From Hip-Hop to Heaven* and a year later began lecturing about my life and the changes I was going through. In January 2007 I released *From Hip-Hop to Heaven for Girls and Can*

Hip-Hop be Holy? followed in November of the same year. I realized it was time to formalize what I was *now* doing so I created a consultancy and speakers bureau; my fourth and current business.

My confidence has been shaken during lean years and it hasn't always been easy but now more than ever I believe it's necessary to become an entrepreneur or at the very least have a side-hustle. We can no longer live by my dad's tenets of a) go to school, b) get a good job, c) don't be late for work, d) enjoy your two week vacation, e) retire at sixty-five then enjoy the fruit of your labor. We must now do life differently as things will never be the same. I watched with great sadness as our elected officials found it necessary to debate the extension of benefits to those out of work through no fault of their own and decided to take a stand.

The SheEO's® Rock! Women in Business book series along with group coaching, lesson downloads, webinars, classes and exciting live events are designed to strengthen women via entrepreneurship and were created as a direct

response to increased national unemployment, decreased job availability and heightened barriers to entry for many women from underserved communities. At its core, SheEO's® Rock! is about empowering women to grow personally and professionally to recreate their future.

The tips included in this book are straight from the hearts and souls of the contributors, in most cases literally. Their words are designed as encouragement and delivered with love, care and gratitude.

I'm jumping out of my shoes with excitement knowing I'll be working with you and the most success-bound women on the planet.

Let's take this journey together!



Saideh Browne

Section One

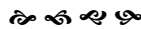


Self Mastery

“DON'T LET *NOT KNOWING* STOP YOU”

Don't let not knowing stand in your way! For many years, I didn't know the answer, or even exactly what I wanted to do. Then I realized I could do something almost perfect - start an online ethical clothing boutique - and turn it into my perfect career. I didn't know how to begin or what to do, and had a lot of questions. I still don't know all the answers, but you can always find someone who does or figure it out yourself. Many times you don't even need to know what you thought you did.

Just by letting go of the fear and anxiety of not knowing, I was able to move ahead and launch a successful online business.



Jessica Althoff, with the help of a great team and lots of wonderful, smart friends and family, started Future:Standard; an online boutique that provides ethical clothing and accessories (eco-friendly, fair trade, anything made with respect to the planet and those who make it). Jessica can be reached at www.shopfuturestandard.com and jessica@shopfuturestandard.com.

“PERFECTION DOESN'T EXIST”

Perfection doesn't exist and neither does the ideal woman, but you'd never know it from the messages we're hit with every day. Whether it's from the media, husbands or boyfriends, extended family or even childhood friends; women are constantly held to an impossible standard. The real truth is, you may not be perfect, but you're perfectly good. You have within and around you everything you need to take control over your life, success, and happiness.

You won't be able to find your purpose and reach your destiny—your predetermined place in life—if you lie to yourself. There is a plan for you, and it's something you and only you can accomplish. The time is now to accept the truth that your plan is a great plan! It's a plan for you to prosper, for you to have hope, and for you to have a great future. Take action on your truth with these two steps.

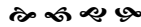
Action Step Number One

Reject All Abuse and Refuse All Lies

The next time someone tries to put you in a box and label you, refuse to be categorized. Don't stand there and take it—walk away or speak up. Don't internalize what is being said to you. Remember the truth of who you are and decide the best course of action for your individual situation.

Action Step Number Two
Always Be True To Yourself

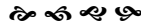
Be honest with yourself and your situations. Listen to what your heart is saying and then do all that is in your heart to do. No matter what happens, never go against what feels right to you. As a measuring stick, ask yourself if you'll be able to live with the expected outcome without feeling like you've sacrificed a part of yourself. Lean toward whatever is true and don't ever forget the truth about you!



Malika Anderson serves as the CEO of Real Woman's Guide™, a by-women-for-women company founded on the celebration of "Real Life for Real Women." She can be reached at www.malikaanderson.com and malika@malikaanderson.com.

“LET Go of Guilt”

My number one piece of advice to women, especially women starting a business, is to let go of the guilt. Remember that you are adding a business to your plate; therefore something else might have to fall off. It's okay if no one wants to eat off your floors or your kids have to wear jeans that haven't been washed in a while. It's also okay if you now only have time for each kid to be in one extracurricular activity instead of five. Building a business or starting a new venture will take up a lot of your time, don't feel guilty about it. Make sure you have time set aside that is just for your family and don't feel guilty at that time for not working on your business. Cut yourself some slack and do the best you can.

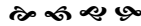


Dawn Billesbach is the Founder and Creator of the blog MenuForTheWeek.com. She has a passion for family, cooking and a desire to help others enjoy dinnertime again. Dawn can be reached at www.menufortheweek.com and dawn@menufortheweek.com.

“EMBRACE YOUR IDEAS”

If you have an idea, do it! The worst thing to happen is that you live life wondering, “what if?” If you have an idea and don’t at least try it, you’ll never know if it could have worked.

When I moved to Paris to start my career in marketing and publicity, I never knew my love of cooking would lead me down a different professional path. Traveling and discovering new food recipes and trends is a part of who I am; so I had an idea to turn these never-ending adventures into a business. Now I design tours and vacations for those who want to travel to Italy and enjoy our food, wine, art, music and cultural landscape. I tried my idea and I’ll never have to wonder, “what if.”

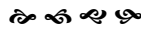


Lauren Birmingham Piscitelli is an Italian-American who lives in Positano, Italy where she runs the Boston, Massachusetts based Cooking Vacations LLC. She can be reached at www.cooking-vacations.com and info@cooking-vacations.com.

“CREATE A VISION BOARD”

Think about who you are, what you want to accomplish and why you started your business in the first place. Was it to take care of your kids, make the world and your own life better or maybe something else? Gather a photo and other mementos from "before" and place them in an album labeled "Past History" and tuck it away in the bottom drawer of your desk.

Now, reflect upon what your business is here to change and gather photos, spreadsheets, charts, graphs and other artwork that expresses where you are headed. Create a visual and keep that physical representation near you. Put energy into it, bless it with your love, and ask the Universe to support you in moving forward and achieving your goals. You'll find amazing changes take place quickly.



Heather Cate is a Spiritual Life Coach for the Creative Soul. She can be reached at www.blog.peacockandpaisley.com and heathercate@peacockandpaisley.com.

“WALK IN YOUR PURPOSE”

After struggling during the early years of my life, I decided to attend nursing school. I struggled to complete the demanding program and consistently failed classes; one instructor in particular treated me very unfairly. At one point I lacked running water and electricity at home for three months, but through it all I was able to graduate.

Shortly after graduation, I realized my journey and ultimately my career left me unhappy and unfulfilled. All I knew to do was to ask God to help me find my true purpose. We are all created by thought and if we don't walk and live in alignment with our purpose happiness will always allude us. To find your true purpose and avoid years of unhappiness I offer three tips.

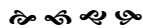
1. Find what you are truly passionate about. Walking in your purpose means doing what brings you joy whether you're paid to do it or not.

2. Be confident. Walk boldly as you manifest your thoughts. You have been created to be a trendsetter.

3. Develop a make-it-happen mentality.

Your purpose may require you to fight for it to be in existence no matter what.

I implemented these tips in my life and I soon realized my purpose; I was here to change the world with positive words. I knew what God had for me all I had to do was *seek it, find it and accomplish it.*



Terri Clay was a single mother of four children, a survivor of homelessness and domestic violence by the age of twenty one. She went on to pursue a degree in nursing. While working with troubled teens at a psychiatric hospital, the Lord revealed to Terri her gift of encouraging others and helping them find their purpose.

Terri can be reached at www.TerriClayInspires and terriclay@terriclayinspires.com.

“CREATE YOUR OWN SUCCESS SYSTEM”

It's important to create a success system that works perfectly for you. It's my hope that the system I created helps you achieve your goals in life and in business.

1. Build Trust. Trust is the oil that keeps great relationships running smoothly when conflicts or misunderstandings occur. It is confidence in your integrity, honesty, reliability and fairness. Therefore, walk your talk and strive for trust in all your business dealings.

2. Collaborate. Interdependence is built on “we win, I win” principles. Strive to work and collaborate with everyone. People who are satisfied with you and your service will remember you and refer you.

3. Be Genuine. Be who you are. When who you are and what you do is misaligned, stress results. Take time to assess your feelings and go with what feels right when all other information is lacking. You will draw perfect business and life balance to you.

4. Express Empathy. Empathy is the ability to imagine what another person is feeling. Therefore, listen carefully to others so you can understand the feelings beneath their actions and motivation. This is a necessary component for effective problem solving that leads to satisfaction.

5. Take Measured Risks. Learning happens when you do things right but even more when mistakes are made. The key is not repeating them. Stretch yourself and grow a business that makes your heart soar.

6. Celebrate Success. Success is more than making tons of money. It is also built on the satisfaction of people who complete goals. Pause and celebrate your success.



*Nominated by Merrill Lynch for Inc. Magazine's
Small Business Entrepreneur Awards, Dianne
Crampton helps leaders build teams of
employees who are as committed as they are.*

*Dianne is the Founder of TIGERS Success Series
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“Build Your Brand”

“Brand” defined is how you put yourself out there to the world. It's your promise, not just a logo or your name or a slogan - it's everything combined. But more, it's how your audience perceives your business. It lives in the minds of your customers.

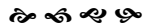
The good news is that you influence your brand by how you present yourself and your business to your customers via the ways in which you communicate, the words you use, the quality of what you offer, how you work with customers, and much more.

In order to successfully create your brand you need to consider: who you are, your values, the way you'd like to be perceived, what you want to be known for, and the benefits of the product or service that you provide to your customers.

Once you know these things, decide on the language and external image of how you want to communicate your brand (ex: casual, fun, traditional). Then create guidelines for your

image -- even if it's only you in your business. How do you introduce yourself? What do you talk about on Twitter? How do you answer the phone? How long does it take to respond to inquiries?

There are many things to consider, but since consistency is absolutely imperative to your customers' perception, it's well worth it. It may make the difference between branding yourself, or your customers doing it for you.



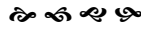
Colleen Davis is a small business strategist, branding expert and start-up specialist. She helps her clients start and grow a thriving business they love through branding and marketing focused coaching and consulting.

She can be reached at www.crescio.com and cdavis@crescio.com.

“SPEAK UP FOR YOURSELF”

You teach the world how to value and treat you by your words and actions. If you won't stick up for you, who will?

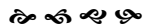
Learn how to ask for what you want and say what matters in a way that others can embrace and you'll have amazing results in your business and in life.



Dina Eisenberg is known as the Speak Up Strategist. She can be reached at www.speakuppowerfully.com and lynch.dina@gmail.com.

“STAY Fully PRESENT”

In order to be a successful entrepreneur, you must understand that you may have three full-time jobs; wife, mother and business owner. Focus on small and big accomplishments and work hard to be present wherever you are; whether at the playground, dinner table or in a pitch meeting. Don't ever worry about last week or yesterday, each day is an opportunity to win or learn. With that as your motto, you will never lose.



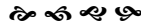
Melinda F. Emerson, known to many as SMALLBIZLADY, is one of America's leading small business experts. Her expertise includes small business start-up, business development and social media marketing. She publishes a resource blog, www.succeedasyourownboss.com and hosts a weekly talk show on Twitter called #Smallbizchat for emerging entrepreneurs.

Melinda can be reached at www.succeedasyourownboss.com, www.becomeyourownbossbook.com and melinda@melindaemerson.com.

“DEVELOP YOUR MENTAL STRENGTH”

I am so excited to share what I believe is the key to women’s success in not only business but her life as an individual – developing mental strength. If you’re not mentally tough, you’ll likely whither before enjoying the fruits of your labor. Simply asking God for what you want or need in your life is not going to do it.

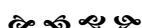
Mental strength will help you appropriately deal with depressive disorders that plague many women, prevent the spirit of laziness and deal with the disappointments and closed doors you may face. Most importantly it will help you better navigate your relationships with non-supportive family members and friends.



Kiwan Nicole Fitch is one of the founders and Executive Director of My Sistahz Keeper Association. She is putting the finishing touches on her first book, Confessions of a Welfare Mom and can be reached at www.kwanfitch.com and mskiwan@yahoo.com.

“Fly AT 3,000 FEET”

Fly at 3000 feet, enjoy the view and don't sweat the small stuff, unless your client is sweating it - then, sweat away and make it right for them. Surround yourself with employees, clients, vendors and friends who are the best in their fields. Learn from them and challenge yourself to grow every day. Go the extra mile continually; your clients will notice and they will remember when it comes time to renew your contract.



Patty Purpur started her business in 1992 as a personal fitness trainer and made \$11k in her first year. The business grew to over 5 million in sales in 2008 before she took an offer for her corporate fitness center management contracts. Through the negotiations, she received money and retained her company, website, logo and good will; she now specializes in all areas of wellness, including stress management, fitness and goal achievement. Patty can be reached at www.timeoutservices.com and patty@timeoutservices.com.

“DEAL WITH YOUR STRESS HEAD ON”

Being an entrepreneur is stressful enough, but as a woman entrepreneur we're faced with even more stress than the average business *Joe*. Being a 'serial entrepreneur' and a mom of two, I know the ins and outs of business-owner-stress. I'm sharing my coping strategies to help you survive your stressful moments.

Action One ~ Get Physical

As a first step to working through stress, I use breathing techniques and take a yoga class whenever possible. It's difficult to think calmly when you are physically stressed, so although it may sound a bit esoteric, it helps to make clear decisions.

Action Two ~ Use Visualization Techniques

I visualize in my mind a picture perfect ending to the current stress-causing situation.

Action Three ~ Have a Healthy Attitude

I maintain a healthy attitude towards big and small challenges that come my way. I embrace them so I can turn them around for the benefit of my business.

Action Four ~ Remember 'Why'

When the chips are down and the stress is on, I urge you to remember and reflect upon why you started your business in the first place. Somehow, you'll be able to talk yourself off of the ledge, get back to the essence of your business and do what is needed to ride the storm.



Amy Foxwell is the owner of Foxwell Associates and creator of the Win Win Marketing System series. She is a recognized expert in the field of customer marketing. For over 15 years she has worked throughout the world with both Fortune 500 companies such as Microsoft, Disney, AOL, Vivendi and Channel 4, as well as small businesses and start-ups to develop and apply customer centric marketing.

Amy is member of many business networks and is a frequent contributor and speaker on marketing topics. She can be reached at www.amyfoxwell.com and amy@foxwellassociates.com.

“BE REALISTIC”

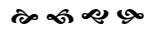
With my first attempt at entrepreneurship I was 100% committed to success and highly enthusiastic; I had unbridled enthusiasm and big dreams. What I lacked however, was the know-how on how to run a business and a plan for how the first year of business would realistically unfold. As a result, my learning was baptism by fire. That type of learning left me exhausted, broke, and heading back to work. Going back to work woke me up to what I should have done differently.

1. Research as much as you can. Before starting a business, find out the good, bad and the ugly so you can have a realistic view of what it takes to be an entrepreneur.

2. Get a mentor. Mentors use their experience and wisdom to guide you through the growing pains and keep you encouraged when you're feeling low.

3. Have a plan. A good working business plan can serve as a reliable roadmap and guide to an achievable goal.

These three tips can help you remain grounded as you seek opportunities and give your best to get ahead and succeed in your business.



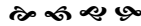
Karen Graves, known as the Start Up Strategist, is on a mission to help women entrepreneurs build strong, successful, and bold businesses that allow them to make a profitable living doing what they love to do.

She can be reached at www.yourvisionlaunch.com and info@yourvisionlaunch.com.

“STAY CONNECTED”

Women are not designed to do things solo! We thrive on being connected and the spirit of community and helping each other. But far too often, women entrepreneurs fall into the abyss of having to do it all on their own; this is not the way to grow a business.

Set up strategic partnerships with people who can help you increase your business flow and be that voice on the other end of the phone (or on the other side of the table over a glass of wine) that says, “I hear ya sister!”



As the Executive Managing Director of the eWomenNetwork, Marie E. Hall Ramos helps women make their dreams come true. She has been in sales for 12+ years, opened her first company in 2003 and has followed her entrepreneurial spirit ever since.

She can be reached at www.lipsticklogic.com and marie@lipsticklogic.com.

“FIND YOUR GIFT AND WORK IT”

I went from business to business until I found the secret. The secret is to use your unique talent to give back. Everyone has something about them that makes them special.

Decide what brings you joy, what you are extremely good at, and what makes you exceptional. Marry these lists to find your unique gift and figure out how your talent can serve others; then you'll find the business of your dreams. This is an abundant world. Recognize that you deserve to be compensated for the value you provide. And remember to contribute...to give back by using your talent, your time and your energy. You will be passing along the gift and encouraging other women entrepreneurs in the process.

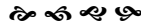


Heather Hansen O'Neill uses her unique gift by helping others transition through discontent to living a productive, joyful life. She can be reached at www.findyourfireinfive.com and heather@findyourfireinfive.com.

“STAY AHEAD of THE CURVE”

Perhaps one of the most dangerous things we can do as entrepreneurs is to be complacent. If nothing else, 2009/2010 taught me that things we've come to rely on for years or decades can change and be altered by happenings beyond our control.

Over coffee with another PR executive, fifteen years my senior, I realized I wasn't as progressive as I thought as she spouted terms I didn't understand and mentioned services I hadn't heard of. I let go of stagnant systems and moved ahead swiftly. I took online courses every morning for 3 weeks, earned a certification and I now understand what had been completely foreign to me just one month prior. Be encouraged to do the same; set aside 30-minutes each day to watch the horizon and stay ahead of the curve.



Risa Hoag is the President of GMG Public Relations, Inc. She can be reached at www.gmgpr.com and risa@gmgpr.com.

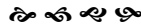
“EXPECT THE UNEXPECTED”

Like many entrepreneurs I subscribe to countless small business newsletters that stress the weight and importance of executing all business tasks with equal measure. The scale of predictably tips but that doesn't have to be a bad thing.

One morning a few years ago an interesting contest came through email. Hewlett-Packard wanted home-based business owners to send in their worst technology-related horror stories. The winner would be named "Geek for a Year." "Hmmm," I thought; had HP secretly been monitoring my house? I had plenty of tales--mostly about how my toddlers routinely trashed my workspace. I pushed back a few tasks and composed a brief story about how my son inserted a chocolate diskette (a product I was selling through a business called Cybercalifragilistic Gifts) into the floppy drive of my computer and my fumbling attempt to extricate it. This winning tale netted me \$10,000 worth of computer equipment.

The story was written up in the *Wall Street Journal*, the business section of the *Miami Herald* and countless other media outlets. More importantly, the experience opened my eyes to the power of the internet and its potential for publicity and public relations.

I eventually closed the gift business and formed Xpress Press, where I help others get publicity. Not bad for an hour's worth of un-tasking and the chance to vent a little. Don't fear going off plan. Goof off now and then and don't feel guilty about it. You never know where it might lead.



Tina Koenig is a writer and entrepreneur. She is an internet pioneer and the founder of several internet businesses including the internet's first press release writing and distribution agency, Xpress Press.

Tina can be reached at www.xpresspress.com and tkoenig@xpresspress.com.

“SLEEP WITH YOUR FRIENDS”
(ALWAYS KEEP THE FAITH AND NEVER
UNDERESTIMATE THEIR POWER AND GENEROSITY)

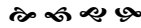
At some point in our lives, we've all slept around. Last year, when I lost my job, then apartment, I decided to “sleep” with my friends -- via couch-surfing. As a freelance writer and television script coordinator in L.A., I didn't want to leave the city that (usually) employed me, so I decided to do what I had to do to stay – by living with a different friend each week for a year (give or take) until I could afford my own place again.

I changed my Facebook status to: “Natalia Lusinski needs a couch to crash on for a few days” and the offers poured in. From studios and seminaries to mansions and nurseries, you name it, I slept there. Back when I was employed, I worked 90+ hours a week and primarily spoke to friends through the computer.

Now, I was relearning the importance of face-to-face interaction and how to be fully present;

couch-surfing was not about moving every week as much as it was learning how to sit still. I also discovered that I was looking for the “home” I never had as a child growing up with a single mom who was rarely there; physically or emotionally. I decided to do what any unemployed writer would do: write a book about it, *52 Weeks, 52 Couches: How I Slept My Way Through Hollywood (Without Sleeping with Anybody)*.

My grandmother always says, “Necessity is the best teacher.” I never found this to be truer than now.



Aside from couch.-surfing, Natalia Lusinski is a freelance writer whose inspirational non-fiction stories have appeared in seven Chicken Soup for the Soul anthologies in the last two years. Currently, she is trying to sell her couch-surfing memoir.

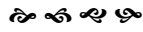
Natalia can be reached at writenataliainla@yahoo.com.

“INNOVATE”

As women, our successes are as much the result of hard work and determination in a world that often undervalues the contributions of women, as they are of our personal vision and innovation. For a woman in science, it is a difficult journey. However, I have always been steadfast in my beliefs regarding myself and my business. Perseverance and a confidence in one's abilities are important. When you believe in yourself, your work becomes self validating and stands on its own.

As I moved forward in being the change, increased recognition encouraged others to collaborate and come on board. This platform supporting the flow of my purpose became the very essence for attracting abundance at all levels. Today, the remarkable health successes with clients and the sustainable technologies serve as validation.

When you develop a ritual in your personal and business life, it becomes your gift of opportunity.



Lorraine Mignault is the Founder of Positive Living Inc. and an award-winning inventor with several natural discoveries; her book Die Healthy: Pursuing the Dream of Wellness and Longevity was showcased at the Frankfurt International Book Fair. The book is being reviewed for Foreign Rights worldwide - and for distribution in alternative medicine. The book serves well in her practice and includes scientific evaluation for which she has an IP.

Lorraine is the only woman worldwide with a suite of IP responsible for restored health successes; (including life balance, pain relief, fitness, stress elimination, skin health, insulin/blood sugar/weight management, beauty sleep and wellness.

*Lorraine can be reached at
www.positivelivingessentials.com and
info@positivelivingessentials.com.*

“Go With the Flow”

Work to achieve the psychological concept of *flow*. It's hard work but it will allow you to achieve meaningful goals personally and professionally you never thought possible. Don't be afraid to immerse yourself in and devote yourself to your ideas and dreams; this is a *must* if you want to flourish as an entrepreneur and an individual.

As I began importing yarn from women's co-ops in India and Nepal, I realized I had to delve into their culture and lifestyle if I really wanted to connect and make an impact. I work everyday to provide an incredible platform for women to prosper above their existing poverty level so that they can better their lives.



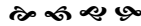
Nicole Mikkelsen-Snow is the Owner and Director of Business Operations for Darn Good Yarn. She is proudly saving the world one ball of yarn at a time. She can be reached at www.darngood yarn.com and Nicole@darngood yarn.com.

“TO WHOM MUCH IS GIVEN”

To unlock the doors to your success and freedom is to recognize you have been placed in a position where you have influence over others. You, like countless others before you, have been given an assignment that gives you power, dominion, ruler ship, and a place of honor, and with that comes accountability, responsibility and integrity.

“To whom much is given, much is required”

The principle of any successful person is exemplifying these traits in your life and your business; for after all you have been given, a measure of freedom and what you do with it determines your wealth.

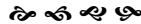


Sandra Mizell Chaney is on a kingdom assignment to transform minds and impact hearts and lives across the globe. She is an Author, Transformational Speaker and Coach and can be reached at www.sandrachaney.com and sandra@sandrachaney.com.

“GET OUT of YOUR OWN WAY”

We keep ourselves from moving forward or even starting our own business. I talked myself out of it many times because I was afraid of the unknown - not just how to start a business, or how to run the business, but how was I going to juggle being a mom as well and be able to do it all?

Face your self doubt and unknown fear and just do it! None of us have all of the answers but what we can do is to make a plan of action. Know ahead of time that it will not be easy, you will need help and support and there will be many times that you'll feel like throwing in the towel but you just have to push on and ignore negative voices; use those whispers as motivation to succeed. Now is the time to believe in yourself because no one else is going to do that for you.



Michelle Morton is a Mom-preneur and can be reached at michellermorton@gmail.com.

“EMBRACE CHANGE”

We’re internally wired to deal with change and each of us possesses a built-in strength to successfully navigate how change is accepted and implemented in our lives. It’s important to be an active participant in your own life rather than a passive viewer of an interesting story.

When things around you begin to shift, embrace and acknowledge it; then take some time to make a new plan and begin to craft a different strategy. It will help to answer the questions, “Will I now need help?” or “What’s going to happen differently?” or “How am I going to do things now?” Break the process of changing into small, manageable steps and turn that change into what you need and want and what will ultimately work for you.

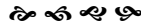


Stephanie Navarro is the Chief Executive Officer of MaMa CHANGE, LLC. She can be reached at www.mamachange.com, www.thecardcache.com and stephanienuvarro@mamachange.com.

“Follow Your Passion”

Follow your passion and success will follow! I wasted so much time following a career path that others dictated would be best for me. One day I simply decided to figure out what my passion in life was and go for it.

After much soul searching I discovered my love for all things business and decided to run my own company. I thought, “from now on I will follow my heart and create my own definition of a successful career, which is to wake up every morning excited about my day and enthusiastic to work.” Although not every day in business is perfect, I wake up knowing that my business represents my passion and I put my heart into every product I make and everything I do.

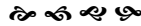


*Victoria Olubi is the founder of My Curls;
a naturally inspired hair care line for people
with curly hair. She can be reached at
www.mycurls.co.uk and
victoria.olubi@hotmail.com.*

“DON'T BE AFRAID TO GET DIRTY”

I played the "woman of the eighties" game; suits, heels, briefcase, the whole shebang. I climbed that ladder of success and finally achieved the management job I coveted only to find out there were too many people above me and no autonomy. I wanted to do things my way so I jumped right off that ladder and started a residential cleaning company.

Circa 1985 residential cleaning services were just beginning as were cleaning franchises; I skipped the franchise route and went it alone. I built my business by trial and error until I finally reached a million dollars gross in a year, cleaning houses. Don't be afraid to get dirty – dig in and grow your business!



Alison Palmer is the President of Custom Maid, Ltd., and the past President of the Association of Residential Cleaning Services International.

She can be reached at www.cmaid.net and alisonpalmer@cox.net.

“MANAGE YOUR EXPECTATIONS”

The best way to manage the roller coaster ride of fear, frustration and disappointment is to manage your expectations. If you expect your manager in at 9am and she wanders in at 12:15pm, chances are you'll want to throw a stapler at her...but don't. Whereas, if you expect her in at 12:15pm and she shows up at 12:15pm you'd shout, "Welcome and howdy!" when she walked in the door.

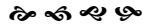
It's the expectation that matters and makes a difference. Here are three examples that really work.

1. Make your first \$1. That first dollar is by far the most important one. It means that you have thought the entire process through and your system is working.

2. Expect a learning curve. Take time to recognize how much learning you have done already then plan more time to learn. Running a business is a constant learning process.

3. Expect to need help. You will. The sooner you get it, the faster your business will thrive. No one has built an empire alone.

Once you have your expectations under control you are going to be able to achieve remarkable results. Fame, fortune and making a real difference all reside on the other side of persistence. You can do it!



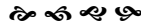
Karen Pasqualucci, affectionately known as The Doodle Queen, is an entrepreneur, home-school mom, black belt, author and artist.

She blogs at www.doodlemeanings.com where she doodles for meaning! Her new book: Zendalas is available from Amazon.com

“CHART YOUR COURSE”

Write down all of the areas in your life that requires your attention and that you focus energy on (day job, hobby, kids, husband, pets, working out, etc.). Then draw a pie chart and allocate the appropriate amount of space to each of those things - based on the energy you spend on them. It really hit home for me when I saw that only one small sliver was set aside for me to enjoy life.

Once you have that chart done, create an annual goal - list each of those items and what you want to achieve for the next year. Check on your progress a few times during the year to see how you're doing. Sometimes change occurs in big chunks, sometimes small crumbs make a difference that adds up over time.

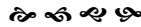


Kimberly Ring has 25 years of experience from the top ten global advertising and public relations agencies BBDO, Young and Rubicam, J. Walter Thompson, and Porter/Novelli. She is the Managing Member of Premium Organic Cafe, LLC. and can be reached at www.premiumorganiccafe.com.

“ACT ON YOUR IDEAS”

Quite often I introduce myself and my new venture to help Jewish mourners with *sitting shiva* and the response is “I had an idea for doing that!”

Many of us have ideas for new businesses that we think about but don't act upon. Don't be afraid to pursue the viability of a concept you feel passionate about. Take the time necessary to do some research, evaluate the need for your service or product, create a plan and with a modest expenditure put it onto action. It won't take long to determine if it's worth continued effort and investment.



Sharon Rosen is the President of Shiva Connect Inc., whose goal is to develop a helpful website to provide information, coordination and support to Jewish mourners, family and friends.

She can be reached at www.shivaconnect.com and srosen@shivaconnect.com.

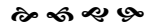
“THERE’S NO EASY ROAD TO SUCCESS”

Speaking from someone who has been in business for several years I can tell you there is no such thing as an easy road to success. Being a woman is hard enough, but being a woman in business is twice as difficult. Successfully balancing our home, business, and family is no easy fete. We’re frequently required to wear many hats at one time and the feeling of being overwhelmed is shared by many women and women business owners.

To overcome this feeling, I suggest you search deep inside and use whatever motivational technique that works for you until the feeling passes and you can gather your thoughts again. Your willingness to succeed will help you overcome every obstacle and as every new and seasoned entrepreneur knows, there will be obstacles.

I believe reading, praying, and speaking with positive individuals are a few ways over come challenging moments. Loving what you do also plays a significant role in the success of your business. Your passion, dedication and

love for what you do will make work never
seem like work



*Pamela Salaam has been an entrepreneur for
over 15 years, she and her husband are
restaurateur's and own Nubian Flavor
Restaurant in Newark, New Jersey. She recently
opened Vintage Soul, a fashion and accessory
boutique, in nearby Bloomfield, New Jersey.*

*She can be reached at
www.vintagesoulboutiqueonline.com and
vintagesoul613@gmail.com.*

“SURRENDER TO THE UNIVERSE”

When I started my business I put an enormous amount of pressure on myself, I was incredibly determined to make the business a success overnight.

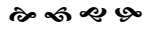
I did everything in my power to make it a reality. I pushed myself hard. I beat myself up when I didn't accomplish everything on my to-do list and seethed with anger and frustration when people I depended on missed a deadline. All I could see was lost sales and a loss of income. It seemed at times that nothing was going according to plan...my plan.

My business partner and mother counseled me. Their words taught me to accept that some things are beyond my control and work and life don't always go according to plan. At that point I learned to let go and to surrender to the universe.

Here's the kicker, how you choose to deal with everything is all within your power; it's your choice.

You can let it eat you up inside and stew in negative energy, or you can just choose to let it go. I chose to let it go.

I've accepted that not everything will be on budget, or on time and that I will not be at my best everyday. Choose to surrender. It will be one of the most liberating things you do for yourself. And, every once in while, feel free to look up into the universe and ask it to make tomorrow a better day!



Founded by Sherry Segal and Wendy Wiseman, Kiboomu creates award-winning music and apps for kids. Their website is www.kiboomu.com.

“LEARN FROM OTHERS”

Seek out those who are already doing what you want to do and watch them. Don't let their success intimidate you, let it motivate you; consider reaching out to them for assistance. On a hyper local level, begin associating with people who are going where you want to go and continue to network with like minds so you can learn from their mistakes.

Understand that family members and friends may need to be cut off in order to achieve the success you want, especially if they don't fully endorse your plans. Work hard to maintain relationships where positivity easily flows. Lastly, exercise your faith and believe it is already done!



Crystal B. Smith is the CEO of Ambiance Productions World Inc., a booking and production company. She can be reached at www.ambianceproductionsworldinc.com and booking@ambianceproductionsworldinc.com.

“LIVE YOUR DREAMS FEARLESSLY”

I left Memphis, Tennessee for the Big Apple of New York City on July 7th, 2005. I had no family and only two friends looking forward to my arrival. I felt free and for the first time in a long time I was excited about what was to come.

The unknown served a purpose for me to create a new life, a fresh start, and was a blank canvas for me to paint my dreams that were as vivid as all the bright lights in Times Square. I had a passion so strong that I left my corporate job, a great salary, my car, my friends, and my family to pursue the unknown. No one understood why I had to leave Memphis. Most thought I was crazy for leaving all my comforts behind to go after my dream. On the outside, it seemed foolish to give all that up; but on the inside there was a storm inside me that wouldn't rest.

I could never be content to settle for the ordinary, mediocrity of a job. I knew I had talents inside of me that I could not lose to a lesser purpose. I knew that if I stayed there I

would fall into the trap of complacency. I had seen all too often how people sacrifice a large part of themselves to cater to someone else's dream. For me, this was a scary thought. I didn't know what was ahead of me. I didn't see the lonely days, the late nights I would cry myself to sleep, or the small one room shack I would be staying in while I was trying to make it. All I could see was that I wanted more, that I needed more, and that my dream demanded this of me. I knew I had to live my purpose and that the only real fear was if I chose not to do so. It was scary to everyone on the outside looking on, but for me; I was fearless...

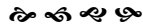
My business tip is to be fearless and be willing to do the things that most people are afraid or unwilling to do. It involves putting yourself out there, being vulnerable even, and facing your weaknesses head on. It is about taking risks and knowing you can fall flat on your face; but taking it as a learning experience to get back up again and again! Fearless means having an inner strength and reserve to keep going when others would have given up. It's about stepping out of your comfort zone and being a trendsetter. Leaders are fearless by

design and whether this is an innate ability within you or develops over time, it will set you apart from the rest.

As an artist, writer and entrepreneur, I know first hand that everyone will not see your vision, talent, or even your drive. Everyone will not see your dream the way you do; that is why it is *your* dream. When you're fearless, you won't feel the need to depend on someone else to manifest your goals. Being fearless requires that you depend on no one else but you, because there may be times that 'you' will be all that you have. Sometimes you might have to be your own cheerleader and your faith will be all you have to keep you going through the harsh times of your journey.

As I reflect back a little more than five years later, I can be proud of my decision to live my dreams. I didn't know that the market and economy would suffer the way it has or that so many corporate employees would be out of their jobs. All I knew was that my dreams were not there, and all the comforts everyone thought I gave up were no comparison to my purpose. I found that true stability and comfort

rests within our selves, so live your dreams fearlessly!



Tracy Smith is an accomplished artist, writer, and entrepreneur from Memphis, Tennessee. Currently residing in Brooklyn, New York she is the owner of Tracy Smith Fine Art and Photography. She is also a freelance writer for Visions fine art magazine and the author and illustrator of her own children's book series.

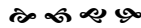
Tracy is very passionate about helping others as she serves as a consultant and educator within the community. She also conducts children art workshops to empower our youth on the history and value of art within our culture. Tracy is an alumnus from the University of Miami in Coral Gables, Florida where she holds a Bachelor of Fine Art degree in both Graphic Design and Illustration.

Tracy can be reached at www.tsmithart.com and tsmithart@gmail.com.

“ACCEPT CRITICISM”

Everyone has a critic; don't let criticism hold you back from following your dreams and living your life's purpose. Feedback is very important to enhance our being and bring greater success; while hearing something negative about yourself may hurt, the honesty and candor is needed for self improvement.

The approach is to deeply listen to what the other person is saying and reflect on the extent of its validity. Graciously thank the person for sharing their thoughts and ask how they think the situation would be best handled in the future. Based on the validity of the criticism, change your future actions. Leave the hurt in the past and do something differently the next time. Learning from our past mistakes and criticisms is the greatest lesson we can learn.



Nancy Stampahar is the founder of Silver Lining Solutions which provides coaching, consulting, workshops and keynote speaking services. Nancy can be reached at www.silverliningsolutions.com and nancy@silverliningsolutions.com.

“EMBRACE YOUR INTUITION”

Embrace the *woman* half of ‘woman entrepreneur.’ Value your intuition and touch, and don't be afraid to apply them to your business. Business is a tough game, expect moments when you'll need to be firm, make difficult decisions, and be focused on the bottom-line. I believe that by embracing your intuitive self you'll keep both your sanity and perhaps the passion for what you're doing.

Listen to what your intuition is saying about any given situation. Welcome opportunities to make your office or corporate culture more warm, friendly, and personable. Although women are the minority in the entrepreneurial world, embracing some of our uniquely female traits can ultimately help us be more successful.



Sara Sutton Fell is the Founder and CEO of FlexJobs, a leading career website source for telecommuting and flexible jobs.

She can be reached at www.flexjobs.com.

“DON'T BE AFRAID TO SHIFT”

Some things in life just happen. I had no intention of starting a soapmaking business back in September 2001 after attending a bridal shower with a friend. I was intrigued by the handcrafted candles she received as a bridal shower gift. My friend whispered to me "You're going to go home and try to make those aren't you?"

A few weeks later I visited a craft store and purchase candlemaking supplies but in the same aisle right next to the candle supplies I saw glycerin soapmaking supplies and a few of those supplies ended up in my shopping bag as well. My first attempt to make votive candles was not a huge success, they just wouldn't release from the molds. I tried a few more times with the same results. So I pulled out the soapmaking supplies and it was a smashing success. That Christmas I made gift baskets for sale and they sold like hot cakes. My mother, who was first to critique, tried some of my soap scrapes (usable soaps that aren't retail quality) and when she noticed that her skin didn't dry up she was hooked. I knew

instantly that my soap helped her skin issues and if I shared my products with others I may be able to help them as well and Nyah was birthed.

Soon after, I started making lotion, lip balm, body butter, body scrubs, bath salts; you name it I probably was making it. After a few successful years, I began offering classes and coaching services. They say in each cloud is a silver lining but I find we often focus so hard on what the problem is instead of working on a viable solution; don't get discouraged because things didn't work out as planned. What I thought was going to be a successful candlemaking businesses turned into a lucrative personal products brand. Never be afraid to shift and change course.



La Shonda Tyree is the owner of NYAH (“purpose”), a handcrafted beauty and skin care company. She is past Board Director and Honorary Lifetime Member of the Handcrafted Soapmaker’s Guild. She can be reached at www.handmadesoapcoach.com and coach@handmadesoapcoach.com.

“RE/DISCOVER WHO YOU ARE”

Like hamsters on their wheels, we have a tendency to get so caught up in the day-to-day grind that we sometimes lose sight of our true selves; leaving so many of our awesome, God-given skills and talents underutilized or, worse yet, not cultivated at all. As a result, the whole world loses out.

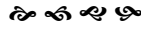
By day, I am a life skills educator who helps students discover who they really are, where they want to go and how they plan on getting there. In planning and facilitating the activities and assessments specifically designed to evoke serious, introspective contemplation, I began to internalize the lessons myself. Class after class, cycle after cycle, it dawned on me that I didn't consider my answers to the questions I was asking them as carefully as I should have. Although I have been working steadily for nearly three decades, with salary as the primary motive for accepting a job, I never considered other important factors such as whether I'd get to use my best skills or if I even had passion for my job.

Like so many, I also have found myself unexpectedly laid off –more than once. These mini hiatuses turned out to be blessings in disguise because they forced me to look into my hands and really assess all that I could offer to the world as a means to sustain myself. I believe God may be asking us just as He asked Moses, “What is that in your hand?” Whatever our “that” is that we have in our hand is there for a reason!

I had been making wedding and specialty cakes for my friends, co-workers, and church for years; I was also gifted with the ability to sew quilted and unique custom printed products and I knew I could use my skills to pay the bills. We all do *something*.

I encourage you to make a deliberate effort to discover or re-discover who you authentically are and seek to capitalize on it. If you find yourself laid off, the experience will seem less harrowing if you're aware of a mechanism that you can easily put in place to still pay your bills. I challenge you to use your severance pay and unemployment benefits as start-up funds for your business! While it may be true

that jobs are scarce these days, it is also true that you can make your own job. If you're already established in business, come up with fresh ideas for expansion. In any case, doing so is sure to be advantageous in ways beyond what you can even imagine. Carve out time to examine yourself, and let your gifts make room for you.



Denise L. Toney is an innovative, multi-faceted artist skilled in card making, graphic design, scrapbooking, cake decorating, quilting repurposing, and more; specializing in afro-centrism and personalization.

Denise serves as an advisory board member and Resource Development Officer for The International Youth Organization (Newark, NJ). She has a proven record in grant writing, event planning, public relations, and marketing.

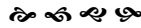
She can be reached at www.deniseincorporated and denisetoney7@gmail.com.

“BECOME WHO YOU ALREADY ARE”

Today is another day to do something you thought you couldn't and become who others said you wouldn't, all while loving the scenic journey.

We are created to possess the land and walk towards destiny on purpose throughout the seasons. Life seasons change every ninety days, and in order to understand ourselves, it's vitally important to understand how to apply our gifts within the rotation. If lessons learned are applied you'll soon find yourself in the place you know you truly belong.

Be comfortable in your skin, allow others to shine and have confidence in your ability to help others and create a successful business.



Daphne 'Dwritewell' Williams seeks to teach, motivate, inspire and lead others as she continues on her very own life fulfillment journey to become a full-time Entrepreneur/InfoPreneur. She can be reached at www.dwritewell.com

Section Two



Business Basics

“Build a Business That Supports Your Lifestyle”

Hello ladies, submitting my tip from New Zealand is a dream come true for me. For the next four months I'll be living and working in the South Pacific with my husband and our two children. My tip to women entrepreneurs is this: *build a business that supports your ideal lifestyle instead of building your life around your business.*

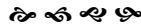
We encourage women entrepreneurs to answer three Pretirement questions in their business planning such as we did when we rebuilt our business from fifteen employees to three:

1. Define what Pretirement means to you.

For us Pretirement meant traveling for an extended period of time with our young family. It meant being time rich and having freedom and flexibility. For you it may mean having a 3 day weekend, or having flexibility during your day to be there for your children, it may mean no travel at all but being able to volunteer your time one day a week.

2. Define what success means to you. The first thing we had to do was stop living our lives based on other people's definition of success – our parents, our spouses, our competitors or society in general. Once we started living by *our* definition of success, amazing things started to happen!

3. Determine what you are willing to do, and not to do, to achieve your success. Our mantra is “In order to live an extraordinary lifestyle you have to do extraordinary things.” This isn't always easy as your decisions may not make sense or seem valid to others; but when you're Pretired and living your ultimate life, by your definition of success, then you really don't care. Honestly.

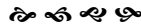


Jasbina Ahluwalia is an attorney turned entrepreneur, radio show host and founder of Intersections Match the only national elite, personalized matchmaking and dating coaching firm for singles of South Asian descent. She can be reached at www.IntersectionsMatch.com.

“JOIN A MASTERMIND GROUP”

Mastermind Groups are an excellent way to get input, insights and validation for what you are going through. Being an entrepreneur is a very lonely process and having a weekly team of experts cheering you on and giving you honest feedback can be very rewarding.

The advent and effective use of Skype offers the ability to form Mastermind Groups across the globe and really tap into a wide range of resources.



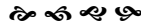
Susanne Alexander-Heaton took a leap of faith from her corporate oil and gas industry Marketing Manager position and formed Motivated by Nature. She is an author, publisher, speaker and FUNdraiser.

Susanne can be reached at www.motivatedbynature.com.

“DELEGATE - DELEGATE - DELEGATE”

One of the recurring challenges for female entrepreneurs is striking and maintaining the right balance between work and personal commitments. I was one of those people who assumed too many roles because I adamantly believed that I was the only person who could get things done.

My business flourished once I learned to delegate to others who were able to assist me. This new found freedom allowed me to shift my energy onto new projects and prevent possible failings that could have occurred in my personal life. Also never, ever, ever give up. There are loads of doors just waiting to be opened.



Lola Atkins is the CEO of London based social enterprise EWAV Works. Founded in 2004, Lola's award winning organization creates projects to empower young people who are facing social challenges.

She can be reached at www.ewavworks.com.

“BE DILIGENT AND PASSIONATE IN SPITE OF THE SPEED BUMPS”

I started my personal styling business without a red cent but without any debt; and after one year I had very little income and lots of debt. It was tough to build a business. I persevered because I knew the clients I did have and used my services felt better about themselves and that I was making a difference in their lives.

I chased as many leads as possible and kept going. Diligence and passion provided the fortitude I needed during lean times. I learned to work through the speed bumps and remain on course.

Stay focused and keep going strong because your success depends on it.



*Monica Barnett is the President of
Blueprint for Style, and can be reached at
www.blueprintforstyle.com.*

“LEAD WITH VISION”

“Nobody ever helps me into carriages, over mud puddles, or gives me any best place! And ain’t I a woman?” —Sojourner Truth (c.1797–1883)

Beloved, if you wait for someone to help you up, you might be sitting down for a long time. As a woman I found that in order to follow my dreams, I had to lead with vision. I had to make it happen and then align myself with veteran businesspeople who were experienced in what I needed to know and do.

In your mind, draw yourself a picture of what success looks like for you. Never allow your dreams to become stenciled in fear. Put up literal pictures of what your goal is in your private or work space. Create affirmations that inspire your will to make things happen. Making your dream come true of having your own business will continue to be only a dream until it is fully outlined on paper, researched, and then developed by putting it into action. Then and only then is it a goal materializing and no longer a dream. There will always be mud puddles of challenges and hard decisions;

but there will also be abundant carriages of opportunities riding by you and many missed blessings if you never start or put into action what your mind and heart desires. Your best place can be realized by relying on faith and common sense granted to you by our Creator, and reaching out to and networking with powerful and positive women who have walked the walk and every day talk the talk. There are many seasoned businesswomen who will aid you in making your dream materialize; women who believe in doing it from the heart and soul and expressing the true business essence of “ain’t I a woman?” Success in abundance to you!



Rachel Berry is a published author, poet, motivational speaker, mentor, community leader, columnist for SORMAG and The Examiner.com and CEO of the TVN 'The VOW Network (Voices of Wisdom). She also hosts From The Heart and Soul show on the Blog Talk Radio network:
www.BlogTalkRadio.com/Lady-Serenity

Rachel currently resides in Virginia with her family and can be reached at
www.rachelberry.webs.com and
rachelwrites@yahoo.com.

“DISCOVER YOUR COMPASS”

Navigating through the early stages of your business can be likened to navigating through the often choppy waters of the ocean; unexpected waves, storms and possible damage to the vessel. Without a rock solid navigation system the Captain would be lost at sea. So, to all of the women who dare to defy the odds and start their own journey of entrepreneurship, I challenge you to tap into your soul to discover your compass – the existing navigation system that determines the essence of who you are.

Today is the day to create the life *you* want, the life you're destined to live; and it can be done in three phases.

1. Believe. You must believe in who you are, what you're worth and accept the truth that your ideas add value to humanity.

2. Affirm. Use your words, deeds and actions to back up/validate your will and the desire of your spirit to live your destiny. Embrace the universal experience and enjoy peace in your

body once your mind, will and emotions are in alignment with your purpose.

3. Synchronize. Be cognizant and ever-present in every conversation, moment and minute. Be aware of your surroundings and how you fit into the evolution of humanity. Look for opportunities to that are in alignment with your goals and be bold in your desire to bring those opportunities into your world and sphere of influence.

Know that an internal compass exists and is willing to help you succeed personally and professionally, but knowing is only half of the battle. Understanding how and when to tap into your navigation system will bring you the greatest joys and pleasures in life – and if one of those joys and pleasures is a successful business then know it's there for the taking.



Saideh Browne has authored several books and is widely recognized as a Gen-X Thought Leader. She is the owner of Impact Agency NY, blogs at www.sheeosrock.com and can be reached at sb@saibrowne.com.

“NETWORK³”

The best thing you can do for your business is to network. This is especially critical in your start-up phase because you have to let people know you exist. And when I say network, don't count only on specified events. Tell everybody; family, friends, and previous co-workers. Your family and friends are the most likely to be your support system and a great starting point for building your comfort level when talking about your business. They may even become your first investors. The important thing is to keep spreading the word.

It's crucial to remember that networking is more than making a sale. True networking is building business relationships. At a first encounter with you, someone may be interested in learning more, but not necessarily being sold to. Maintain a gentle balance of expressing genuine interest in the other person, while briefly but clearly explaining your business. By engage in conversations about business in this manner, topics that concern or affect someone else's business may come to the surface. To determine if your service or

product is a good fit, learn what they do and what some of their needs are. If you see a potential relationship, be patient and do not dive in for the close. Acknowledge it might be something you can help with, but continue to listen and take notes. Always thank the person you've spoken with for sharing with you and be sure to schedule a follow up face-to-face or phone call. Be sincere and you will build a successful network of business contacts.



Erica Burgos had been in marketing and sales for eight years when she was laid off for the second time. It was her refusal to work for another company that she partnered with a former co-worker, a freelance web developer, to launch Craftwerks New Media. The union of marketing savvy and web development skills took the company to almost- overnight full-time production.

As a mom to four children, Erica works out of her home office, located two hours outside of New York City. She can be reached at www.craftwerks.com and e.burgos@craftwerks.com.

“WATCH THE CLOCK”

Picture a huge clock on the wall with a moving second hand, mentally divide the clock into time-zones and compartmentalize key aspects of your life, business and other activities based upon those zones.

Those parts represent your personal perception of what you know you need to spend time with, to give yourself a balanced feeling or be successful; so when it is time for business, focus on just that; when it's time for fun, that's all you should do; when its time for “me,” tell yourself that’s all you should act on. When the "clock finger" starts to cross over into the next section, the past section has to wait until its next revolution. Ask yourself, “Is the world order going to change if I don't do this now?”



Jennifer A. Chiongbian is the Senior Vice President and Associate Broker for Rutenberg Realty NYC and a member of the Real Estate Board of New York. She can be reached at www.buyandsellmanhattan.com.

“BE YOUR BUSINESS”

Not only must you relate *to* your business, but I believe it’s important to fully embrace what your business represents. As an actress with over 20 years experience, I grew increasingly frustrated after leaving auditions for roles I knew were meant for me only to be rejected because I was taller than the male lead.

I started *Not Your Average Talents* to increase the visibility of actors and models taller than 5'10" and larger than a 14/16 – I was that size my first year in high school. I became a 360° advocate and expert for all things plus-size talent which has proved beneficial for my business, clients and relationships.



Aminah Cole is the Founder and CEO of Not Your Average Talents, a plus-size talent directory dedicated to heightening the visibility of plus-size entertainers and models.

Aminah can be reached at www.notyouraveragetalents.com.

“YOU’RE THE BOSS...NOT MOM”

By nature women are nurturers, which is a good thing; workplaces could use a bit more nurturing influence. However, many women entrepreneurs cross a line and put their employees’ interests above their own, like they frequently do with their own children.

As an employer, women entrepreneurs need to remember that they are the boss and the best thing they can do for their employees is run a profitable company so everyone keeps their job. To support your role as “boss,” make sure to have the following in place:

1. Use an employee handbook that is reviewed by a Human Resources Consultant so you are compliant with the laws of your state
2. Ensure clear job descriptions for everyone
3. Implement a review process that includes annual reviews, action plans and consequences
4. Frequent frank and honest communication with your employees

5. Time in your schedule to be a “manager”
6. A hiring process that finds the best person for the job, not the person you know best
7. A firing process that is quick and humane
8. Annual training for your employees so they can contribute to your business and to their own careers

It's important to remember that as a business owner your role is to grow the business as well as your staff.



Casey Dawes is a business coach who has worked with women entrepreneurs in the San Jose, California area and beyond since 2003.

She can be reached at
www.wisewomanshining.com and
casey@wisewomanshining.com.

“HAVE INTERNS”

Having interns helps lighten your work load. There are many tasks that can be delegated which in turn provides them with real work experience. The right interns can make a huge difference in your bottom line and help you better balance your own work and home errands.

Make sure to schedule a half day in the middle of the week for yourself. This gives you time with your family, meet with friends and even exercise if you want to. Having good interns will give you peace of mind, help grow your business and provide them with great tools to succeed in their chosen field.



Giovanna Di Biccari is the Owner and Publisher of Briefs Magazine, the only men's magazine in Columbia, South Carolina. The free publication is published monthly and can be found across the Midlands courtesy of their awesome interns.

Giovanna can be reached at www.briefsmagazineonline.com.

“BECOME AN ENTREPRENEUR”

To move past a business owner mentality into an entrepreneurial mentality, you must first explore, recognize and understand the concept of “Who am I?” Understanding your strengths as and weaknesses as a person and all the hats you wear in life, will help you determine how effective you will be as an individual wanting to jump start or continue your business venture. Every business owner is not meant to be an entrepreneur.

To move past a business-owner mentality to the entrepreneur state of mind, you must use **critical thinking** skills to develop a plan for success; such as who you are and what resources you’ll need. Moving a plan from thought into manifestation takes time, strategy, and careful consideration. Plan your work and work your plan.

To move past a business-owner mentality into an entrepreneurial mentality, you must not only believe there is no “I” in team, but begin implementing **team building** strategies. The challenge becomes not only exploring who

you are, but knowing what you can contribute to a team in terms of leadership to ultimately identify the components missing to build a unit of success for your business.

To move past the business-owner mentality to the entrepreneur state of mind, you must be able identify to understand the **cultural diversity** that lies within self and others. Knowing the uniqueness of culture and the impact of diversity will help you better grasp the concept of 'cultural diversity' and how this concept impacts your business venture for success. Each person on your team will bring similarities and differences to the table; you will need to understand how to balance what is presented for success.

To move past a business-owner mentality into an entrepreneurial mentality, examine the real world events of your life and to seek spiritual guidance to ensure success. Every day of life, you will encounter expected and sometimes unexpected challenges but as an entrepreneur you must find the power-in-self to overcome the adversity presented.

To move past the business-owner mentality to the entrepreneur state of mind, you must identify **leadership attributes** of success for you, found in those you admire such as role models and other positive people in life. As an entrepreneur/business person, you must be able to define in life what you stand for (trust, respect, honesty, stability, & loyalty, etc) and then have those characteristics resonate in your business. If you are unsure, seek the help of someone you trust but you hold the key for success as the leader of an organization.

To move past a business owner mentality into an entrepreneurial mentality, understand and implement various ways of **communication**. There are various ways to communicate, not just verbal but non verbal as well; not just through English but in other languages required to be successful in life, business in the United States and abroad.

To become an entrepreneur and not just a business owner, learn to **be transformational** in your actions, behavior, words, relationships, culture and environment. The ultimate keys to success are simple; understanding the process,

acknowledging the process and learning through the process. You hold the key to transforming events, situations, failures, and successes of life.

A business owner is frequently short on time and does not have enough hours in a day to deal with everything needed to successfully run a business, however, an entrepreneur finds a way to balance home, work, school, family, relationships to experience success personally and professionally.

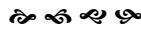
The success of an entrepreneur or business owner has less to do with business but more to do with *self*. © 2010 DTD



Dr. Tekemia Dorsey, author, publisher, professor, entrepreneur, motivational speaker, radio show host, Champion of Youth and Leadership Guru is the President/CEO of The Creative GRP., LLC; an umbrella company for Creative Creations Consulting, LLC and Creative Creations Consulting Publishing Company, LLC. The company was formed in 2010 to house Dr. Dorsey's companies under a charter organization and to expand its divisions. She can be reached at www.thecreativegrp.org and drdorsey@thecreativegrp.org.

“USE TWITTER”

Get yourself a Twitter account. Not only is it the best networking tool ever, but the relationships can last a lifetime. [Twitter is a free online “micro-blogging” tool that allows users to send out updates, news, thoughts or happenings to their followers in 140 characters or less]. By using the search feature, you’ll be able to connect with like minds and follow people, events and industry specific news to boost your business and grow your network. Happy Tweeting!



Kelly Fallis has successfully married the inefficiencies of the design process with her love for travel and the practicality of technology to create RemoteStylist.com.

She has been featured in publications such as the New York Times and Inc. Magazine and has presented at the National Association of Women Entrepreneurs and Executives; she now sits on the Blackberry Small Business Advisory Board.

Kelly can be reached at www.remotestylist.com and kelly@remotestylist.com.

“PROTECT YOUR INVENTION”

I am a registered nurse/inventor with three products on the market. For those who have a great idea but don't know how to proceed, I'd like to offer some words of wisdom.

I can save you a lot of money and lead you in the right direction with a few simple rules. The first mistake people make is thinking they must get a patent before they can even talk about their invention – you don't; here are others.

1. Never use one of those "invention-help" companies. They frequently offer to help you patent and market your invention but they are incredibly expensive and rarely fulfill their promises once they have your money.

2. Not every invention needs a patent. If the product can be changed in many different ways, then you are wasting money. Identify your market and what company can best promote your invention; then execute a non-disclosure agreement to solicit their interest. If they like your product and deem it a good fit,

they will do all the work and sign you to licensing agreement that pays you royalties.

3. I patented my second product myself after reading *Patent It Yourself*. Again, using a simple non-disclosure agreement I found a company who could manufacture and market my product which resulted in another royalty income stream with minimal effort on my part.

4. Think twice before starting from scratch. I started from scratch with my third invention, something I don't recommend unless you have a lot of money and experience in business and marketing. I personally, wouldn't do it again!

Creating a new invention can be a fun and rewarding experience but I strongly encourage you to take the necessary steps to have your work protected to the fullest extent of the law.



Gail Falzon, RN is the CEO of TMJ Pain Solutions, LLC and the Inventor of the MyoFree® Solution. She can be reached at www.tmjpainsolutions.com and gail.falzon@comcast.net.

"WORK SMARTER, NOT HARDER"

I'm sure you've heard the saying *work smarter not harder*, more than once before. Likewise, I am sure it is no secret to learn that hard work and dedication pays off. In my research and study of highly successful people, one thread that flows through every single profile is-- highly successful people are willing to do what less successful people are not willing to do. And that's not all. There are other traits that set successful people apart. Number one and two in my book is that they operate from a strategic plan and they take action. Why do I consider these one and two? Because being strategic is most definitely working smarter. When you execute a solid, well thought out plan of action, you will achieve massive results.

In my travels throughout the professional and business community, I encounter many people who are looking for an easy way out. They want something for nothing. Remember the story of *The Little Red Hen*? She found some seeds and had a big picture vision to plant the seeds and end up with a loaf of bread. "Who

will help me sow the seeds?” she asked. “Not I,” said the lazy dog. “Not I,” said the sleepy cat. None of the farm animals wanted to help sow, weed, harvest, or bake. But when the question was asked “Who will help me eat the bread?” they all said, “I will!” Of course the little red hen replied, “No! I will,” and all the others had to go without. I’ve always had a big picture vision for my life and I never forgot that nursery rhyme, yet it wasn’t until I learned to work smarter that I began to enjoy vast accomplishments with relative ease.

Today, working smarter has never been easier. Technology has changed the rules of the game. Think back to the little red hen, she has choices now. She can buy the wheat and make bread from scratch or she can buy the bread already baked. I see technology in the same way; it is “the great neutralizer.” Anyone can take full advantage of all that technology has to offer. It’s really amazing when you think about it. From age seven to seventy, people use smart phones, Skype, and Facebook to enhance the quality of their life and their businesses. Entrepreneurs use the Internet to connect globally with ease. I have personally

exchanged thousands of dollars with people I have never met in person. There have been new millionaires created just from using email to market their offerings. In addition, people have found their dream job or received a promotion from using social media. And that's just the beginning.

We are quickly moving into the mobile age. Fifty million Americans use a mobile device to surf the web and mobile search on Google is up almost 160%. Mobile devices generated 1.6 million in sales in 2009; just imagine what that number will look like in five years.

Did you know that cell phones, right now, can exchange money with a simple bump between them and that certain banks allow you to deposit money into your account simply by taking a picture of the check with your cell phone. Some of you may be thinking, "It's too hard to learn all this," or even "technology changes too fast, I just don't see the need to keep up with it;" please don't let excuses or fear get in your way. You can do it! It all begins with a decision to change your mindset; as a wo/man thinketh, so is s/he.

The Little Red Hen in me asks, “Will you use the power of technology to see your dreams come true?” Set your intention right now to accept new technologies and use them to your advantage to grow your business and work smarter from now on. You’ll be glad you did.



Cynthia Renee Frazier brings her passion, years of hands on business development, fundraising skills, and marketing expertise to serve entrepreneurs who are destined to make big things happen. She is known for her ability to teach clients how to develop products and leverage technology to market and grow their company and increase their market share.

Cynthia uses her eye for detail and her amazing ability to see the big picture to lead clients, step by step, to the fastest route to business growth. With her signature “all things are possible with a strategy” style, she is without a doubt a most valuable resource for business owners.

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techdivasuncorked@gmail.com.*

"DO YOUR RESEARCH"

Over 75 percent of my clients come to our initial meeting with this thought, "I have a great idea for a non-profit and I want you to write me a grant." The barrage of in-your-face infomercials that permeate our television give false hope on the ease of obtaining grants and the availability of funds in the United States. In truth, the grant process is competitive and with our current economy, the monies to fund grants are on a steady decline. But many in the fundraising profession are certain of this... there is no such thing as free or easy money. The first thing I tell people who come to me inquiring about starting a non-profit business is that it must be developed just like a for profit business.

As a life application, we know that knowledge is power or as the Bible states, we "...perish due of lack of knowledge." It is essential that anyone seeking to start a non-profit understand the level of research required to do so. Many people never get off the ground with their great ideas about helping others because they simply won't do the hard work; the research.

The Internet stores a wealth of knowledge, you can easily type in what you want to learn about and begin your research from there.

An idea about what the mission and vision of the organization is and a business plan are crucial in developing a non-profit business. My clients are most successful when they take time, do the necessary research and build their business from the ground up.



Samantha Holley McDonald has over 20 years of experience in the non-profit community and in 2002 founded H2 Development Group, Inc.

Samantha holds a Bachelor's Degree in Organizational Management from Warner Southern University and achieved the requirements for her Master's Degree. She is an active member of Zeta Phi Beta Sorority, Inc., FAMU Alumni Association and the Improvement League. She is a divorced mother of three and enjoys serving her community.

She can be reached at
www.h2developmentgroup.com and
samantha610@aim.com.

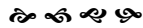
“SUCCESS IS POSSIBLE WITH NO \$\$\$”

DvineExpressions Book Club promotes self-published Christian authors and was launched on Twitter with a contest culminating at BEA 2009 [Book Expo America is a large publishing industry event held annually in May]. This was an awesome opportunity to gain credibility and achieve our goal of having a successful business launch.

The decision to start our marketing campaign on Twitter four months before BEA was a brilliant and cost-effective plan, especially since it was entirely free! Like many novices, I began plugging our contest daily without any engagement with my Twitter followers. I quickly learned that while Twitter is a great platform to launch a product or business, I had to take my followers seriously. I began to converse daily with my followers and engage in discussions that were mutually meaningful. Within two weeks I'd turned around my errors and become a major attraction to many self-published Christian authors. Within another two weeks we managed to assemble a great team of book reviewers - all from Twitter; and

with the exception of three, all entrants were drawn from our Twitter following!

Book Expo America was a new experience for us as well as for most of the authors; it proved to be a launch pad for greater dreams and expectations for the clients who trusted our company with this aspect of their marketing. We recognized a profit one full month before BEA which affirmed our business model and proved beneficial to our client base, mission accomplished... and for free!

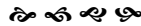


*Deborah D. Jenkins is a Coach and Founder of
DvineExpressions Book Club.*

*She can be reached at
www.deborahdjenkins.com.*

“WORK IN AND ON YOUR COMPANY”

Each day, carve out some time to perform tasks that you love doing for your business. Leverage your core strengths and ask yourself whether you are working IN the company or ON the company? Are you doing stuff that others could/should do? If you are starting a one-person company, then expect to do it all. But as the company grows, be very conscious about what you spend your precious time on. Put a dollar amount on your time - whether or not you work from an office or at home. If you're spending time doing \$8/hour tasks, you may not have the time and focus for \$800/hour tasks that can really make a difference for your company. Find people who can work IN your company so you can work ON it.



Hannah Kain is President and CEO of ALOM, a leading supply chain company headquartered in Fremont, California. She holds three university degrees, is a frequent lecturer and speaker, and is a published author of a popular textbook on market analysis, now in its 4th edition. She can be reached at www.alom.com and hannah@alom.com.

"ADVERTISING IS AUTHORITY"

Think advertising first to create authority for your brand. Advertisers have authority over what we see, hear and how we are entertained. Without advertisers there would be no popular TV, radio, newspapers, Facebook, networks, events, conferences, festivals, *nothing...*

Businesses submit press releases all day everyday and many rarely get a morsel of interest or presence in the media. But walk into a newspaper, radio, or television station as an advertiser and sales people will roll out the red carpet. It's good to be a guest on a radio or TV show, but it's even better to be a sponsor. As a guest on the show, you have one shot before the next sponsor break. As a sponsor, your message is delivered over and over again directly to your target.

Your favorite event could be your next opportunity; spend just a little more than the average ticket price and become a vendor for valued visibility. Invest even more and become a sponsor; perhaps go for the gold and become a title sponsor. Vendors, advertisers,

and sponsors attend events as VIP's and receive recognition for their brands throughout the event. Often the cost of advertising closely compares to distributing a professional press release or hiring a public relations person or small agency. Look for opportunities within your budget to advertise with popular events, festivals, local radio and television shows and newspapers. You will be surprised how much authority you can gain for your dollar when you think advertising first.



Yalanda Lattimore has over 25 years experience producing content and engaging niche audiences. She is a new media pioneer and the creator of DryerBuzz.com.

DryerBuzz grew from a local salon and community newsletter to a nationally recognized news and information source with multicultural headlines updated 7 days a week. Her model for success is measured by the ability to spend more time with family. Yalanda can be reached at www.dryerbuzz.com and thebuzz@dryerbuzz.com.

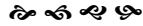
“Education is Key”

Education is the key to opportunity in this country - that and hard work, of course. I am a cancer survivor and an advocate for minority women to get the proper preventive medical care to stay healthy for their families. I am the first person in my family to graduate from high school and I'm on my way to earning a Ph.D. in higher education; I currently serve as the Admissions Director for Post University's Online Division in Connecticut.

My parents are migrants from the island of Puerto Rico and although neither attended school past the 10th grade, both acquired their G.E.Ds. From the beginning, my parents were committed to providing us with the very best “American” education they could afford.

Throughout my career I have successfully integrated my passion for continuing and advanced education with adult learners; this includes coaching, mentorship and direction. I understand and embody the importance of learning more each day to better yourself and others.

As women on the road to building successful careers and businesses it's important to know and understand how key it is to become a life-long learner.



Veronica Marrero is the Admissions Director for Post University's Online Division; she speaks fluent Spanish and lives in Connecticut. She is pursuing her Ph.D. in Higher Education Administration, an area that will continue to enable her to change the lives of working adults through education.

"BE PREPARED TO SELL"

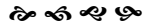
A very important thing to know about being a new entrepreneur is that you must be prepared to sell. In order to sell you should be very clear about what you're selling, be passionate about how your service or product is important and what problem or pain point it solves for your target prospect. Keep in mind that you sell yourself all the time. So you already know how to do this.

To be successful, be very specific and decide who your target customer is, know your niche. You might think that this is limiting but it isn't. People want to feel that you understand their particular needs and if you make your offer too broad it won't resonate with anyone.

Be aware that every purchase is emotional, even corporate sales; so initiate and build a personal connection with a prospect before talking about your offer. This works by first chatting and offering a sincere compliment. If you have a good connection, then ask a few questions to be certain they are a qualified

lead. Then open up with enthusiasm about your work.

You can practice building a rapport by telling everyone about what you're selling. Talk it up while in the grocery line, at the gas station, and at parties. If you're paying attention to people's reactions you will soon learn what works and what doesn't.



Karen Mathews serves as the President and Senior Consultant at Real Change Experts, which provides business and executive coaching, and leadership development to help businesses create high performing and synergistic teams.

Karen can be reached at www.realchangeexperts.com and karen@realchangeexperts.com.

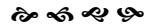
"KNOW YOUR CUSTOMER"

Are you taking the time to plan for the success of your business? The right marketing mix is the lifeline of your business. We get so focused on our product that we forget that we need to know what our customers like and what they don't like.

Do you know your prospective clients? What are their demographics? Are they married or single? Do they have children? What zip codes work best for your product? How do they best want to receive information about your products and services - offline (direct mail or a phone call) or online (social media websites, emails, your website or blog)? What key words do they use to search for your product?

Knowing the answers to these important questions is essential; no critical, to your long-term financial success as well as that of the company. There is no cookie cutter method, you must do the work yourself to better learn your customer.

The more you know about your customer and clients, the better prepared you are to service them.



Wanda Mays is a single mother of two beautiful children and serves as the President of La'John Media LLC. The company frequently partners with local community and civic groups to provide mentorships for girls and young women.

She can be reached at www.lajohnmedia.com and wanda@lajohnmedia.com.

"START AN ANNUITY"

I have been in business for 20 years and my number one tip to women entrepreneurs is to start an annuity. An annuity can provide income for the rest of your life (and who really knows how much will be left in social security by the time you need it).

Annuities are monetary products which pledge purchasers guaranteed payments for as long as they live. They are considered less risky than other investments and can yield a higher rate of return than a savings account. Consult with a professional in all cases but definitely factor annuities into your financial planning.



Kris Miller is a Certified Senior Advisor, Chartered Federal Employee Specialist, Legal Document Assistant, and IRA Specialist who has counseled over 5,000 families. Her book, Ready For PREtirement, reveals how to make sure your money is there when you need it. Kris can be reached at www.readyforpretirement.com and kris@readyforpretirement.com.

“3 MISTAKES YOU CAN AVOID WHEN APPLYING FOR A BANK LOAN”

While banks offer loans tailored to women entrepreneurs, I see applicants turned down due to mistakes that could have been avoided; here are a few reasons why:

1. You contact the bank when you need a loan. The worst time to introduce yourself to a banker is when you need a loan. Establish a relationship with multiple bankers throughout your career. Owners who show up at the bank hoping to get a loan based strictly on a dated business plan are at a disadvantage. Bankers need to get a sense of your personal integrity.

2. Ignoring your competitive advantage. Many major corporations look for women-owned businesses to satisfy their contract needs. To qualify as a women-owned business, get certified to secure corporate, retail and government contracts, and inform the bankers you know.

Here are a few organizations that can help you get certified:

Women's Business Enterprise National Council (WBENC) www.wbenc.org;
The National Women Business Owners Corporation (NWBOC) www.nwboc.org;
The National Association of Women Business Owners (NAWBO) www.nawbo.org.

3. Not having a team of advisors. A bank is more likely to look favorably on your business when you are supported by a great team of advisors. Get your attorney and accountant in place right away. Get the advice of part-time chief financial officers, seasoned accountants, attorneys and CFO's who typically enjoy long-term relationships with local bankers and can introduce you. In the banker's eyes, a strong professional service team implies a vote of confidence in you and your business.



WavePlay CEO Lyne Noella has over 20 years of management experience and a rich professional network. She speaks and publishes internationally on growth strategy, branding and business development. She can be reached at www.waveplayllc.com and lyne.noella@waveplayllc.com.

"Build a TEAM of Advisors"

As an entrepreneur/founder of a non-profit organization, finding the right group of people to serve as your board of directors can be a draining process. The eight guidelines that are listed below are the ones in which I used to select my own board of directors for my non-profit organization. The women who serve on my board clearly understand their role and actively fulfill the organization's mission. If along the way, a board member decides to step down or leave the board for their own personal reasons allow them to do so because the show must go on.

The selection process can be exciting and rewarding if you follow these guidelines; you'll then have what I call "The Right Fit." When you have the right fit you will begin to see your organization grow and flourish with the help of people who believe in what your organization's mission and vision is. The right fit also allows board members to showcase and lend their area of expertise to your cause and organization.

My tips for selecting effective board members:

1. Diversity. Having a diverse board with various educational or ethnic backgrounds can be an asset to your organization because they will bring various experiences and solutions to the problems/issues that may arise. You don't want everyone on your board of advisors from the same background; variety equals diversity.

2. Expertise. Members should have expertise in the type of organization that you are creating; for example, PURE IMAGES Inc. board members have experience in social work, educational administration and other complimentary fields.

3. Contacts for Fundraising. This is an important concept, as many new non profit organizations rely heavily on their ability to share their vision with others' and create revenue based on that vision.

4. Faith. Board members must believe in the mission and vision of the organization.

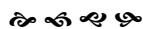
5. Time. Effective leadership of a new and growing non-profit organization takes time; new members must be willing to allocate sufficient time for board meetings, conference calls, attendance at functions/fundraisers and many other needs as stated in the ByLaws.

6. Knowledge. The ability to offer insight and analysis for strategic planning is key.

7. Resources. The ultimate design on the board is based largely on their ability to identify and secure resources that are needed to sustain the organization's existence; this not only includes financial donations but in-kind contributions as well.

8. Understanding. Board members must be given a chance, up front, to know all that it involved for the organization to have an affective board. All PURE IMAGES Inc. Board members are given an 'expectation packet' and are expected to adhere to their agreed upon roles and responsibilities so they can actively help the needs of the organization excel.

If you follow these eight tips, you'll be on your way to having a productive board of directors.



Stacy Rodgers is the Executive Director of PURE IMAGES Inc. This program is a female specific and female responsive program that meets the needs of issues facing young girls today while helping the community and parents respond appropriately to their needs. It is an innovative program that has many varied facets that will help develop and enhance young girls while bridging the gap between parents and daughters and helping service providers become more female responsive.

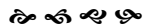
Stacy graduated from Virginia State University with a Bachelor's degree in Family and Consumer Sciences; holds a MSW from Rutgers University. She is a certified School Social Worker, certified NJ Domestic Violence Specialist (DVS), certified Women's Treatment (WTS) Specialist and was inducted into the Academy of Certified Social Workers (ACSW).

Stacy can be reached at pureimagesinc@yahoo.com.

"SET REASONABLE PRICES"

The key to being able to make money is to sell a great product or service at a reasonable price. In order to sell your product or service at a reasonable price you have to price it correctly; pricing factors include cost controls, industry standards and doing good work for good paying clients. Remember; this is not charity work it's a business.

Customers will tell you that they don't need you to have a fancy office and in fact, many admire those who work from home; their primary concern is being able to purchase a great product or service at a reasonable price.



Gail Rosen, CPA has been a practicing Certified Public Accountant for over 24 years. Her knowledge on tax and accounting issues for businesses and individuals is often sought for media interviews. Gail can be reached at www.gailrosencpa.com and grosen@gailrosencpa.com.

"GET ORGANIZED"

I've been an entrepreneur for two years and I have learned that organization is absolutely vital. It's not just the organization of your desk space, but an all inclusive deal; your office space, your to-do list, your home, relationships with those in your house and anything else that may affect your immediate surroundings.

An essential key is to make a to-do list every day. If you think of something on Monday that you need to do next Tuesday, go to next Tuesday's date and write it down. You can plan your to do list ahead of time...trust me, it helps. I used to work a regular job where I had to answer to eight people and this system carried me through. My final tip is to pray and put God first. It organizes your mind, body and spirit. Good luck and never give up!

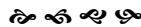


*Shaquanda Stephenson is the Publisher of
Whole Without A Crack Publications and can be
reached at angelprints@live.com.*

“Always REPRESENT YOUR BRAND”

Always remember that you represent your company and brand. Whenever you speak (publicly or privately) people will associate what you say with your business, so be careful. Women are often not afforded the same luxury of separating their business dealings from their personal life as men are.

Consult with others in your industry and build a mutually beneficial network of peers and business associates. Helping others is the best way to gain support for your business and personal ventures and with a strong brand they'll return the favor.



Tangela Walker-Craft is the inventor of the patented GoPillow!, a multipurpose baby pillow. She is also the Tampa Bay/Lakeland Parenting Examiner for Examiner.com. Tangela draws from her experiences as a wife, mother, business owner, and former teacher to provide tips to help families' enjoy life. She can be reached at www.simplynecessary.com and tangela@simplynecessary.com.

“WORK WHEN YOU WORK BEST”

Having great time management skills can create a more productive and enjoyable work-life balance. Here are a few insider tips to maximizing your work time.

1. Pay attention. Being self aware is part of growing as an entrepreneur and small business owner. By paying attention to how and when you work best will allow you to use your time wisely and get more accomplished. You may notice you get twice as much done if you turn up the volume during the time that you work best.

2. Stop thinking in terms of a 9-5 work day. Discipline yourself to pull off longer work days/weeks so that you're free to take larger chunks of time off for travel and family.

3. Delegate. Find interns and learn to delegate. Train others to work during those times when you don't work best or when you are away so there is little to no loss in productivity.

While I work a lot more than most people I know, I also take more vacations than most people I know. I also enjoy a few evenings out with my husband each week and we have dinner together every night.



Sheryl began Twisted Limb Paperworks in 1998 after moving to Bloomington, Indiana, ending a 21 year sabbatical from the paper business. She began her career at age 9, selling handmade stationery surprise packages to her sisters for five cents each.

Though her prices have had to change over the years, Sheryl's love of paper has not. She can be reached at www.twistedlimbpaper.com and info@twistedlimbpaper.com.

“DOUBLE YOUR BID”

When I announced I was going into business for myself in the professional services realm, I later realized I was given the best tip I would ever receive; which was to estimate the time I would spend on a project and double my bid.

Almost to the hour, that formula has proven true. On occasion, I accomplish the tasks in less time and make a little bit more per hour - but when averaged out with the times I spend more time on a project than I originally estimated, including client meetings, revisions, and other unforeseen circumstances I pretty much come out even.

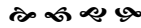


Dafna Zilafro is the President of Zilafro Marketing & Public Relations (ZMPR), a strategic marketing think-tank, founded in 2009. With over 18 years of experience in multiple mediums, Dafna set out with ZMPR to form a nimble, effective agency that acts as an extension of the clients that it serves. She can be reached at www.zmpr.net and dafna@zmpr.net.

“ORGANIZE THE DETAILS”

Often it is not the huge client presentation that levels us - it's the fact that you're running late, your kid is sick and you can't find his shoes on your way to the big client presentation - that undermines our feelings of confidence, power and success.

Being vigilant about managing the details (clothes out before bed, everyone tucked in on time and a solid morning schedule) keeps us sane. While it may be boring, minding the everyday matters keeps us in balance and on track when a big situation creates added stress.



Jules Zurich is the owner of Z Group PR. She writes about her Boise public relations agency, the wonderful world of PR, her thoughts on social media and fun adventures with Z Group PR clients on her blog. She can be reached at www.zgrouppr.com and julia@zgrouppr.com.

“Build A Good Website”

I was working with a self-care and wellness company when I decided to start my own nature-based product business. After a lot of research I realized it wouldn't be as easy as I imagined; but I wasn't going to let anything hamper my plans for my new business.

Over time I developed and tested my products. Once I was satisfied with the product line I knew it was time to work on my marketing message and materials. I knew one of the best graphic designers around and we began building the site. After countless revisions, the website was ready to go live; but due to an error all of the site files were lost and we had to start over from scratch.

Around that same time I lost my **just over** broke (job) which dealt a significant blow to my start up financing plan. It was painful but I had no other choice but to keep pushing and do everything I could do to make my passion a reality, so I started over from the beginning. I realized my website needed a certain look and had to reflect a positive representation of me

as an entrepreneur so I took the time needed to do it right.

I'm happy to say that after three years of ups and downs, I'm finally ready to launch my business and my website and fulfill my passion. Your website is the first place people will visit to learn more about you – make sure your site reflects who you are and what services you offer to maximize the opportunity for them to take action with you. And take as much time as you need to get it right. You never get a second chance to make a first impression.



Cee Cee Caldwell-Miller is the Founder of Just Make Scents, LLC a nature based Bath and Body Company. She can be reached at www.beingoodhealth.biz.

Section Three



*Life, Family
and Relationships*

“ALWAYS HAVE A POSITIVE ATTITUDE”

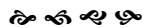
I wasn't prepared when I became a widow at the age of forty; facing the reality of raising two teens alone was overwhelming. I moved back to New York City from Florida to be near family and get a firm handle on my life; it took some time but I landed a job.

While at work one day I felt a stabbing pain in my breast – I knew it was cancer. A beast had taken refuge in my chest, but as far as I was concerned, it was just a temporary home. During my grieving process and throughout the move I had been writing poems and dedicating songs to my children which were all documented in my journal; now I knew why. Just by me finding the lump I knew I was going to survive!

I am a very upbeat and faithful person and I can honestly say that my cancer diagnosis and subsequent treatment changed my life for the better. A positive attitude is everything and truly makes a difference. I completed my treatment in October 2010 and I am now in remission, that cancer beast became my

footstool. Just when you believe that the end is near remember that everyday comes the possibility of miracles.

I am currently enrolled in an Entrepreneurial Studies program with the goal of starting a foundation to serve breast cancer survivors. I have a positive attitude and my children see it in me everyday; when in reality, I look at them and see hope, they are my hero's. I owe it all to God. Be encouraged to live life, be appreciative and if nothing else stay positive.



“Be grateful to those Angels who come into your life at the right times. Can I get an amen!”

Lisa Anderson is a breast cancer survivor, widow and single parent of two wonderful children. After her diagnosis, she began living her dream of helping breast cancer survivors and changing the world, one person at a time.

*Lisa can be reached at
landerson411@gmail.com.*

“SOMETIMES THEY JUST WON’T GET IT”

When I wrote my first book in 2004 I was holed up in my basement for hours on end. I gained too many pounds – many of which I still carry today – munching on brain food as I toiled over the appropriate subject-predicate combination. At the time I was living with my grandmother and without fail she’d make her way into the basement, and according to her she was just checking “...to see if you’re still alive.” Finally one day, after rejecting her offers for a slice of cake, a glass of soda, a cup of coffee, a check of my mail – I just blurted out, “Grandma, please leave me alone I’m working!” I felt awful.

At her age (mid 80’s at the time) I’m guessing she couldn’t fathom that I was actually working because I didn’t *go* anywhere. Either that or the simple fact that she wasn’t aware of any black people who wrote books from home; remember her age. Maybe she thought I was chatting with my cousin on the computer or playing computer games, I’m not sure. But in her mind there was no way that I could possibly be working because I was at home.

Later that evening I explained to her that people no longer had to *go* someplace to work or earn a living, with computers and cell phones we could now work anywhere.

She looked me straight in the eyes and asked, “Well what am I going to tell the people at church you do?” I laughed so loudly I’m sure my neighbors heard me. She still didn’t get it. But the best part – the real best part was that I was able to work from home, earn a living and spend time with my family – especially my grandmother – whether she got it or not.

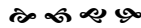


Saideh Browne has authored several books and is widely recognized as a Gen-X Thought Leader. She is the owner of Impact Agency NY, blogs at www.sheeosrock.com and can be reached at sb@saibrowne.com.

“Buy in Bulk”

I swear by buying in bulk. When I find a unique product that I am drawn to, I buy as many as I can get my hands on. This ranges from beauty supplies to accessory decor items and cake mixes.

Buying in bulk saves time and means that I always have items on hand for myself and my clients. An added benefit is that I am able to create personal gifts at a moment's notice, something that's very important to me and that I strive to be affectionately known for.



Rebecca Buchan, Founder and Principal, launched Denton House fifteen years ago and now leads a team of 25+ planners, architects, designers, and project managers through hospitality, commercial, and residential projects.

Her work has been featured in key industry publications including Architectural Digest, Interior Design and Mountain Living Magazine. She can be reached at www.dentonhouse.com.

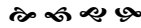
“NETWORK TO BUILD RELATIONSHIPS NOT JUST MAKE A SALE”

The best thing you can do for your business is to network. This is especially critical in your start-up phase because you have to let people know you exist. And when I say network, don't count only on specified events. Tell everybody; family, friends, and previous co-workers. Your family and friends are the most likely to be your support system and a great starting point for building your comfort level when talking about your business. They might even be your first investors. The important thing is to keep spreading the word.

It's crucial to remember that networking is more than making a sale. True networking starts with building business relationships. At a first encounter with you, someone may be interested in learning more, but not necessarily being sold to. Maintain a gentle balance of expressing genuine interest in the other person, while briefly but clearly explaining your business. Engage in conversations and topics about business; this conversation may not get

you business, but you may be able offer a referral.

To determine if your service or product is a good fit, learn what they do and what some of their needs are. If you see a potential relationship, be patient and do not dive in for the close. Acknowledge it might be something you can help with, but continue to listen and take notes. Always thank the person you've spoken with for sharing with you and be sure to schedule a follow up call. Be sincere and you'll build a successful network of business contacts.



Erica Burgos was in marketing and sales for eight years when she was laid off for the second time during the recession. Refusing to go back to work for another company, Erica partnered with a former co-worker and freelance web developer, to launch Craftwerks New Media.

She can be reached at www.craftwerks.com and e.burgos@craftwerks.com.

“FIND A MENTOR”

The fastest way to the top is following in the footsteps of someone who has been there and done that. Not only is finding a mentor the quickest way to the top, but you'll also be more productive with your time, so you can work less, make more money, and spend more time with those you love!



Jenna Drew is the founder of the International Association of Women Entrepreneurs; a community of entrepreneurial women who share their passions and successes while gaining from each other's experience in the premier online forum for professional business women.

To learn more about Jenna and her organization, log onto www.iaweo.com.

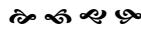
“LIVE WITH 2%”

“We are what we repeatedly do. Excellence, therefore, is not an act but a habit.”

Aristotle

Surround yourself with friends who will be encouraging, understanding and continuously positive. When I first became an entrepreneur, I was surrounded by jealousy and envy. I had to make the toughest decision of my life by discontinuing my relationship with 98% of my friends.

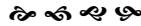
My first three years as an entrepreneur were lonely. Now I am surrounded with friends who will accept nothing less than greatness from me. To succeed in your endeavors, you must change your surroundings and be happy with the true friends you do have.



*Lorneth Fahie-Peters is from Number Seven
Management and can be reached at
www.numbersevenmusic.com.*

“TAKE CARE OF YOUR STAFF”

In life and in business, there will always be ebbs and flow. It's important to know as you grow your business that employees will come and go, and there are some who may remain. You may hire the best, most competent employee who contributes great ideas, skills, and be quite caring and in a split moment may have to resign. It might take some time to fill the gap that was left behind, but like the wind comes back to bring smooth-sailing so too, the next person you hire will have talents, skills, and experiences that will add to your company in a uniquely different way. Take good care of your staff when they're with you and work together to build your dreams and offer the best for those you serve at the moment.



Dr. Elaine Fogel Schneider, Ph.D., CCC-SLP, CTTI-T, BC-DMT, is an award-winning speech-language pathologist and parenting coach.

She can be reached at www.askdreline.com and dreline@touchtimeinternational.com.

“SET BOUNDARIES WITH YOUR MATE BEFORE YOU PARTNER IN BUSINESS”

My husband and I had a related business and I saw the need for residential maid service so I started *Guarantee Girls* in August 1983. Over time we began to lose intimacy due to fights and distractions about the company. Somehow we forgot about the special things in life that brought us together.

We don't fight about the kids, money, or the usual things married couples fight about – it's always about the business. It's hard to turn the business off at night once we get home; even if that's the only time when we can really catch up. Spending time together running a business can be great, just make sure you set boundaries and turn the business off when you get home.

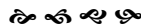


Ellen Folks is the proprietor of Guarantee Girls, a residential maid service based in Baton Rouge, Louisiana. She can be reached at www.guaranteegirls.com and ellenfolks@stopguarantee.com.

“SCHEDULE ME TIME”

Looking back over the last 15 years since starting my business, I find the greatest tip in managing my life is to literally schedule time on my calendar for myself. I learned from a wonderful, wise woman who lived eighty eight productive years, to schedule time for myself on the calendar and treat it just as sacredly as you would a client appointment.

One appointment might be a massage, next week it may be an afternoon hike on my favorite trail in the park near my office. Realistically we can't do this every week, but if you start with an hour every other week and do it faithfully, you'll notice something remarkable happening...you will feel fresher and find yourself thinking more creatively and getting more done.

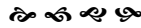


*Judy Gifford is the CEO of
Find-a-Therapist.com and can be reached at
www.find-a-therapist.com and
judy@find-a-therapist.com.*

“WORK FROM HOME if YOU CAN”

If you can work from home or have the option to work from home. I strongly encourage it.

The time you'd normally spend commuting can be better spent with your family. One of my joys of working from home is that I can take breaks and handle personal/family errands during the day and simply spend an hour or two in the evening catching up on anything I may have missed during the day. I love taking mini-breaks and find that I am more productive because of the flexibility that working from home offers.



Lindsey Harper is the mother of identical twin girls and sole founder of the web startup Swayable.com; featuring a unique iPhone application. She is also the co-owner of the Seattle, Washington based marketing project management firm Integrated Project Group, Inc.

Lindsey can be reached at www.Swayable.com and Lindsey@swayable.com.

“TRAIN UP YOUR CHILD”

Being an entrepreneur and a mom has spawned the catch phrase *momprenneur*, and its popularity created more accepting professional environments for parent and child. While some advances have been made, the daily challenges of being a mom and businesswoman remain. You have to balance your schedule with their schedule, give them attention when the business needs attention, feed and nurture them to grow and feed and nurture your business so it grows as well.

This is a scary concept because you've seen how your kids break up their toys and don't want them to do that with yours. Remember the biblical principle of training up a child [Proverbs 22:6] to prepare them for their future? We tend to apply that solely to their spiritual development. In fact we must train them up in finances, time management, communications, phone etiquette, promotions, organization, and several other areas that, coincidentally, are areas you need assistance with in your business.

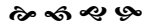
By working with and for you, your child can learn skills and values like reward for hard work.

For the hour or two you have a meeting where he/she serves as your assistant, immediately reward them with an hour or two engaging in their favorite activity or by going to their favorite spot. For every minute they are able to sit quietly while you are on the phone give them a quarter toward that must-have video game. For every flier they walk through the neighborhood distributing have them know there is a reward. For every bag they help you carry, vendor table or event they help you run, there is a reward.

Youth and youthfulness brings young bodies capable of moving quickly and working hard, in addition to their keen ability to problem-solve and support you in understanding new and emerging technologies. Young people offer insight into niche markets and emerging trends. By working with your children rather than seeing them as a distraction or chore, you are filling some of your labor voids while

training and preparing them to succeed in business and life as adults.

Though you are the owner, you cannot go it alone. Your business success directly impacts the success and prosperity of your household and family; recognize that your business is not just *your* business. It can be and is a rewarding family affair.



Denise Hill is a seasoned speaker and performer who offers inspiring, informative, and entertaining presentations.

As a veteran of the radio broadcasting industry, she has worked, lived, and taught all aspects of media for two decades. Behind the scenes she has been a Program Director, Producer, Marketing Coordinator, and Senior Sales Manager. As a personality, her voice has been heard in major markets across the nation through the Internet, syndication, satellite radio and DirectTV. Denise can be reached at www.denisehill.com.

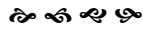
“LEARN TO SAY NO AND SET BOUNDARIES”

Women generally try to be all things to all people. And while it is true that your growing business needs a lot of time and attention during its initial start-up period remember so do you. Don't lose yourself in the process.

Learn to say “no.” More importantly learn to say it and not feel guilty about it. Be strategic about what you say yes to, especially in the first few years of your business. Prioritize your requests and only respond positively to those things that rank high on your list. Make sure one of those priorities is “me” time set aside for you to regroup, refresh, and restore. Guard your time.

Set clear boundaries because without them you'll find yourself wasting a lot of valuable time with very little reward. Setting these limitations will help people understand how to deal with you and with your business. As you set your borders be clear about what you will or will not do. Well thought out boundaries

will keep you focused and help you maintain balance. Put you and your business first and everything else will fall into place. You'll be glad you did.



Cheryl Lacey Donovan is an award winning author, educator, inspirational speaker and founder of Worth More than Rubies Ministries.

She can be reached at
www.cheryllaceydonovan.org.

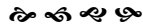
“LEARN TO DISCONNECT”

It’s virtually impossible to maintain a perfectly unbroken day where you can be plugged into your children’s lives, your household work and responsibilities, your spouse and your business all at the same time while dealing with never-ending phone calls, emails, voice mail, Tweets and Facebook games. All of our ways to be “connected” disrupt our daily work flow.

In other words, when you have a task to do, let your voicemail do the heavy lifting for you. Let your inbox and Tweet Deck fill up a bit. Ignore the latest status update on Facebook by just logging out. It’s okay to disconnect, most things can wait (especially when you’re dealing with the precious few moments you have for your business amidst typical domestic issues and mothering), just make sure you don’t disconnect from your family.

Schedule specific times throughout your day that you check email, work on social media, answer phone calls and actually plan out your business. Don’t let technology run over you -

use it to your advantage and remember that you are in control.



Christina G. Martin is the owner of You, Relunched (a division of Virtual Project Management Solution). You, Relunched develops products and coaching programs targeted to the Mompreneur and work at home moms (WAHMs) in order to help them find their work/life balance.

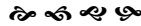
Christina can be reached at www.yourelaunched.com and christinam@yourelaunched.com.

“BALANCE IS A JOURNEY”

As women, we have been brought up to believe that balance is something to be sought after and achieved. We think of it as a static point, a destination, when in reality balance is dynamic, it moves, and it is unique to you.

In order to live more fully in the ‘flow,’ it’s important to shift your mind and understand that our lives are not divided up into equal slices. It’s important to increase your self awareness and knowledge so you can detect sooner rather than later when balance is being lost and how to restore it. In fact, instead of getting better at balancing, we need to become better *blenders* of our lives.

Balance means having a relationship with your life right now that is a reflection of what is really important to you. Go for it!



*Danielle Miller is the Founder of One Smart
Cookie LLC. She can be reached at
www.myrecipeforlife.com or
danielle@myrecipeforlife.com.*

“GET A BUSINESS PHONE NUMBER”

We're a young company and find ourselves reluctant to spend money on anything we consider costly or unnecessary. I've learned, however, that there are things entrepreneurs must spend money on to keep our home life in tact. As a mother of three busy kids, I found one expense to be a lifesaver - a separate phone number for the business.

Until recently, I used my cell phone as my business number, which meant never being out of reach. Great customer service is essential - answering phone calls at 11pm is not. If you work from home, get a second line with its own voicemail that way you can totally disconnect and spend time with your family.



Deb Morris is the owner and head chocolatier of the gourmet chocolate company Barkeater Chocolates, located in New York's Adirondack Mountains and will soon celebrate their 3rd anniversary. She can be reached at www.barkeaterchocolates.com and dmorris@barkeaterchocolates.com.

“GROW YOUR CIRCLE CAREFULLY”

The more successful your business becomes, the more attractive you become. Watch out for the gathering throng of admirers; they smell success and therefore money.

Some nefarious types will do what they can to get to you or your company. Watch out for smooth talkers, folks that come from no where and “...want to get to know you better;” you may well find yourself fighting them off in court one day.



Kathryn Mullen is the CEO of New Future Network, a rapidly growing Internet Media Network. Daily life serves her new adventures and opportunities in producing original short form content for mobile consumers.

She can be reached at
www.newfuturenetwork.com.

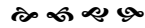
“JOURNAL YOUR JOURNEY”

Are you as happy as you desire? Do you remember why you push yourself to be an amazing SheEO! One tool that has helped me go from being mildly successful to wildly successful and happier is taking just a few minutes a day and 15 minutes at the end of each week to journal.

Every morning, I write down three things I'm grateful for. Some mornings it's tough, but even a small showing of gratitude for waking up in a warm bed can help me create a better mood for the day. Each evening, I write down three triumphs; one day, my greatest triumph was choosing to be nice in response to a negative situation. Triumphs can be small or large.

At the end of the week, I journal just a half page about what went well, what made me feel good, who I enjoyed being with, etc. This review helps me create meaningful intentions for the next week. Even more important - journaling raises my awareness of the power

my attitude has on creating my success and happiness.



Tina Nies is an Entrepreneurial Coach and Speaker. Her passion is empowering entrepreneurs to develop their vision to create action strategies for success as they grow and explore happiness in business and life.

“Encouraging people to say ‘yes’ to choices that lead them to their deepest desires and true happiness and ‘no’ to choices that do not serve their best interests is extremely powerful”

*Tina can be reached at
www.behappiertoday.com and
tina@behappiertoday.com*

“Work Out”

My best tip for women business owners is to begin your day with a work out, a walk or even easy jog. Working out in the morning will start your day off on the best foot possible, and while you are working out you have personal time to prepare for your day.

I flush out issues in my head during this time and lay out what I will tackle first in the office. This tactic has changed my life; I'm now more focused at work, my overall health is amazing and best of all I miss less days due to illness.



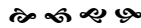
Jen Olewinski is the President of Olewinski Group, a passionate communications firm focused on public relations, marketing and social media. She has built a track-record of success working for some of the most respected businesses both on the West Coast and nationally, managing publicity and marketing outreach programs that provide tangible results.

She can be reached at www.olewinskigroup.com and jen@olewinskigroup.com

“TREASURE YOUR FRIENDS”

As you begin and grow on your wonderful entrepreneurial journey learn to treasure your friends and personal relationships.

It takes a great amount of both security and uncertainty to be an entrepreneur and the road can be very lonely at times. Hold dearly to a core group of people who understand you and what your life entails. These people will be your rock to hold onto in the worst storms and be your “truth” when it really matters. Be mindful that your group most likely will be small but that doesn’t matter; what matters is that they will sustain you and see you through. When you really need a haven you will find out who your friends (and family) are.



Elena Patrice is one half of the whole of WebsitesGiveBack and is also the daughter to the better half, Linda Saker. She can be reached at www.websitesgiveback.com and elena@websitesgiveback.com.

“SPEND TIME WITH YOUR OTHER HALF”

When I started my business five years ago, it made sense that my husband, a CPA, would be my accountant. Doing my books was easy -- something we could squeeze in one Saturday a month. But then my vision for the business grew so I could serve more clients.

Meanwhile, my husband started an executive MBA program and was in class all day every Saturday, and I gave birth to twin boys. The result...countless all-nighters (usually after we put the kids to bed) doing invoicing, taxes, accounts payable and, usually, arguing. Finally the light bulb went on. I fired my husband and hired a bookkeeper; now when my husband and I have alone time, it's not doing the books!



Angelique Rewers works side-by-side with clients to map out their customized marketing strategy and develops ready-to-use marketing materials to help them attract clients like magic.

She can be reached at

*www.richersmarterhappier.com and
angelique@richerhappier.com.*

“FAITH IT & MAKE IT!”

Stepping into the world of coaching was a major faith move for me. I was one of those people who folk would ask about, "What is she doing now?" (and with an unceremonious groan). Most projects I started were dropped before completion for one reason or another; I never seemed able to make it to the finish line.

Obstacles are a part of everyday life. Learning to make obstacles stepping stones is a gift. Saideh Browne is the one God used to renew my faith in what He had birthed in me. One hour with her and I believed that what I had was worth paying for! The Bible says, "...the laborer is worthy of his hire," so why was I giving my gift away for free? I honestly didn't have the faith to believe that what God had given me was worth it.

Once I discovered the solution to the problem I offered, I was ready to take a walk of faith - I got home after my session with Sai and went to work. The Bible says, "Faith without works is dead," so I knew I had to put in effort (I guess you've figured out I'm a spiritual life

coach). Having no start up funds and no promotional tools, I began to look around for what I *did* have on hand. I found a few left over business card sheets so I made business cards right on my computer. I had a speaking engagement coming up, so I gathered my last remaining copies of *Conversations on Faith* (a book that includes an interview of me) and began preparing to encourage and inspire my sisters to do exactly what I was living myself ... walking in faith. Glory be to God!

As I was signing books at the end of the event, a woman walked up to me and hired me on the spot as her spiritual life coach! My very first client at over \$100 an hour! One session with Sai and two days later my income increased 100%. It pays to believe in the greater power that resides in you. Mine is the Holy Spirit. Who or what is your source of power? Identify the source of your power, harness it, believe it and start faithwalking!



Gail Richardson has rapidly become one of the most sought-after Spiritual Life Coaches. She can be reached at

www.gailmoorerichardson.com

“TAKE 10”

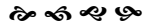
We all know how difficult it can be to juggle our businesses and families and also take care of our friendships, health, and spiritual sides. I learned — and practice — that I really can stay in balance by dedicating just ten minutes a day to parts of my life that might otherwise be lost in the shuffle.

For instance, many people think that in order to meditate or do yoga they need 30-60 minutes. No way! Just ten minutes of sitting silently in the morning or doing yoga can set a centered foundation for my whole day. If I'm feeling low-energy, I'll go outside for a brisk ten-minute walk and listen to inspiring audio while I walk. When my son comes home from school, no matter how busy I am at work (I work from home), I take ten minutes to completely turn my attention to him and connect.

If my creative side is feeling neglected, I set a timer and write for ten minutes or create a collage from magazine pictures. Sometimes when the mess of the house gets me down, I

put on music I love, set the timer, and pick up as much clutter as I can in that time. If it is my friends who are neglected, I take 10 minutes to send them a card or call and say, "I have 10 minutes and I want to tell you how much I appreciate you in my life."

Enjoy the moments in life 10 minutes at a time!



Sherry Richert Belul is the Founder of Simply Celebrate and can be reached at www.simplycelebrate.net.

“DON’T TRY TO BE SUPERWOMAN”

So many women entrepreneurs try to do it all. They want to work, care for their children, tend to the house and please their spouses. That alone is a 24 hour a day job, leaving no time for themselves. If you have no "me" time, you will quickly become burned out and will be no good to anyone. Your work will suffer, and so will your family.

Organization is the key to keeping the balance. You have to carve out time for yourself and your family and put it on your calendar. If it is in writing, you will be more likely to do it.

Schedule a monthly or weekly date night with your husband, a yoga class with a friend, or a movie night with the kids. Work will fall into place around these things. Prioritize your “to-do” list, and delegate some of the household tasks to your children. The extra responsibility will actually teach them to become more aware and independent, as well as free up some of your time. It is a win-win situation. And, if there is a night when the dishes sit in the sink until morning because the kids needed

some extra mommy time, remember, no one ever says at the end of their life, “I wish I spent more time cleaning.”



Michelle Rubin learned to sew at a very young age, making everything from doll clothes to bridesmaid's dresses. In 2003, Michelle Rubin took the leap and started her own company, Willow Creek Baby. She started sewing vintage inspired patchwork baby blankets and hit the road selling them. After the birth of her son, Ryan in 2004, she was inspired to make her first memory blanket after packing up his outgrown clothing and realizing that she could not put the lid on the box, instead she wanted to reminisce over each piece of clothing. At that moment, on the bedroom floor, she cut his tiny clothing into squares and created the first memory blanket. Willow Creek Studio's blankets have graced the pages of numerous publications and have even fallen into the hands of celebrity parents, Jessica and Jerry Seinfeld.

In July of 2008, Willow Creek Baby became Willow Creek Studio. The company has expanded their offerings beyond their popular line of baby memory blankets and now provides products for the entire family. Michelle can be reached at www.willowcreekbaby.com.

“GET GOOD ChildCARE”

Rely on an experienced nanny for help when starting or growing a business. Nannies can shuttle the kids to school and activities, as well as run errands and help around the house.

Many women business owners delegate work tasks but seek to have total and ultimate control of their home; by delegating some household responsibilities you'll be able to spend your limited time on special moments with your children. A good nanny can ease your mind so you have time to eat right, exercise and get plenty of sleep so you'll feel great and more equipped to deal with your hectic schedule and build a better business.



Candi Wingate is an expert in the child care industry with over 20 years experience. She is the founder of Nannies4Hire.com and Care4Hire.com, and author of 100 Tips for Nannies & Families and The Nanny Factor: A Parent's Guide to Finding the Right Nanny for Your Family. She can be reached at www.nannies4hire.com.

“THE POWER OF ONE”

The Parable of the Lost Sheep is a passage often quoted that demonstrates the great extent and love of the Good Shepherd. The Shepherd secures the 99 and goes out in search for the one that was lost. This principle gives us tremendous insight into a business practice that should not be overlooked. Often times, owners spend their time and energy chasing after large numbers in business, but fail to see the practical success of a relationship with one customer that is cultivated properly. That one customer can bring in an enumerable amount of positive or negative influence that can be used to enhance or discredit your organization. With the advent of Internet ratings that have personal customer reviews, today's companies need to be extremely aware of the power of one customer.

Let's first ponder some of the negative effects of overlooking a customer. Have you ever dealt with a company that promised you a return phone call and never did so? Was your disappointment compounded once you called them back only to realize that they have no

record of you or who you talked to? Each one can reach one with a simple return of a phone call when promised. I know this seems trivial on the surface, but now that one angered customer has the propensity of affecting many more potential clients.

Appointment punctuality is another key element to the success of an organization. Keeping key appointments – not rescheduling because it appears that someone else is more important – will prove to be a win for the smart entrepreneur. The temptation is always to service a larger or more prestigious customer than one less notable. The danger lies in not knowing the outreach capabilities of “the one.” Offering quality service to each individual customer will hold a more lasting value.

Over-extending yourself can be another detriment to your company. Never promise a customer what you cannot deliver. Setting reasonable deadlines and delivering services promised will only serve to build the trust of one customer, which will be the building block of success for the organization.

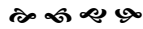
To allude to the parable once more, the 99% ratio would seem satisfactory, but the Good Shepherd, as should any company, could only be satisfied for accountability of 100% of His clientele 100% of time.



Calondra McCarter is the Founder of The Excellent Woman, a place where women come together on one accord to cultivate a disciplined life after the teachings of Christ. They're taught how to carry out His will in business and passionately pursue their positions as daughters of the King. Headquartered in Ft. Myers, Florida, she can be reached at women4excellence@aol.com.

“HAVE CONFIDENCE”

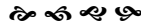
As a teenager, my business tip is to set small goals and keep moving up until you conquer them. Seize all opportunities and never stop until you reach the top. Every diamond isn't born beautiful. You have to shape it, cut it, and create something beautiful. Diamonds need work and to be diamond pretty, you have to work to achieve that goal. I encourage the readers of this book to have the audacity to be the best you can be. Even if you think you're useless, you can be the one to change someone's life.



“My name is Casey McCarter and I am the CEO of Diamonds by the Dozens. My business is meant to help young women find their destiny and pursue their dreams. It is a self-confidence and courage building business. I am targeting young women because many young women are talented but don't move forward with their gifts.”

“COLLABORATE”

Collaborate as if your business depends on it because it does! Women are natural born relationship builders, which is at odds with our often self-destructive, need to do it all self. Figure out, right away, what is required in your business that you are not good at and/or don't enjoy doing and therefore avoid, then find professionals whose skills and interests complement yours. If you can't afford to hire them- barter via accountability partnerships. Agree to answer each other's questions, even exchange ideas; but whatever you do, don't do it yourself. I find that trying to do something I am not good at and don't enjoy leads to such frustration, slows me down and keeps me from doing the stuff I really rock at!



Julie Bauke is a Career Strategist and President of Congruity Career Consulting. Her business focuses on educating and motivating individuals to take charge of their careers. She can be reached at www.congruitycareer.com and julie.bauke@congruitycareer.com.

“Go Live Now!”

No entrepreneur ever got it right out-the-gate. I’ve been self employed since I was 22-years old and I have enjoyed some extremely good and overwhelmingly rotten years. Looking back, there wasn’t much planning I could have done to change the outcome of any of those years. It boils down to experience.

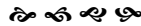
Business is 10% what happens and 90% how we respond to it – but therein lies the catch 22. How can you properly and effectively respond if you don’t have enough experience to properly and effectively respond? Some may say rely on the experience of others, but honestly that’s not enough. I’m a believer of utilizing the experience of seasoned experts and consultants, especially since a chunk of my annual revenue is derived from consulting, but I also know that running a successful business requires trial-by-fire by the owner.

I recall one day when my office called and said I needed to make a decision right away – it was a matter of a lot of money. I pulled my car over and began to think – “who can I

call?” Then I realized, no matter who I called I’d still have to explain the back story of which I wasn’t afforded the luxury of time to do. I had to make a decision – right here – right now. I thought for a few minutes and made my decision.

I frequently tell my clients, “You can’t pay someone to do your push-ups.” Sometimes there are moments when you and only you must make big-girl decisions and overplanning won’t help you – but time-tested difficult and uncomfortable situations will.

Go live now! Run your business with the joy of knowing you’re not going to know everything in advance. Love Saideh ☺



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*A Special Tip from
Buzz-BUILDER Amelia Moore*

My story as a female executive/SheEO is one of networking meets opportunity mixed with tenacity and a conviction to do and complete the task no matter what. I was in the fashion business when I found out about a temp program Time Warner offered to introduce prospective employees to the music industry. During my time working there, I realized I wanted to work in the music industry; this was my life-changing job.

After four years at Atlantic records in the A&R department I left to go to Gee Street records to learn more about the contractual not just creative side of the business. However after two years there I decided to step off and start my own consulting business.

Adroit Marketing was in operation for only six months when a dear friend of mine told me about a family that had a record label in Yonkers and could use my consulting services to help grow their company.

The company was Ruff Ryder Records and within three months of working with the label I became General Manager and moved the office from Yonkers to New York City; on 53rd Street to be exact.

During my stint as GM we had tremendous success breaking all type of records relating to concert and record sales. However it was at that moment that my position was challenged. I was becoming known as the person to go to at Ruff Ryders who would answer the phone calls and give you a definitive answer. This created a problem within the business structure of the company. Many times some of the family members were overlooked as a point of contact and given my name as the person to reach. This minor detail became my challenge to down play my position while still working diligently to maintain the success of the brand. More times than not I was being excluded from meetings and conversation only to be included later when the work needed to be done. As the conflict became more prominent, I realized that my position as General Manger was being challenged and my value within the company being assessed.

I worked 20-hour days, 5-6 days a week; it was dedication without reward. While others were buying cars and houses I was still taking the train and secretly sleeping in the office because I didn't have money for a hotel room. Crazy, right?

The situation got so tough that something had to be done, that is when the idea to make me President of Ruff Ryder Lifestyle came into fruition. As President of Ruff Ryder Lifestyle I would be responsible for the clothing line, the dog food, the production company, the fitness division and the motorcycle club. Knowing little about three of the five divisions under my direction, I was assured that I would work with individuals experienced in those areas. Soon after my public appointment, I realized, with respect to those three divisions, my input was never a factor; I was kept out of the loop on almost everything. My answer was to strengthen the areas I did have control over; the producers and the bike club.

Another challenge I was facing at the same time was within my personal life. Not only was I getting a divorce from my husband of

fifteen years but my father was dying of cancer. This compounded the difficulties. There were many days I was drained from my personal life but could not let it hinder my professional life for that was the only thing sustaining me at the time. It was then that I learned the most valuable lessons of life and business; patience and persistence. With the focus on those two qualities I managed to establish along with Waah, the Co-CEO of Ruff Ryders, the RR Motorcycle Club; a brand that was established over 10 years ago and is still strong today. Anytime I see that vest I smile with pride knowing what went into making it a success; an accomplishment in my life that made that whole "Ryde" worth it. That business experience taught me life lessons that have enabled me to be the strong female executive I am today.

I now have my own company; *Buzz Builder* specializes in marketing, event planning and consulting. I'm acting, hosting and working on my own television show and simply enjoying life! Years later looking at those days from the eyes of reflection I realize that the one reason I was able to do so much at RR was because I

never quit, I never gave up, I never let anyone tell me that I couldn't. In our office we always said "can not" is not in our vocabulary. If you can take anything from my story embrace those philosophies. Network because your network is directly connected to your net worth and most importantly, let your work be known. It's not enough to do it if no one knows it's you. Make certain that you remain focused on the monetary rewards along with the accomplishments. In the end if you can't pay your bills but make others millions how does that benefit you? Lastly, build a network of other female executives, study and research other women who made it to the top. I think if I had done that, I would not have made some of the mistakes I did while running the company. However, the most important thing I want to share is that tomorrow is a new day, and as long as you have that you have an opportunity to win. So if today is not a good day think about how you can make tomorrow better but never give up. If you do then you not only gave up on you but ultimately all the other female executives that want to follow you because they have no footsteps to follow.

Best wishes and success!

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