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Who's Who 2014

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Women of Worth, Wisdom and Wealth

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From the Editor

"From the boardroom to design room, Wall Street to Main Street, women today are more powerful than at any other time in history!"

100 Women, that's how many WE are featuring in this issue of WE Magazine for Women. Women who are leading organizations, growing their local economies, launching businesses, creating jobs, serving as role models, reinventing themselves and improving the lives of the men and women they lead and serve. Who are these amazing women?

They are accountants, actors, authors, business owners, coaches, mentors, nonprofit leaders, jewelers, health care professionals, teachers, global and local experts, community activists, environmentalists, pet care professionals, safety experts, CEO's of corporations – large and small, internet marketers, social media moguls, graphic artists and so much more. They are women who have learned how to leverage the web to promote their businesses, their organizations, their brands, their communities and their audience.



My team and I are especially honored to showcase these amazing women. We have come to know many of them over the last few months and even years and want you to get to know them too!

It is no secret that women-owned businesses are growing at a rate that exceeds that of their male counterparts. The sheer number of people's lives that women are impacting by creating jobs, designing careers, raising leaders and providing networking opportunities both locally and globally is astounding.

In the next several pages you will meet these women. They are the ***Class of 2014 Who's Who Among Women on the Web***. Please connect with them beyond these pages. Read their profiles on our website where you will find their social media channels. Reach out and say hello. Tell them you "met" them via WE Magazine for Women.

Be sure to visit our advertisers mentioned in this issue. Their ongoing support makes it possible to produce our digital magazine. WE so appreciate each and every one of them.

And if you know a woman who should be recognized in future issues, please let me know! Who knows, you could be on the next list!

Wishing you all the best... and then some,

Heidi

Heidi Richards Mooney, Publisher & Editor-in-Chief

Creating Ritual in 7 Easy Steps to Make 2015 Your Best Year Yet

Janet Bray Attwood and Chris Attwood

Do you know that there's a unique design to your life? There is. Your mission in this lifetime is to discover that design and get aligned with it. When you do, life becomes fun, things flow easily, the inevitable challenges of life are only temporary setbacks, and you feel that your life has real meaning.

Your Hidden Riches are what surfaces when your rituals help you both discover and stay aligned with your life's unique design. Rituals can help you manage your time, your energy and your thinking. Only 25% of life can be experienced with the senses. Rituals allow you to connect with and tap into the power of the other 75%.

Many people think that rituals are religious practices or superstitions. Yet rituals are the "secret weapons" of the world's most accomplished people—from sports stars to corporate executives to world-class performers. What most people have missed is that rituals are essential tools in today's world to improve performance, to stay calm in stressful situations, and to maintain balance in an over-busy life.

But what's the difference between a habit and a ritual? We all have good habits and bad habits. In contrast, rituals are conscious, intentional acts we choose to make habitual. Rituals focus attention in a very practical way, and can be tailored to the major needs we all share:

Relationships: Attracting your ideal partner and forming a loving bond between you.

Health, Diet & Beauty: Bringing your body into harmony at every level so that it becomes your strongest ally in reaching a state of optimal well-being.

Money & Wealth: Matching your inner riches with external abundance.

Ceremonial Rituals: Creating a sacred space and

entering it for healing and renewal.

Family: Bringing parents and children into a closer circle of security, understanding, and love.

There are 7 aspects to creating your own ritual-rituals that create a special feeling and experience when they are performed:

- 1) **Intention-**Read out loud the intention you are setting.
- 2) **Preparation and Purification-**Create a special spot where you keep the elements for your ritual. Also, take a few moments before you start each time to clean up and wipe off your ritual space.
- 3) **Use of Symbols-**Place symbols in your ritual space that are meaningful to you and will inspire you. These could include photos of your family, special mentors or teachers you value, mementos, and anything else that will give personal meaning to your ritual.
- 4) **Activating the Senses-**By incorporating fruit, flowers, scented oils or candles, your ritual will have a deeper and more profound effect.
- 5) **Prescribed Performance-**Create a specific order to what you'll do during your ritual.



An example would be:

1. Prepare the space: take a moment to clean the area, light some incense, arrange your fresh flowers, your fruit or healthy snack, and put your scarf or cloth on.
2. Sit quietly in silence for 30 seconds.

3. Open your eyes and read your intention out loud.
4. If you're beginning your day write out 3 things you'd like to accomplish today; If you're ending, list 3 things you accomplished.
5. Read a quote or passage from a book that is inspiring to you and reminds you of why you're focusing on this ritual.
6. Quietly speak out one thing you're grateful for - find something you have not expressed on previous days.
7. Speak out one thing you appreciate about yourself - again find something you have not expressed before.
8. Put out the incense and begin working on your project.
9. Repetition-Repeating your ritual over and over will help to ground your intention and create new neural pathways so that your day will always be connected to the intention you set.
10. Invoking the Unseen-This can be as simple as acknowledging that you need help to achieve the goals you've set for yourself and you're willing to accept that help from wherever it may come.

Using these 7 aspects of ritual as a guide (no need to follow a particular order) you will create specialness in your day and in your life. You'll find you're more focused when you're working, and you don't obsess over your work when you're not.

There is a design to your life. You were born with it. Uncovering your unique role and purpose in the world lies in covering that Life Design through ritual. Our world is at a turning point. It needs you doing what you came here to do. When you achieve that, you will be living your ideal life, reaping the inner riches that are your birthright. *Excerpted from Your Hidden Riches - Unleashing the Power of Ritual to Create a Life of Meaning*

Janet Bray Attwood and Chris Attwood are the co-authors of YOUR HIDDEN RICHES: Unleashing the Power of Ritual to Create a Life of Meaning and Purpose (Harmony Books). They are known globally for their New York Times bestseller The Passion Test, the #1 tool used worldwide to help people discover their passions and connect with meaning. They are founding members of the Transformational Leadership Council, and have shared the stage with His Holiness the Dalai Lama, Sir Richard Branson, Nobel Laureate F. W. deKlerk, Tony Hsieh, and many others. The Attwoods were supported in creating Your Hidden Riches by co-author, Sylva Dvorak, Ph.D, whose diverse background in the science and practice of ritual, along with her degree in Psychoneurology and Integrative Healing, helped provide the depth and breadth of this powerful book. For more information, go to: <http://www.thehiddenriches.com/>

Why a Woman Needs an **MBA** to Succeed in Business

Frances Kweller



Ideas are nothing. Execution is everything. While women may have many ideas for starting their own businesses, or for improving an existing business, the problem is that far too few of us can execute those ideas.

To succeed in business requires more than just a brilliant idea, or even the courage to execute the idea. It requires a specific skill set. As obvious as that sounds, too often women do not appreciate the value of an MBA degree. According to data collected by the Graduate Management Admission Council in 2011, women (23%) are nearly twice as likely as men (13%) to have considered pursuing any kind of master's program, but men (61%) were much more likely than women (47%) to have considered an MBA.

Frances Kweller, entrepreneur and founder of Kweller Prep, a learning incubator specializing in advanced test preparation in New York City, offers five good reasons for a woman to pursue an MBA degree:

1. An MBA offers a taste of the "real world." Any good graduate program emphasizes practical skills, and a good MBA program is no different. To run a business, you need to know how to manage a staff, raise money and obtain business loans. Whatever the need, there's a class for that. There's a class on corporate finance, another on global macroeconomics, another on venture capital fundraising, another on pitching your business and writing a business plan. Your professors will have done these things in the real world.

2. Networking is essential. Contacts are everything in the business world.

When you meet a professor or any fellow student



with real-world experience, you've opened the door to his or her network of contacts. These are the same people who you will turn to for help with accounting, legal structure, marketing and public relations. It's one thing to know how to sell cookies; but to sell them to distributors on a large scale requires lots of help. Only a well-functioning network can turn your biggest dream into a reality.

3. The degree pays for itself over time. MBA programs are inherently expensive. As a rule, women still make less money than men for the same job, so it's only natural that cost would be a major hindrance. Here's another rule: An MBA degree almost always pays for itself over time. Nothing compares to an in-person class, but an online MBA is often more affordable.

According to GMAC data, the gender distribution was 50/50 among MBA candidates taking online or distance classes. If that's the least you can do, by all means go for it.

4. Classes are taught at a higher level of instruction. When I took classes at the NYU Stern School of Business, two things struck me right away: One, I was surrounded by men. Two, the level of instruction was much higher than any (overwhelmingly female) education class I'd taken. Complex ideas were broken down in an easy-to-understand manner. Professors had resumés to die for. The quality of an education varies from school to school, but an MBA class is invariably the best, most practical business lesson you can receive.

5. The business world needs more women! Women know how to nurture. It's our intuition. Men might lack the nurturing gene, but they're more direct by nature. That's a more useful skill in the business world. If anything, women should be dominating the MBA ranks in order to bridge the gap.

So why isn't this the case?

Too often, the biggest impediment to success is a fear of failure. Maybe it's a fear of the unknown. Knowledge conquers these fears. According to the GMAC data, men are getting the majority of MBAs -- the majority of the knowledge -- by a wide margin. Stop making excuses, ladies!

ABOUT FRANCES KWELLER

Frances Kweller is an education and testing standards expert and the Founder and CEO of Kweller Prep. Frances started out as a tutor and has been around the business for more than 15 years finding her passion in helping others to achieve their educational goals. She opened Kweller Prep five years ago, after she graduated law school, and serviced more than 400 families in its first year. Kweller Prep now serves more than 1500 families a year, in three locations, providing everything from in-person private instruction to online tutoring for students based overseas as well as coordinated college visits.

ABOUT KWELLER PREP

Kweller Prep is a learning incubator specializing in advanced test preparation. Designed for the busy student, Kweller Prep Tutoring, Test Prep, and Educational Services offers unsurpassed specialized high school, college, and graduate school test preparation and counseling services, both on-site and at-home. The program is designed for ambitious students to help them reach their academic goals. Kweller Prep was created in the vision of Frances Kweller, an education and testing standards expert and attorney at law.



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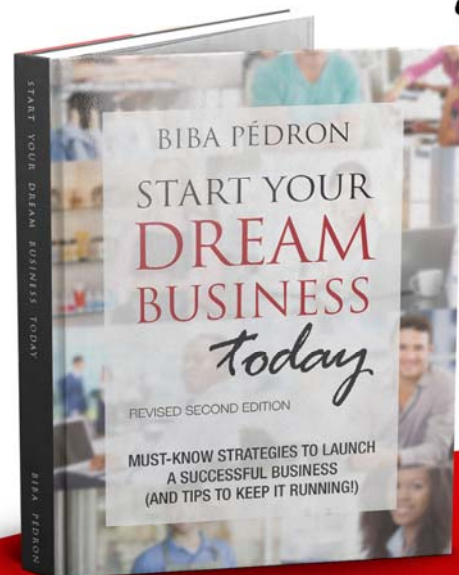
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Six Myths That Undermine Customer Satisfaction

Liz Jazwiec



Many leaders dislike the “*improving customer satisfaction*” aspect of their jobs because (they think!) this goal is so difficult to achieve. But according to Liz Jazwiec, service excellence isn’t about improving outcomes and results; nor is it about treating customers like royalty. Here, she spotlights six myths about customer satisfaction that may be keeping you from receiving the excellent customer satisfaction ratings you deserve.

Whatever your industry, you know it’s more important than ever to provide excellent service. Competition is fierce, and in this economy, you can’t afford to lose a single customer. But precisely **BECAUSE** money is so tight, you can’t

shower every customer with rose petals and champagne.

Relax. Liz Jazwiec has some welcome news: Often, changing just a few little things can have a huge impact on customer perception.

“Actually, you’re probably doing a lot of things right already—you just need to highlight them to your customers, who may not be aware of the excellent services you’re providing,” says Jazwiec, author of the new book [Service Excellence Is as Easy as PIE](#) (Perception Is Everything). *“In other words, you need to focus on your customers’ perception. Change a few little things and you can hugely impact how customers view their experience.”*

So, why do so many leaders work themselves silly trying to drive outcomes? The problem is, there are several well-entrenched myths about improving satisfaction—and they make this task much more difficult than it has to be. In *Service Excellence Is as Easy as PIE*, Jazwiec, a nationally renowned speaker and strategist, looks at service excellence in detail. Her realistic, easy-to-apply, and witty advice is perfect for business owners and leaders in all industries.

Here, Jazwiec shares six common myths that might be keeping your organization from receiving the stellar customer satisfaction scores it deserves:



Myth Number One: Only crabby people fill out surveys. You may think surveys are ineffective because customers go to the trouble of filling them out only when they have a bone to pick, right? Wrong! If you look at your (or any) organization's data, you'll probably find that the majority of respondents were satisfied. Usually, less than 10 percent rank organizations poorly.

"Don't focus your attention on that bottom 5 or 10 percent who rated your organization poorly," instructs Jazwiec. "I call these crabby people 10 percenters, and while some do have legitimate concerns, many others just don't want to change their opinions. They're determined to be dissatisfied. You'll be much more effective if you focus on increasing the satisfaction of customers who rated your organization 'fair' and 'good.' They want you to improve their perception and would probably love to rate you 'very good' on the next survey!"

Myth Number Two: The data supports our current strategy, so we shouldn't change. In her new book, Jazwiec tells the story of a hospital that was struggling to improve its ratings on the question "How often is your hospital quiet at night?" After compiling numerous decibel readings, all of which supported the fact that noise levels at night were relatively low, the hospital concluded that it couldn't make any changes because it was doing everything "right." Its patients were simply wrong, or unreasonable, or both!

"I advised this hospital to lower its lights earlier in the evening, around 8 p.m. instead of toward midnight," Jazwiec recounts. "And lo and behold, three months later, the patients' perception was that the unit was quieter. Did it make scientific sense? No. Did it work? YES! My point is, counterintuitive as it may seem, the data can sometimes lead you astray. Your focus on being 'right' can keep you from considering what the customer really needs. And usually, as was the case in this instance, the key to improving

perception is really simple."

Myth Number Three: Asking the customer how we can help only makes more work for us. Regardless of industry, one of the phrases employees hate most is "Is there anything else I can do for you?" After all, they're busy. Overwhelmed, even. They don't have time to cater to customers' idle whims!

"I'm here to tell you that when you ask people this question, they don't make up frivolous stuff! They ask you for the same thing they're going to ask you for anyway, except when you're already tied up with another customer, busy on a phone call, or assisting a coworker. Proactively asking people what they need doesn't make you busier; it just ensures you receive requests when you do have time to handle them! Plus, if 10 people a shift ask a customer, 'Is there anything else I can do for you?' and the customer has a request only two of those times, that means eight times a shift the customer is answering, 'No, I'm good. Everything is fine.' Do you think that makes a difference in perception? YES!"

Myth Number Four: Telling people how long things will take is a bad idea. In most industries, customers don't always receive instant gratification. They have to wait in the lobby before seeing their financial advisers. It can take days or even weeks to receive results from medical tests. Closing on a new home often takes longer than buyers would like. This "waity" list goes on. Meanwhile, we—the people who are serving these customers—resist giving people an estimate of how long things will take.

Myth Number Five: "You should never call attention to inconvenience." When something is broken, inconvenient, or unpleasant, we naturally resist calling customers' attention to it. But face it: Customers are going to notice anyway—and they won't be happy! They may even think you don't care about their experience at all if you seem to be ignoring the bad stuff. However, when you're open about the inconvenience and say, "We know this stinks," people become more understanding. Their perception of how much your organization cares goes up.

"I learned this lesson during my many travels through Chicago's Midway Airport, where there's a gate that all frequent flyers dread," says Jazwiec. "The hallway leading to it is longer than two city blocks with no stores, restaurants, or kiosks—and the floor is thick carpet that makes you feel like you're dragging your suitcase through quicksand. Well, there used to be a sign at the entrance to this gate that read, 'Gate A4a, aka Timbuktu, Never-Never Land, and the

Kingdom of Far, Far Away.' The sign didn't make the gate any closer, but it let travelers know that our slog through quicksand wasn't going unnoticed. And somehow, it made things better."

Myth Number Six: "'Wow!' service happens only once in a blue moon." It's not that you believe making customers say, "Wow!" is impossible...you just assume it will take an exceptional, out-of-the-ordinary effort on your part to elicit that kind of response. So most days, you aim for "adequate" instead of "amazing." "Wow" service isn't thrilling, marvelous, sensational, or big. It is PERSONAL! And personal does not have to be made of big, showy stuff. It's easy to incorporate into your organization's everyday processes.

"Before you buy into a common assumption about what it takes to achieve customer satisfaction, take a few moments to consider how you'd feel if you were in your customers' shoes," concludes Jazwiec. "In most cases, you'll probably find that improving perceptions won't require you to move heaven and earth, though it might require some outside-the-box thinking and a willingness to engage with your customers on a personal level."

The best news is, once you do ditch the myths and learn how simple it can be to boost customer satisfaction, you'll find that you and your employees are more energized and motivated. "Making customers happy will make you happy, too!

Liz Jazwiec is author of Service Excellence Is as Easy as PIE (Perception Is Everything), Hey Cupcake! We Are ALL Leaders, and Eat That Cookie!: Make Workplace Positivity Pay Off...For Individuals, Teams and Organizations. She is a nationally renowned speaker, strategist, and consultant who has shared her passion for leadership, engagement, and service with audiences across the country.

WHAT IMPACT HAS SOCIAL MEDIA TRULY HAD ON SOCIETY

Jenny Q. Ta

By now, we are all aware that social media has had a tremendous impact on our culture, in business, on the world-at-large. Social media websites are some of the most popular haunts on the Internet. They have revolutionized the way people communicate and socialize on the Web.

However, aside from seeing your friends' new baby on Facebook, or reading about Justin Bieber's latest brush with the law on Twitter, what are some of the real impacts, both positive and negative, that social media has had on our society?

Here is a closer look at the effect of social media on politics, business, socialization as well as some of the negative effects such as cyber bullying and privacy.

Impact on Politics

Every politician worth his salt needs to jump on the social media bandwagon. This is because social websites have played an important role in many elections around the world, including in the U.S., Iran, and India. They have also served to rally people for a cause, and have inspired mass movements and political unrests in many countries.

Impact on Business

Net savvy companies are using social media to advertise their products, build customer loyalty and many other functions. Interactions and feedback from customers help businesses to understand the market, and fine-tune their products and strategies. Many firms organize contests and give away prizes to enthruse consumers to visit their social website page more often. Compared to television advertisements and other expensive forms of marketing, social



media presence is a cheap and effective means to enhance brand image and popularity.

Effect on Socialization

Social networks offer the opportunity for people to re-connect with their old friends and acquaintances, make new friends, trade ideas, share content and pictures, and many other activities.

Users can stay abreast of the latest global and local developments, and participate in campaigns and activities of their choice. Professionals use social media sites like LinkedIn to enhance their career and business prospects. Students can collaborate with their peers to improve their academic proficiency and communication skills.

You can learn about different cultures and societies by connecting with people in other countries.



Cyber Bullying and Online Harassment

If you are not careful, unscrupulous people can target you for cyber bullying and harassment on social sites. School children, young girls, and women can fall prey to online attacks which can create tension and distress. If you are a victim of cyber bullying, do not take it lying down, but try to take appropriate legal action against the attacker.

Impact on Productivity

Many companies have blocked social networks on their office Internet as addicted employees can distract themselves on such sites, instead of focusing on work. In fact, studies show that

Negative Effects of Social Media

Unfortunately, there are a few downsides too to social networking. Many introverts and socially reclusive users place too much emphasis on virtual interaction, and ignore the real world outside. Read on to learn about a few more negative repercussions of social media.

British companies have lost billions of dollars per year in productivity because of social media addiction among employees.

Impact on Privacy

If you are not careful, what you post on the Net can come back to haunt you. Revealing personal information on social sites can make users vulnerable to crimes like identity theft, stalking, etc. Many companies perform a background check on the Internet before hiring an employee. If a prospective employee has posted something embarrassing on social media, it can drastically affect their chances of getting the job. The same holds true for our relationships too, as our loved ones and friends may get to know if we post something undesirable on social networks.

Conclusion

Social media has its advantages and drawbacks as revealed in this article. It is up to each user to use social sites wisely to enhance their professional and social life, and exercise caution to ensure they do not fall victim to online dangers.

Jenny Q. Ta is the founder and CEO of Squeeee, the first-of-its-kind networking ® site. Launched in 2014, the site gives individuals, businesses, celebrities, politicians, and non-profit organizations the ability to monetize their profiles in unprecedented ways.

Ms. Ta is a seasoned entrepreneur with two successful ventures to her credit. She was the Founder and CEO of Titan Securities, a full service investment firm that was acquired in 2005. Prior to founding Titan Securities she was the driving force behind Vantage Investments, a full-service broker-dealer start-up she founded in 1999 at the age of 27 and grew to a quarter of a billion dollars in assets.

Use Instagram to Grow Your Business

Heidi Richards Mooney

The popularity of Instagram is growing year by year, and its number of active users is increasing day by day. As you know, Instagram is a social media website and a great tool for online marketing strategies.

The uniqueness of Instagram is that it focuses on images, videos and sense of closeness images and videos provide. This makes them a great tool to use for visual marketing. You can instantly post images with your mobile device and share them with your followers to promote your products and services.

You can use Instagram with supportive tools to boost your marketing efforts. If you are offering great products, you can brand your business by showing them your audience in the way you want. But this also requires constant effort and a strategy plan in order to market. You need to find the niche audience before you execute your online marketing strategy with Instagram.

AMAZING BENEFITS

Easy-to-Use: Instagram allows you to create awesome images that you can also use on other social platforms. Facebook, Twitter, Flickr, Tumblr and other social media platform are optimized for images; that's how images are displayed on these platforms, so you can directly share from Instagram.

Instagram is mobile: Instagram merges two great forces that are essential in social marketing strategies: mobile and photo sharing. This can give unique value to your brand.

Visual storytelling: Instagram has more artistic value than other social media platforms. You can use a brand moment that will be more impactful than text.

With Instagram, you can communicate visually with your audience, followers and fans. Here are few ways that Instagram will benefit your business:

Build trust: Personal images humanize your brand and allow you to be more reachable. Instagram allows you to put a face to your brand, and this will help to build consumers' confidence in your business.

It also provides you with a way to build a positive online user experiences and generate leads for



repeat customers. Instagram is a great way to share your business experience in an informal and casual way. You can also include behind the scenes and employee images to give a personal touch to your business.

Drive more traffic: Yes, you can drive more traffic to your business with Instagram. When you upload an image to Instagram, be sure that you list your website in your profile and that you add your website URL in description. You can use hashtags, calls to action in post comments, and share your content on other social media platforms to generate more traffic to your website. You can also include amazing content that will encourage your audience to visit your website.

Free exposure: With other social media platforms like Facebook and LinkedIn, you have advertisement buying options according to your goals. But with Instagram you do not have to buy anything. Instagram is completely free, and it will help you to create a great online presence; it may require a lot of time and effort, but it doesn't cost a cent.

Visual marketing: Instagram's simple design

allows delectable visuals that include images and videos. You have heard the phrase "A picture is worth a thousand words". So being a marketer, you should take advantage of pictures. Just be sure to be amazingly creative with your images.

If you see good results with visual marketing on other platforms, then think of the capabilities of Instagram, which is dedicated to visual marketing.

SHOCKING FACTS

Here are some amazing eye opening facts that will show you why you have to use Instagram to market your Business.

200 million active members with 65% users are located outside of the United States. Source	
	1.6 billion likes are made every day Source
60 Million photos are shared every day Source	
	57% of Instagram users visit the site at least once a day (with 35% doing so multiple times per day) Source
Average Instagram Users spend 257 minutes a month on the site Source	

Data like this makes it clear there is a lot of money to be made with Instagram. And while lots of people might be talking about it, very few can really teach you how to productively use Instagram on behalf of your business. (*Excerpted from Instagram Made Easy*)

GRAB YOUR COPY of the Women in Ecommerce™ FREE special Report here:



Click here for: [Instagram Made Easy](#)

Heidi Richards Mooney is the Publisher and Editor-in-Chief of WE Magazine for Women and Founder of Women in Ecommerce. She is a social media consultant working with authors, inventors and nonprofit organizations to leverage Social Media to grow their audience, their business and organizations.

Percentage of Women and Millennials in Leadership Roles Directly Tied to Organization's Overall Business Success

New Global Research from DDI and The Conference Board Reveals No Significant Difference Between Men and Women in Leadership Skills or Abilities—Except in the Area of Confidence Where Women Lag Behind Men



Encouraging leader gender and age diversity has many benefits for an organization, including the injection of more varied perspectives and greater range of thought, decision-making and problem solving. But, for the first time, new research from DDI and The Conference Board, titled *The Global Leadership Forecast (GLF) 2014 | 2015, Ready-Now Leaders: Meeting Tomorrow's Business Challenges*, directly connects a critical difference between the top and bottom corporate financial performers and that is companies with higher percentages of women in leadership roles perform better. The research also connects the percentage of Millennials in leadership roles with impacting overall business success.

The report—the seventh since DDI began this research in 1999—consists of responses from an unparalleled participant pool of 13,124 global leaders and 1,528 human resource executives within 2,031 participating organizations. Forty-eight countries and 32 major industries are represented, as well as multinationals and local corporations. Eighteen significant findings are detailed in the report.

The remarkable sample size of the Global Leadership Forecast enabled DDI and The Conference Board to dissect findings across a wide range of leadership topics, looking not only at the present but comparing results of past surveys. “The findings clearly indicate that of the participating organizations, those in the top 20 percent of financial performance* have 37 percent of their leaders as women and 12 percent of their leaders are high-potential women,” said Evan Sinar, Ph.D., DDI Chief Scientist, Center for Analytics and Behavioral Research (CABER) Director and study co-author. “Organizations in the bottom 20 percent count only 19 percent of their leaders as women, and 8 percent of their leaders as high-potential women.”

Competency vs Confidence

The report showed no differences in self-evaluated leadership competencies by gender. This matches DDI’s actual assessment center data of over 10,000 leaders that show when it comes to skills and behaviors, men and women are equally competent. The report did call out a difference between men and women in the area of confidence. Even though competency is equal, men tend to say they are more effective leaders overall than do women. Women are less likely to rate themselves as highly-effective leaders when compared to their male peers and to have completed international assignments, led across geographies or countries or led teams spread out geographically. “These development gaps are critical and not addressing these opportunities for women has a significant impact for these leaders,” said Rebecca Ray, Ph.D., The Conference Board, Executive Vice President, Knowledge Organization, Human Capital Practice Lead and study co-author. “The research indicates that leaders who had more access to global and visible leadership experiences were more likely to advance within their organization.”

Millennials

The study also shows that an organization’s pace of growth is directly related to the percentage of Millennials in leadership roles. Aggressive growth companies, such as those in high-tech industries claim a higher proportion of Millennials in leadership positions (30 percent) than organizations with cautious growth (25 percent) or no to low growth (21 percent). Companies that were more financially successful were also more likely to have a higher percentage of Millennial leaders.

Of all the generational groups, Millennial leaders report being less engaged and more likely to leave in the next 12 months. The research also reveals that Millennials receive a higher percentage of promotions which can be attributed to lower management entry points. Surprisingly, their preferences for using other methods of development such as formal workshops, training courses, online learning and developmental assignments mirrored those of other generations. Not surprisingly, Millennials tend to use social learning and mobile development for leadership skill improvement more than other generations. Learning from others using newly-available methods happens more frequently for this generation.

Leader Quality Predicts Financial Performance

The research incorporates a “learn from the past” approach by looking at historical data across organizations that participated in the 2011 Forecast. Compelling links were identified when comparing talent management and leadership development practices with financial performance.

Organizations with high leader quality were six times more likely to be among the top 20 financial performers for all organizations and positive leader experiences further magnified the link between leader quality and financial impact.

Organizations with both high levels of leadership quality and engagement and retention, were nine times more likely to outperform their peers, intricately connecting talent management and leadership development practices with financial success.

"To improve business outcomes, bolster current development programs so that all leaders, including women and Millennials, can improve their skills," said Sinar. "Development opportunities build confidence. Provide opportunities for stretch assignments, ensure formal practices are in place to facilitate those

opportunities and fully-commit your support to mentoring programs to develop and prepare new leaders."

*Financial performance is defined as a composite of profitability, earnings per share, 5-year rate of return to investors and stockholder equity, for publicly-traded companies where these data were available.

Access the full report here, [The Global Leadership Forecast \(GLF\) 2014 | 2015, Ready-Now Leaders: Meeting Tomorrow's Business Challenges](#)

Founded in 1970, DDI is a global talent management consultancy that helps companies transform the way they hire, promote and develop their leaders and workforce. DDI's expertise includes designing and implementing selection systems and identifying and developing frontline to executive leadership talent. Clients include half of the Fortune 500 and multinationals doing business across a vast array of industries from Berlin to Bangalore and everywhere in between. We serve clients from 42 DDI-owned or closely-affiliated offices. www.ddiworld.com.

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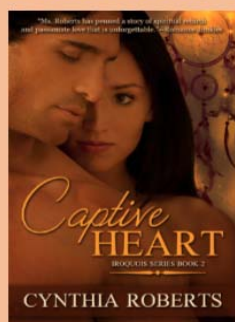
Cynthia Roberts Author

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Meet the **Class of 2014** **Who's Who Among Women** **In Ecommerce**



Mandee Heller Adler, Founder and CEO - International College Counselors

International College Counselors was born out of the frustration that friends and family of Mandee Heller Adler experienced while trying to help their children navigate the often-confusing college admissions process.

As a graduate of the University of Pennsylvania and Harvard Business School, and recipient of approximately \$60,000 in scholarship aid, Adler was the go-to person for assistance with reviewing college and scholarship applications, essay and resume writing, and targeting the best colleges to attend. As friends told their friends about their students' college acceptances, Adler decided to use her personal expertise and knowledge to start a business that helped students with the stressful process.

In 2004, Adler founded International College Counselors to provide expert strategies for admission to undergraduate colleges, graduate programs, business schools, law schools, medical schools, and other postgraduate schools. Adler's first client gained acceptance into Dartmouth; since then, Adler and a team of expert college advisors around the world have helped over 500 students get into the schools of their dreams. For more information visit www.InternationalCollegeCounselors.com



Jeannette J. Archer-Simons - Archer-Simons Consulting Group



Jeannette Archer-Simons has been building strong organizations for 25 years. She was "hooked" in her 20's after serving as a volunteer member of a board when the organization experienced a financial crisis. She was determined to help that organization get out of debt by developing a strong fund raising program and better management of finances. Three years later they paid off 1 million dollars of debt and were back on track.

"I love solving problems and teaching others how to prevent them from happening in the future." said Archer-Simons. "Working together to build strong organizations is good for the people it serves and builds better communities." Archer-Simons spent 18 years restructuring and growing successful Girl Scout councils across the country. In 2008, she decided to start her own firm with one client with an issue. Today, she provides high quality interim executive services and strategic restructuring and business planning for nonprofit, education and business organizations with a special emphasis on revenue generation and board and staff development. Find her online at www.linkedin.com/in/jeannetteas/

Regina Baker, Owner - Computerize U2



In the April 2014 survey, Netcraft received responses from 958,919,789 ACTIVE websites online. An increase of 242,097,742 from 2013. Online since 1996, Award Winning Internet Marketing Consultant, Author, Speaker and Trainer, Regina Baker understands the power of the Internet and how entrepreneurs are striving to making their mark in "cyberspace."

Baker says that, *"Becoming an entrepreneur and making money are two separate things."* When she got online, she didn't make money right away because she didn't know how. She did however, research like a mad Woman, learning everything she could, buying product after product, some to her amazement and much of it to her disappointment. She truly believes that the process of a journey including mistakes is what makes us better, stronger and wiser to achieve the goals we set out to obtain.

After consistent research, applying proven principles, networking, and learning how to pursue goals in spite of the learning curve challenges, Regina now helps entrepreneurs understand how to better position themselves online by creating strategic internet marketing plans, affiliate programs and affiliate marketing -- hence, boosting visibility, credibility, profitability creating buzz on and offline. Her website is www.ReginaBaker.com.

Helen Bannigan, President - Bannigan Communications, LLC

In her 6th country, and having been an expat for 25 years, Helen Bannigan makes the lives of fellow globally-minded people easier; as her own countries, continents, and languages continually change and evolve.

Helen advises that a key to success and happiness is to check in with ourselves regularly to ensure we are making mindful decisions about our professional and personal lives.

Helen offers practical, results-driven multi-cultural awareness programs to executives and their families when they move overseas, take business trips abroad, or work in multi-cultural environments.

These workshops increase the ability to build trusting relationships and communicate effectively in multiple cultures, build an enhanced sense of self awareness, and increase understanding of unexpected behaviors along with the most effective response patterns.

Participants come away with hands-on, actionable tools and guidelines to be successful and thrive in the multi-cultural environments. Her website is www.helenbannigan.com



Amanda Barbara is the vice president and co-founder of Pubslush



Amanda Barbara is the vice president and co-founder of Pubslush, a global crowdfunding and pre-publication platform for the literary world. The publishing industry is evolving and growing and in order for authors and publishers to stay up to date and relevant, they need to adopt a business savvy point of view when it comes to their book. Pubslush offers guidance and personalized service and has become a go-to resource in the otherwise overwhelming industry.

Amanda is passionate about the work she does and has built a vibrant team to share in her excitement for the future of publishing. Helping authors to be successful and giving established authors the tools and platform to boost themselves and their book to the next level is the drive behind all of Amanda's work. Her role at Pubslush, much like the larger publishing industry, is always changing and she loves every second of it. She believes in the power of community and continues to build a company that she believes will be the newest hub for all literary-lovers, writers, publishers, readers and more. Visit www.pubslush.com for more information.

Hellen Barbara is the president and co-founder of Pubslush

A philanthropist at heart, a lifelong learner and a natural leader, Hellen Barbara has always strived to challenge herself and create meaning in the world. This was the driving force behind Pubslush, founded by Hellen and her eldest daughter, Amanda. The idea for Pubslush came from her desire to democratize the publishing process. After learning about the struggles of many best selling authors on the road to publication, including J.K. Rowling, whose first Harry Potter book was rejected over 10 times, Hellen decided to create a new option for authors.

Pubslush has evolved into the dynamic resource it is today, extending its reach beyond authors into the larger literary world. Pubslush now serves to bring together writers, readers, publishers and literary trendsetters on the company's unique and always evolving platform. The goal of Pubslush is to create a more informed, successful and streamlined publishing process by providing comprehensive pre-publication tools to all. Now, everyone has the access to the means to create something beautiful and share it with the world. Find out more at: www.pubslush.com



Lynn Bardowski, Founder - Million Dollar Party Girl



Lynn Bardowski, awarded Top 100 Small Business Influencer and Top 25 Women to Watch, is the CEO/Founder of Million Dollar Party Girl. Don't let the nickname fool you. As a working mom in the 80's, Lynn followed her inner Visionista and had the courage, vision, and belief to leave the safety net of a successful career and pursue her dream of "empowering women to discover their glow." She overcame fear and failure to become a multimillion-dollar revenue-generating direct sales entrepreneur. And, according to a recent Wall Street Journal Small Business report, "Just 1.8% of women-owned businesses generate more than \$1 million in annual revenues." That puts Lynn at the top of her game.

On a mission to help more women step into their power, Lynn wrote *Success Secrets of a Million Dollar Party Girl*, a #1 best-seller. As a sought after speaker and consultant, Lynn shares her expertise on CBS, FOX, Forbes, Huffington Post and more. Bardowski's business acumen and message of self-empowerment form the basis of the first "Million Dollar Party Girl Entrepreneur Boot Camp." Her website is <http://www.milliondollarpartygirl.com>

Patricia Baronowski-Schneider, President - Pristine Advisers

Patricia Baronowski-Schneider and her team at Pristine Advisers know all-too-well just how important being engaging and informed can be. Patricia has been helping clients of all shapes, sizes and backgrounds achieve their spot in the marketplace for over twenty-five years.

Companies are often busy handling the day-to-day tasks of running a business and often times, do not have the time, knowledge or resources to target investors, media, or decision makers in their line of work.

Patricia, with her twenty-five years of knowledge, expertise and connections, along with her team at Pristine Advisers, have developed relationships with key players in just about every industry imaginative. They have assisted companies with IPOs, media coverage, shareholder introductions and engagement, analyst coverage and increasing share prices for listed companies.

Starting her career from the ground up has helped Patricia learn every aspect of the business and make valuable connections along the way. Working as a skydiving instructor on weekends has helped Patricia remain focused and grounded, if that makes sense. WWW.PRISTINEADVISERS.COM



Pam Beattie, Owner - Venetian Decor

Pamela Walker-Beattie was born in Vancouver, BC. She grew up appreciating the aesthetic side of life, being the third generation in a family of milliners, furriers and shop owners. Her heritage – steeped in fashion – seemed to magically inspire Beattie’s creativity. Beattie created the signature Venetian Décor brand in March of 2008, with the mantra of “old world with a new twist” to guide her. Her goal is to capture the essence of that history and beauty by preserving the glamor and heirloom treasures of our past.

Beattie crafts timeless pieces that unites a blend of shabby-chic, French, boho, eco-friendly and refined glamour in her hand-crafted, family heirloom preservation and luxury furniture and vintage décor company. Venetian Décor gives new life through its exquisite furniture, pillows, cosmetic and jewelry travel bags, eye masks, phones covers and personal accessories that are one-of-a-kind timeless pieces. The brand aims at growing an even vaster product line which will include more exclusive furniture pieces, diaper bags, wool rugs, wallpaper, draperies, ballerina bags and other chic essentials for women of all ages - from young girls to mothers to business professionals to grandmothers. Visit her online at

www.venetiandecor.ca/



Laura Berger, The Berdeo Group



Featured on ABC, Huffington Post Live, The Dr. Oz Show with Deepak Chopra, in CNBC, US News and World Report, Yahoo Finance, Self Magazine, The Miami Herald, and radio shows across the country, Laura Berger, PCC is a leadership expert, media personality, expert blogger for Psychology Today and The Huffington Post, and bestselling author.

She has spent 20+ years counseling leaders at enterprises such as The Walt Disney World Company, Volvo, PriceWaterhouseCoopers, Quarles & Brady, Leo Burnett Worldwide, American Hospital Association, JP Morgan Chase, Comcast NBC, Willis Group, Publicis Group, Big Brothers Big Sisters, and Merrill Lynch.

Listed as one of 100 Truly Amazing Women, June 2012 Woman of Focus, certified by the International Coach Federation as a Professional Certified Coach (PCC) and a member of Step Up Women’s Network and the Joe DiMaggio Children’s Foundation, Laura actively utilizes her extensive network and span of influence to enable those she serves to not only blast through their speed limits at work, but also to be giving of themselves in life. She is an inspirational speaker and co-author of two books, *Fall in Love Again Every Day* and *Amazon bestseller, Radical*

Sabbatical. Her website is www.TheBerdeoGroup.com and www.radicalsabbaticalbook.com

Kyatti Bhatt, Founder - Simply Body Talk

When she was pursuing her graduation degree in Information Technology from the Nirma Institute of Technology, Khyati Bhatt took an interest in Body Language resulting in a newfound business opportunity. Khyati completed her post graduation in Wealth Management from S.P. Jain Center of Management. Her job as currency trader and portfolio manager for Tata Consultancy Services helped her hone her skills.

Her ultimate experience of taking her family business from the wholesale segment in Gujarat to the retail sector in Mumbai allowed her to interact with people from diverse walks of life almost every day. Through her articles and courses, Khyati's students learn how many different ways there are to observe non verbal cues and master this knowledge to ultimately become a more communicative individual. She says: *"Be it for sales meetings, job interviews, or effective parenting, becoming better at understanding body language will take you to an altogether different plane."* Learn more at www.simplybodytalk.com



Lillian D. Bjorseth, Founder - Duoforce Enterprises, Inc.

Lillian's passion is to inspire her audiences – whether 1 or 1,000 – to build strategic relationships by improving their networking and communication skills. Tens of thousands of people nationwide have benefited from her engaging, inspirational and practical workshops, training and coaching in her inimitable style.



She worked and played politics in corporate corner offices and trenches at Nicor Gas and AT&T before becoming an entrepreneur and building two businesses primarily on word-of-mouth. Her desire to inspire more women, particularly Boomer Women, led her to create the "Maximize Your Career – Business Tools for Women over 50" conference, one of the first business events focused strictly on this vital age group. The day-long event will be April 17, 2015 at DePaul University, Naperville IL campus.

Lillian is co-founder of the highly successful Greater Chicago Networking Extravaganza, the 13th of which will be held in May 2015. She's also co-creator of "First Class," a series for younger professionals who benefit from learning a traditional set of proven business skills that are the foundation of nearly every successful executive. One of her books, Breakthrough Networking: Building Relationships That Last, is in the third edition. www.duoforce.com and www.bizwomenover50conference.com

Linda Blatchford, President - LinorStore Jewelry

Women want jewelry, Jewish jewelry and wire beaded headcoverings (kippot) to wear everyday, and to celebrate special occasions in their lives. Linda Blatchford handcrafts jewelry and kippah designs that create memories of lifecycle events that girls and women will remember each time the piece is worn. Her jewelry designs are for (Jewish) holidays, special events such as weddings, gift giving, and everyday wear.

Linda started creating bracelets with a group at a Sisterhood (Jewish) event about 10 years ago and recalls playing with plastic beads and lanyards as a child and remembered how fun it was to design and finish her own creation. She then purchased gemstones and began creating chakra and gemstone jewelry. After her adult bat mitzvah, Linda chose to connect her celebration of Judaism with her jewelry designs and began to specialize in Judaica jewelry and beaded wire kippahs.

"The idea is to feel the joy in accessorizing an outfit by wearing a necklace, bracelet and earrings set that you can't buy in a big-box store or see on other women. Jewish women no longer have to wear a doily on their heads You can wear a different colored wire kippah for different seasons or to match different outfit.." Visit her online at www.LinorStore.com



Kim Bloomer, C.V.N.D, N.D., Owner - Aspenbloom



As a child Dr. Kim was challenged with her own health and as an eight year old she remembers thinking her dream was to help people and animals (as a lifelong animal lover) to be well, to thrive. After years working as a veterinary technician seeing the health of animals decline rather than improve, she detoured into other areas of work that ultimately helped enhance the work she now does as an animal naturopath. When asked what an animal naturopath is or does, Dr. Kim simply replies, "Animal naturopaths promote health proactively rather than treat disease reactively."

Dr. Kim says it is time for us to get back to nature and look for our answers there. To honor each animal species as they are, not as we desire to them to be for our needs, recreation and conveniences. For the mental, emotional and physical well being of our pets for their sakes as much as, if not more than, for ours. Healthcare is not waiting until an illness presents and then treating it with toxins masquerading as medicine, but it is preventing illness in the first place through lifestyle choices!! Dr. Kim teaches chemical-free living for pets which ultimately must help their humans do the same.

Her website is <http://www.AspenbloomPetCare.com>

LaTara Bussey - Life ReBrand Specialist



LaTara V. Bussey is a multi-passionate woman, entrepreneur, speaker, author, and radio show host. As the owner and Head Visionary at Woman 180 Life Design Agency, a transforming brand that offers life coaching, business consulting, and enhanced living options, LaTara works with women to help them to emerge from the shadows of their past into the GREATNESS of their today for a better tomorrow. With certifications as both a Life Coach and Relationship marketing expert Ms. Bussey offers encouraging, practical, and relevant, insight and strategies for life and business transformation.

She is known to many as the “BIG PICTURE” visionary with a transparent way of helping women authenticate their stories, elevate their thinking, and transform their lives and their business. She lives her life with the personal mission of being on purpose for purpose every day and it is her goal to help others do the same. LaTara lives in Oklahoma City with her two sons, her mother, and four dogs. Visit her online <http://latabussey.com>

Lisa Buyer, The Buyer Group

Author of “Social PR Secrets” and named one of the top 40 Digital Strategists for 2013 and 2014, Lisa Buyer is passionate and ambitious about how public relations, social media, and SEO influence one another.

Ahead of the curve and trend watcher at heart - Buyer is a brand junkie who loves to help companies best position themselves in the marketplace. Whether it's analyzing a social identity system, launching a brand on social media, creating effective sound bytes, developing a digital publicity campaign, making sure Google knows about them or sometimes even acting as the corporate therapist -- her clients turn to her when looking for the best professional social media/public relations consultation.

Today she focuses her business on consulting and training businesses on how to synchronize the PR process with search, social and mobile marketing. Lisa is an adjunct professor at the University of Florida teaching Social Media Management and can be found speaking at conferences on the subject of Social Public Relations. What's on the horizon for Lisa? She is writing her second book titled #Space: How to make room in your life for happiness and productivity.

Her Website is: <http://thebuyergroup.com/>



Stephanie LH Calahan, President of Calahan Solutions, Inc.



Stephanie LH Calahan is a business growth success catalyst, mentor and transformational speaker. She works with purpose-driven entrepreneurs, messengers, coaches, holistic health practitioners and all kinds of remarkable people to help them embrace their brilliance, leverage their business, and get their message out with power, ease and joy; so that they can make a powerfully positive difference in the world, exponentially grow their profits, and boldly build a business around who they are.

Her joy is watching the world become a better place to live and work because her clients are out there doing their work. She lives in Illinois with her husband, son and rambunctious Havanese dog. Her website is <http://www.StephanieCalahan.com>.

Traci S. Campbell - C.H.A.M.P. Community Project & Beauty In / Beauty Out (BIBO) Tour

Traci S. Campbell is an author, radio host, IT consultant and founder of two organizations, the 501c3 organization, the C.H.A.M.P. Community Project, and the “Beauty In / Beauty Out (BIBO) Tour”.

Growing up as a teen in west-side Baltimore, this lovely young lady worked as a print model, hostess, and held other high profile jobs to help her single mother pay the bills. Traci experienced periods of low self-esteem as many young women experience today. Mentors and role models, in her professional career, helped her overcome these issues. Recalling this period in her young life and seeing the same issues affect young women today, Traci developed the BIBO Tour to embrace REAL beauty, celebrate incredible women, and highlight REAL ROLE MODELS for women to emulate. The tour has been a huge success in Chicago, Las Vegas, and Atlanta.

Her mother’s depression and personal struggles, led Traci to create the C.H.A.M.P. Within Program, an interactive workbook program that helps teens and single parents overcome the mental and emotional challenges they often face. The C.H.A.M.P. Within Program is a success in Chicago, IL; Carrollton, GA; and Nairobi, Kenya. Her websites are: www.champcommunityproject.org and www.beautyinbeautyouttour.com



Gina Carr, President - Gina Carr International

Gina Carr is an Author, Speaker and Marketing Consultant who works with Thought Leaders to leverage social media marketing for more profits, influence, and success. A 20 year serial entrepreneur, Gina has an MBA from the Harvard Business School and engineering degree from the Georgia Institute of Technology. Gina helps speakers, authors, and business owners share their brilliance with the world and build powerful tribes of raving fans.

Gina is the co-author of the McGraw-Hill social media book: Klout Matters: How to Engage Customers, Boost Your Digital Influence and Raise Your Klout Score for Success. Gina speaks and consults about influence marketing, social scoring, social media, online reputation management, and tribe building.

In her other lives, Gina has been a competitive water skier, top real estate agent, animal shelter director, political candidate, and the peanut brittle selling Queen of Riverside Elementary School. She has jumped out of an airplane, been scuba diving with sharks, and had her panties torn by Elvis Presley (really). Learn more at <http://www.ginacarr.com>



Rita J. Cartwright Southern - RJ's Internet Marketing Services, LLC



Rita J. Cartwright Southern is the founder of RJ's Internet Marketing Services, LLC, which was launched on October 1, 2002 under the name of RJ's Word Processing Services. Cartwright Southern initially offered word processing services; however, she gradually began to complete more internet marketing projects for her clients as opposed to word processing projects. Her education in marketing and having to market her business online provided her with the necessary internet marketing skills. In 2010, Cartwright Southern **updated** her business name to reflect her new service offerings.

Cartwright Southern became an entrepreneur totally by accident. After graduating from Arizona State University, she was hired by Sears as a Retail Sales Manager. Soon thereafter, Cartwright Southern realized that retail management was not for her. Cartwright Southern recognized that her passion was marketing not retail management. Cartwright Southern decided to start up a home-based business, and the rest, as they say, is history.

Cartwright Southern short-range goal is to help and empower women, who are victims of abuse, by training them to operate their own home-based business. Cartwright Southern's future goal for her business is to hire these women upon completion of their training. Her website <http://rjsinternetmarketing.com> /

Holly Chantal Founder, The Land of Brand

Holly is the Founder of The Land of Brand a truly comprehensive and unique website design and branding company. She is also the creator of the revolutionary Branding Game, which is a whole new way of looking at and experiencing brand creation.

Having started her first successful business at the ripe old age of 22, combined with being a Book Yourself Solid® Certified Coach, Holly understands sales and marketing. She also understands the pain and struggle of trying to stand out from the crowd.

Holly has taken what can be a hard, laborious process and made it fun for her clients. The brands she creates are truly unique because they are based on her client's personalities making them relevant, remarkable and the right choice so their target audience only wants to work with them. Find her at <http://www.thelandofbrand.com>



Sara Clarke, Owner - London Mompreneurs Group & Executive Consultant, Mompreneur Showcase Group Inc.



As a successful business owner herself, Sara Clarke saw a need for Women in Business, especially Moms, regarding Education, Empowerment, Networking & Support in their businesses here London Ontario and the Surrounding Areas. There are a lot of networking groups in the area but there really aren't many that take it a step further and provide a community of education & support.

Sara found The MompreneurTM on twitter back in August 2012 and knew that the brand and community was needed in London. 2 years later, with 200+ Members, London Mompreneurs is the largest Women's Business Group in the area.

Sara connects and keeps all followers up to date with the happenings of the group via email, newsletter and social media. As the group continues to grow, the opportunities for all the members grow as well. Her website is www.london.themompreneur.com.

Jeannine Clontz, President - Accurate Business Services



Many small business owners and entrepreneurs are challenged trying to maintain and grow their online presence. Jeannine Clontz, owner of Accurate Business Services learned how to successfully promote and grow her own business on the Internet by using new technologies and creating systems that increased her success and profits.

She now shares her expertise with her clients by providing Internet marketing and social media solutions to achieve remarkable results with minimum turnaround time. Clients and prospects who know they need to improve their online presence but don't have the time or expertise, turn to the ABS team of experts to help them be more successful and profitable using the latest technologies.

Women entrepreneurs save time and money using their marketing and social media systems to focus on reaching their target market and taking their business to new heights! Visit her online

<http://www.jeannineclontz.com>

Irene Conlan, Creator - The Self Improvement Blog

Irene Conlan has retired twice. When she retired from a long nursing career she knew she wasn't finished. She learned to do hypnosis and established a hypnotherapy practice in order to continue helping people. Fourteen years later, when she closed her practice and retired for the second time she knew there was still something she could do to help others, but what?

Irene, took to the Web by creating a blog—*The Self Improvement Blog*— in an effort to help those who wanted "to be better, do better, achieve more." It grew quickly. In November of 2010 she began a weekly radio broadcast called *The Self Improvement Show* on VoiceAmerica. Currently she has approximately 100,000 visits each month on the blog and 70,000 listeners to The Self Improvement Show.

What's next? Irene takes it one day at a time, updating and expanding her outreach. A third retirement? Probably not.. However, she is toying with the idea of putting her experiences and what she has learned from them in a book. As she says on the radio show, "Stay tuned, there's more." <http://www.theselfimprovementblog.com>



Shelley Costello - CEO Creative Web Concepts USA



A key hindrance to successful online marketing for many businesswomen is the inability to convey their business message, brand story or pitch using compelling visual media to capture consumers in a noisy digital world. Shelley Costello learned this firsthand when she took her network marketing company to social media channels sharing her phenomenal personal life story via a series of videos and online web events. Once Shelley learned how to create a niche online and deliver her message through compelling media, she quickly grew a large following and consumer base.

This immediate success fueled within her a passion to help others realize the same success using social media for marketing. As her client's success grew, so did her business. She became a national speaker and author on the subject of social media. This rapidly turned into a full-scale world wide social media marketing company that services businesses of all sizes, entrepreneurs and personal brands. Shelley's company, Create Web Concepts USA, not only provides social media marketing services and training, but the company's generated revenue supports a 501(c)(3) nonprofit where 50% of proceeds are given to charity. In addition to the services provided, the company now teaches other nonprofit organizations, municipalities, government organizations and companies how to reach a target

audience on social media through visual creative digital content. Her website: <http://www.CreativeWebConceptsUSA.com>

Andrea Coville, CEO - Brodeur Partners

For 25 years Andy Coville has developed and executed high-performing global communications campaigns for organizations in the business-to-business, consumer products and healthcare markets. Her agency's extensive client roster has included the American Cancer Society (ACS), IBM, MasterCard, Corning, Phillips, RIM (Blackberry), Bio, Vertex, 3M and GE Plastics. In addition to overseeing Brodeur's strategic direction and operations, Andy specializes in helping organizations achieve relevance, an elevated brand state that fully engages the market's emotions, senses and community-minded impulses.

Andy joined Brodeur in 1986 and became partner in 1990. After being appointed CEO in 1999, she took responsibility for the agency's global footprint. She has since diversified Brodeur Partners from a public relations firm specializing in technology to a multidisciplinary communications agency focusing on full-service communications, digital strategies, social change and business consulting. During that process she has overseen the acquisition of companies that have expanded the agency's portfolio in life science, policy, online strategy and branding. Her new book, *Relevance-The Power to Change Minds and Behavior*, was published in March 2014. Visit Brodeur at. <http://www.brodeur.com>.



Margaret Cowles - Lifestyling By Design



Most people spend 5 or more years in Corporate Stress just getting by, like Margaret Cowles until she followed her passion! She loves sharing Health & Fitness and teaching people how really simple and affordable and fun it is to live a healthier lifestyle through The Vi Challenge platform! Some think this is all she does, but when it isn't work to you, but Passion, it isn't like work!!

Margaret decided her own schedule, her own income and how many people and organizations she wanted to share The Challenge with ~ every single penny earned and reinvested represents a life educated and changed through the Challenge platform! Change someones health and you change their entire world ~ their self-esteem, their confidence, their attitude their productivity, their outlook, their activities and their relationships with their spouse, their children, their friends, neighbors, co-workers and community!!! Margaret is passionate about what she does.

The project 10 challenge is the largest platform fighting childhood obesity! It is also the #1 health and fitness initiative in AMERICA! Margaret is always looking to help people with their health. Connect with her on her social sites and let her help you rock your challenge. Her website is www.lifestylingbydesign.com

Jenny Craig, LCSW, BCD Founder - Live your Power

Have you ever wondered why one company has tremendous success while another has only mediocre success? It's what is inside the minds of the leaders and employees that makes the difference. Precisely, it is the inner thoughts, beliefs, fears, bad habits and negative patterns that undermine even the most talented individuals/companies. While there are proven, practical tools scientifically proven to change limiting thoughts, feelings and behaviors, they are not currently taught in traditional education. That is where emotional intelligence expert and performance coach Jenny Craig, LCSW, BCD has been making a difference in the world.

An innovator in facilitating change, Jenny has created and teaches tools to move past self-sabotage and train our brains for success. She has developed customized corporate training programs, online emotional intelligence software and has created the grateful ring brain training tool. Passionate about youth leadership, she also created curriculum helping teens to increase entrepreneurship, decrease bullying in schools, help first time offenders and increase total wellness. As a top change agent, she has appeared on WINK, CBS, FOX, PBS and the Lifetime Network and been named the 2012 American Business Woman Association Neapolitan Woman of the Year, Gulfshore Business's 40 under 40, the guru of interest in Gulfshore Life, Hodges University distinguished speaker and a speaker/panelist with Impact Leadership 21 Emerging Global Leaders in the United Nations Plaza. Visit her online www.liveyourpower.com and www.gratefulring.com



Baeth Davis, Founder & President - The Hand Analyst, Inc.



Baeth Davis, known as the “Palm Pilot for the Soul of Your Business™” and your Intuitive Business Catalyst, is creator of <http://YourPurpose.com>, a company devoted to helping you, the spirit-rich™ entrepreneur, unleash your specific Life Purpose from your palms(!) and get paid for your passions so that you can BE the change you want to see in the world!

Baeth offers private one-on-one “Your Purpose” hand analysis sessions, VIP private and group mentoring, live events, and business-building home-study programs and products to help you understand the blueprint in your own hands and create your passionate life and business following this unique blueprint. As featured in *Women’s World*, *Cosmopolitan* and the *LA Times*, as well as heard on NPR, KPFK-Los Angeles, Radio Europe and the BBC 5, Baeth is *devoted to helping you unleash your life purpose and uncover the #1 thing that has been holding you back from achieving it.*

Carol Deckert, National Director - BizLink

In March, 1993, Carol received the biggest disappointment in her life, the company she was employed by filed bankruptcy and went out of business. The Unemployment Office told her to find another career as she would not be able to earn enough that matched her talents! Upon discussion with her husband, Larry, who encouraged her to take that advice and do something different, she did. Carol started a Virtual Assistant Business in her home (while her hubby put himself on the OT list to make up for her lost income). ASAP Business Services was born.

Another roadblock entered the picture. Carol developed some heart problems and had to close the business in 2000. Not one to stay “down” as she recuperated, she developed a new business and opened her doors once again in 2004 as a Networking Coach. Operating a face-to-face networking organization plus individual and group coaching on building strong business relationships is something she excels in and is having great success with.

In 2012, Carol also became the National Director, BizLink, operating face-to-face groups throughout the state of PA and training directors in other states to do the same. Her Website is: <http://www.BusinessConnectionCoach.com/>



Diana Dentinger, Founder - The Meaning of Life School

"Any problem that any human being has is directly tied to not having the answers to three fundamental questions" states Diana Dentinger, "And these are: Who are you, Why are you here and What more can you be."

To give you these answers Diana created an unique personality profile and life path "game". Her coaching process connects a person to their full potential by accessing predictable programmed innate, individual needs. It is the easiest, most exact and effective tool to give people powerful, long lasting growth.

With the use of these tools, her corporate clients have been able to create unified teams with precise visions for their future. Some have saved over \$1million in waste and others 20% more profit for their companies. Her private clients have transformed stressed family and couple relationships as well as dissatisfying career dead ends into more fulfilling choices.



Diana is a neurobiology therapist, Editor of the Inner Peace Parenting Magazine and Featured Author in the book "Pure Genius". Her websites: www.dianadentinger.com www.themeaningoflifeschool.com www.womenofmeaning.com

Ava Diamond is a speaking mentor and messaging strategist, and is the founder of Big Impact Speaking

She helps entrepreneurs attract more clients, make more money, and have a bigger impact through public speaking. She draws on her nineteen years as a professional speaker to help her clients laser-focus their message, identify their perfect audience, craft their signature talk, and deliver it powerfully from the stage.



She finds great joy in helping people create and deliver Speeches that Sell[®], and in helping them increase their influence, impact and income. She knows that speaking to an audience of your ideal clients is the fastest path to getting all the clients you want.

She has created such programs as Speak Your Way to Clients and Cash, and the Rock Your Speaking Academy.

Through her other company, Ava Diamond International, Ava is a sought after speaker at events and conferences. She speaks globally on leadership and employee engagement and helps create aligned, focused organizations where people are passionately committed to results.

Prior to starting her business in 1995, Ava had a corporate career in human resources and organizational consulting with a Fortune 50 company.

You can download your free "Rock Your Speaking Power Pack" at <http://www.bigimpactspeaking.com>

Heather Dominick, Creator of Business Miracles

Heather is the creator of www.BusinessMiracles.com. She is the creator, owner and CEO of a business training company teaching highly sensitive entrepreneurs™ to be purposeful, profitable and empowered so her clients can make a Considerably Huge™ difference in the world.

Through her 3-tiered Business Training Programs and in-person Training Retreats, Heather teaches her students how to embrace their natural highly sensitive abilities as business building assets, rather than hindrances, so they can transcend lower level energies like fear, worry and overwhelm and experience Business Miracles™ on a daily basis.



Suzanne Duret - Showcasing Women



Suzanne is the passionate Founder of ShowcasingWomen.com. She started out 25+ years ago in a man's business world, with few women mentors or associations to help in her entrepreneurial endeavors. Suzanne decided "way back then" that the time would come when she would focus on helping other women entrepreneurs; and in 2011 ShowcasingWomen.com was born.

Suzanne is a masterful business strategist with extraordinary life experiences, combined with an extensive comprehension of real-life business situations. Suzanne started with nothing but sheer ambition – literally, no college education.

Suzanne's very first entrepreneurial venture was a medical products company. With no previous experience, she started that new company with her business partner and his medical inventions. Just a short 21 months later that first business was successfully sold for millions of dollars to a major medical company. From there Suzanne wrote *Inventing For Wealth*, with a Foreword by Tony Robbins. Over the years she has started seven businesses. In the process she has raised millions in venture and angel funding, built a national sales and distribution force, and

tackled every facet of operations and management.

Suzanne is also the Managing Partner of Kinetic Business Advisors; a company that helps solopreneurs and businesses achieve more revenues with joint ventures and strategic partnerships. Her website is KineticBusinessAdvisors.com

Michelle Elizabeth, President & CEO - Effortless Extensions

Michelle Elizabeth is an American entrepreneur, marketer and inventor. Through her endeavors, Michelle Elizabeth is widely recognized as a charismatic pioneer revolutionizing and transforming each industry she works with. With over 30 worldwide patents, Michelle Elizabeth has received a number of honors and public recognition for her influence and motivational assistance to new and upcoming entrepreneurs.

Michelle Elizabeth has expanded her endeavors and is currently involved co-authoring a book, scheduled to be released the end of 2014, as well as joining Bold Radio Station as the co-host of "Slip it on and Let's Talk with M&M"! The Next adventure for Michelle will be the Launch of "The Refuge" a website created to help Bullied, and abused children and families come for advice, and a safe place to communicate with others. Michelle Elizabeth advocates and lives by "Shine as an Individual, Work as a team, Always Remember, Success unshared is Failure." Her website is www.effortlessextensions.com.



Isabelle Feyfant - Break Free Live Complete



Isabelle is a Life Transformation Coach and a Business Coach. She works essentially with business women awaken their business super powers: *"Looking inward instead of looking outward"*. Isabelle believes that success comes when her clients have a deep knowledge of who they are and feel comfortable with it. "You have to discover the beautiful you, you were meant to be and let the light shine in you. You have to feel at home with yourself in order to become a success in your business and in your life." says Isabelle. She believes that everyone is uniquely design and have extraordinary talents and gifts that are hidden inside of them. She sees the potential in her clients that they cannot see themselves. Her mission is to help one woman at a time realizing that they are unique and beautiful individual who deserve to tap into their authentic self in order to play big in their personal life and in their business.

She is 100% devoted to her clients' successes. She has all the expertise and life experience to help them face their challenges and embrace their fear. Isabelle has a background in psychology, fashion design from Paris, interior design and got her coaching training at the amazing school "Coachville".

She also runs retreat in the beautiful Provence, France, as she calls it "an heaven for the senses, a paradise for the soul". Visit her website www.livethefrenchwayforaweek.com

Chicke Fitzgerald, President - Solutionz Holdings

Throughout nearly 20 years in executive roles in the travel industry with leading global technology companies including Sabre, Worldspan and SITA, whenever there was an idea or a challenge and a blank sheet of paper, Chicke was the one selected to define and fearlessly lead those projects. Now, after over 18 years as a strategic consultant she has successfully completed over 200 projects for 90 clients, launching 10 new companies, including LasVegas.com and Rich Media Exchange.

Chicke has also put her own money behind her commitment to innovation. When her client's goal is to launch game changing technology and services, Chicke frequently takes an equity stake in those ventures. And in 2005 she founded Solutionz Technologies, which launched hotelsbyhospitals.com, a travel platform designed for the medical field. She is currently building on that product to integrate travel planning into any corporate, venue or event website or blog. The goal of TripSolutionz™ is to provide a seamless travel planning experience from a blog, contact page, event page or from an email.

Chicke also finds time to host a radio show and to lead the Executive Girlfriends Group™ network for corporate and entrepreneurial female leaders. Visit her online at: <http://www.solutionz.com>



Heidi Forbes Öste - 2BalanceU

As a woman in tech and global nomad, [Heidi Forbes Öste](http://forbesoste.com) and 2BalanceU (2BU) has evolved over the last 10 years with tech and culture. Her motto is "Knowledge is Power, Sharing is Powerful." 2BU's vision was to create balance through sharing wisdom, resources and inspiration by harnessing the power of the social web.



2BU was a social search tool for highly mobile women professionals to share information about local resources, filtered by profile and behaviors tracking. In four years, She lead 2BU to connect over 10,000 high level professional women and the networks they engage in, over 150 countries.

In 2010, Forbes Öste shifted 2BalanceU's gears to leadership development in global social strategy. She developed and taught a curriculum for the Art of Social Strategy. When not lecturing, she provides keynotes and workshops around the world.

Her pursuit of doctoral studies in Human and Organization Systems drive 2BU today. Her dissertation research is on the relationship between wearable technologies and presence of mind: sense-of-self and sense-of-self-with-others. She hopes to uncover potential interventions

that can increase the ability to apply social optimization and succeed with global social strategy. Her website is <http://forbesoste.com>

Nancy Fox - THE BUSINESS FOX

After a long career in Corporate America, Nancy Fox learned how powerful meeting and building relationships - The Right Relationships - in business and life truly are.

This led to her to make "The Big Leap" and launch The Business Fox, a consulting and training company geared to professionals and entrepreneurs. She has spent the last 12+ years dedicated to coaching and training her clients - professionals and entrepreneurs - in strengthening the networking and client attraction muscle, and produce breakthrough business results.

Guiding clients generate bigger and better results through advanced savvy in connecting and building rapport with ideal professionals - in person and on line - is her "Big Why" and has led her to write her acclaimed book, "Network Like A Fox: A Targeted Approach To Building Successful Business Relationships- In Person And On Line" as well as two others. Visit her website: www.TheBusinessFox.com



FABIENNE FREDRICKSON is founder of The Client Attraction Business School

and ClientAttraction.com, repeatedly ranked by Inc. magazine as one of America's Fastest Growing Private Companies. She fervently believes that when entrepreneurs are given the most effective step-by-step marketing and business training, and are simultaneously provided an environment where they are lovingly held accountable and inspired to play bigger, these entrepreneurs multiply their results over time.



Fabienne also believes that successful entrepreneurship requires not just more knowledge, but a change in behavior. This is why she has shaped CABS to be an educational incubator where entrepreneurs are inspired to grow from within. To that end, she supplements the business school's marketing curriculum with a healthy dose of success mindset and metaphysical teachings that can shift results dramatically. Students experience that, when a negative mindset is shifted, any existing struggles give way to abundance, financial and otherwise. She can be found at www.ClientAttraction.com.

Christine Gallagher - ShesGotClients.com

Christine Gallagher is a potential and inspiration catalyst and founder of ShesGotClients.com, a company dedicated to teaching women around the globe how to find more meaning, fulfillment and purpose in their life through the power of entrepreneurship.

Christine believes that when entrepreneurs find the courage to share their gifts and their message in a much bigger way, they will not only attract raving fans, enroll more clients, and enjoy more income, they also become a force for positive change in the world.

After applying Christine's proven marketing methods, which she teaches via her Impact Academy, her students typically experience a significant increase in subscribers, clients, sales and lucrative joint venture opportunities. Most importantly, they find a renewed sense of purpose and passion, allowing them to step into their bigger vision, connect to their "why" in order to serve at the highest level, and make a lasting, true impact in the world through a business they love. Website: www.ShesGotClients.com



Gina Gaudio-Graves - Directions University



One of the biggest mistakes entrepreneurs make is not using leverage to get bigger results with less effort. That's what Gina Gaudio-Graves teaches students at Directions University. Through her experience as "The JV Queen", Gina created the "Vortex Model" of doing business that allows businesses to make a bigger difference in the lives of their customers while at the same time making more money than ever before.

Gina first started her business in order to make the \$40,000 a month she needed to pay for her medication and quickly realized that if all she did was sell a product, she wouldn't be able to afford her bills. That huge "why" helped her to create a system that uses strategic alliances, joint ventures, and other forms of leverage to grow a successful business that makes a difference in the world at the same time.

Today, Gina is the Dean & Founder of Directions University where she works with Associate Dean, Jack Humphrey, and 20+ World Class Faculty Members to provide education and resources to entrepreneurs that allow them to get direction for the life, improve the direction of their companies, learn to give direction to their prospects and customers, and impact the direction of the world! Her website is <http://www.directionsuniversity.com>

Joy Gendusa, President – PostcardMania

With only her innate marketing savvy and a great idea, Joy Gendusa started PostcardMania with no capital – her only assets being a computer and a phone – yet she created a marketing team that is now an industry juggernaut. Using postcards as the only marketing medium to grow her company in its formative years, Joy learned the ins and outs of the postcard marketing industry.

Not only did her marketing techniques enable her to boom her business rapidly, but it enabled her to empower thousands of other businesses across the nation. Today, her company creates postcard marketing campaigns spanning more than 350 different industries, serving a total of more than 63,000 different businesses.

There are over 25 million small businesses in the US – 6,000,000+ employ people. We help small businesses grow! Imagine if all of those that employ people needed to hire just one more person due to growth? There would not be an unemployment problem in the US. My purpose is to affect the economy by helping small businesses grow using great marketing that works! Her website is <http://www.postcardmania.com>.



Arielle Giordano, Founder – Dancing from the Inside Out



Arielle Giordano, Masters of Arts, Masters of Education, is a professional dancer, choreographer, teacher, facilitator, and published author. She enjoys sharing her gifts and talents with an authentic style rich in grace in dance, psychology, philosophy and the expressive arts. Arielle is a faculty member and form Lead Faculty Area Chairperson for College of Humanities at the University of Phoenix. She inspires students with her profound knowledge of Humanities, Art, Psychology, and Philosophy. She is also a published author of several books and magazine articles.

Arielle offers seminars and workshops on expressive dance, celebrating creativity, reducing stress, and emotional release. Arielle has been a guest speaker on radio and television, featured in newspapers and magazines across the United States and Canada. Visit dancingfromtheinsideout.com to learn more.

Jenn Givler, Change Agent

Jenn Givler is a Change Agent, an initiator, a catalyst... She helps small organizations navigate real transformation.

Jenn is on fire about helping organizations make the changes necessary to move forward, get out of ruts, and shift their processes so that they can serve more, do more, be more. She specifically helps with strategy development, leadership development, marketing re-vamp, staffing issues, and supporting employees through the changes. In the Fall of 2014, Jenn will be introducing workshops, classes, and webinars to help organizations with marketing, strategic planning, and leadership development.

Jenn blogs regularly about issues affecting small organizations. Check out her web site for more information: <http://JennGivler.com>

When Jenn isn't in the office she's an Irish Dance Mom, a Barber's Wife, an Ashtanga Yogi, and a Half-Marathon Runner.



Judith E. Glaser - Benchmark Communications, Inc./The Creating WE Institute



Everything happens through conversations, according to Judith E. Glaser, Organizational Anthropologist and award winning author of 7 books including her newest: *Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Results!* Glaser ardently focuses on redefining the nature of conversations – from that of sharing of information to acknowledge our evolutionary and hardwired ability to connect, navigate and grow with others.

Glaser's groundbreaking book represents a lifetime of work studying how successful and unsuccessful people communicate. With the eye of an anthropologist she has mapped the patterns of conversation – specifically focusing on what opens up and what closes down our brains at the moment of contact. Glaser also works with major Neuroscientists and then translates their research about the brain into wisdom to elevate success in business and in life.

Glaser's most exciting new project is called *Conversations that Transform History*, where she and her team are 'going back in time' to explore and deconstruct the conversations that had the greatest influence on shaping our world today. Learn more at www.BenchmarkCommunicationsInc.com.

Connie S. Gorrell, CEO - OptiMystic Press

Connie Gorrell is passionate about helping women in all walks of life to identify and establish their personal and professional goals through writing. Her personal goal to pay it forward comes through her wisdom and experience which resonates with women who have made the leap to finding success through adversity, whether personally or professionally.

The message of Connie's captivating journey resonates with women because it is authentic. As an innovative entrepreneur, she established a successful business in education and professional event planning prior to the stunning deaths of her only children—two sons and two step-sons. She rose from a place of deep humility to begin again with a new attitude and a new-found determination. Connie succeeds in business with a commitment to helping others achieve their goals and speaks candidly to women, encouraging them to tell their stories.

Connie has authored books geared toward helping those who run small businesses to develop effective marketing plans. She is a featured and contributing writer for women's magazines, newspapers, and several online publications. She is the founder of the DreamSTRONG™ movement and creator and inspiration behind the Celebrating the Spirit of Women™ live event series. Connie is President and CEO of OptiMystic Press, an independent publisher specializing in single and multi-author books and digital publishing, offering publishing services to those with a story to share. Her websites: www.om-press.com / www.conniegorrell.com



Lori J. Highby - President and Owner of Keystone Click



Lori is the President and Owner of Keystone Click, a digital marketing agency that designs, develops, and drives traffic to ecommerce websites by means of digital marketing .

Lori chose a career in e-commerce and digital marketing because she is passionate about educating and helping others succeed online. Lori and the Keystone Click team focus on staying up to date so that they will be able to educate their clients as well as the community on the powerful tools available online. The only constant in the technology and marketing industry is change and Lori thrives on the fact that she is learning something new every day. She always takes her new knowledge back to her team and her clients. As a result of her dedication to the success of her clients, her business, and the community, Lori was a 2013 Bravo! Entrepreneur Award winner.

E-commerce is quickly being adopted as the new norm for conducting business and Lori has big plans to capitalize on that. Her website is: www.keystoneclick.com

Gillian Hood, Owner - Healthier Outcomes

Wellness Coach Gillian Hood understands that simply “eating right and exercising” is not the solution for finding a peaceful relationship with food or your body, or for losing and maintaining weight.

After years of failed diets, overexercising and obsession with food and her body, Gillian discovered powerful keys to break the cycle of “living to eat”, and created a positive “eat to live” method, where she could still enjoy her favorite foods anytime while naturally maintaining her health and weight.

Having made peace with food, Gillian transitioned from fitness coaching to focusing on women who have reached diet bottom and want to free themselves from the obsession and shame spiral that goes with the endless dieting and overeating cycle.

Gillian gets life changing results with her clients and brings a unique perspective on what it’s like to be trapped in “diet prison”, but more importantly, what it takes to break free of the diet mentality and get off the emotional eating roller coaster. Her website is www.HealthierOutcomes.com



Annabelle Howard - BIG FUN Education



Annabelle Howard is making reading sociable and fun for K-12 because not enough children love reading yet. "Reading can feel lonely if you don't read well," says Annabelle. "Reading 1:1 makes all the difference -- especially if you read about something that interests you and read with someone who is also passionate about that topic." Annabelle founded a nonprofit, BIG FUN Education, to accomplish her mission. A Google Community called Reading Without Borders matches volunteers with students for 1:1 reading; authors talk with classes; people record goodnight stories in many languages; and passion for reading is shared globally.

BIG FUN Education also uses Google Hangouts to engage students in classic dramatic literature. Annabelle’s online series, Common Core PLAYS, is available for all digital devices with Internet connections.

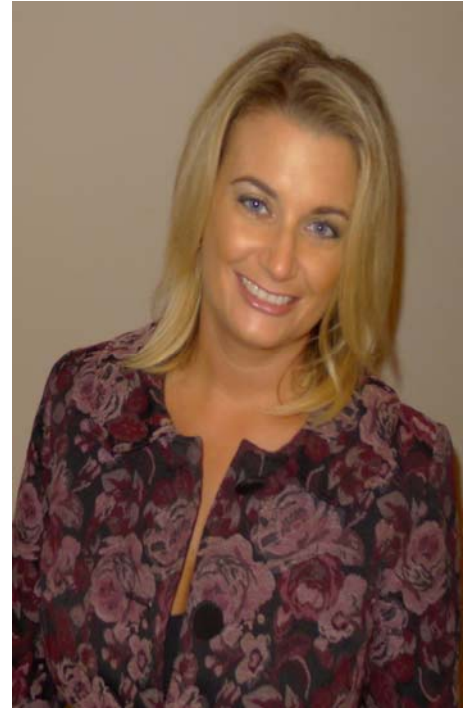
The plays, which are adapted from classic literature, include: audio, images, text, academic vocabulary, nonfiction, and acting tips. BIG FUN recently got a grant to take Macbeth social with almost 300 kids in 6 countries, and produced 37 collaborative YouTubes in 4 weeks.

BIG FUN Education hopes more schools will participate in these projects and that BIG FUN will soon find sponsors to support this mission. Her website is www.BigFunEducation.org

April Iannazzone, CEO - a ZONE venture llc

Without even knowing it, you have probably been to an event orchestrated by April Iannazzone. April is the CEO of a ZONE venture LLC.; founder of the Sexy, Self-Made, Success Club™.. The South Florida Women's Expo, Mother Daughter Retreats, and FLWBON Networkers are just a few of the events that April has produced. April's passion is to help other women find BALANCE in both their lives and their bank accounts.

She has developed programs to help savvy entrepreneurs create their own success stories as well as build six figure incomes. What fuels April's passion about balance and lifestyle? Her two daughters. She now has the freedom to accommodate their hectic schedules and prides herself on being able to assist other women with the same mission. Learn more about April at www.Apriliannazzone.com or attend one of her free networking events in South Florida.



Christine Kane, President - Uplevel YOU

Christine Kane is president and founder of Uplevel YOU™, a multi-million-dollar company that propels purpose-driven entrepreneurs to the highest level of their business and lifestyle success.



Christine started her entrepreneurial path as a songwriter and performer. Over a 15-year span, she released 7 CDs, an award-winning DVD, and shared stages with luminaries like John Mayer, Rosanne Cash, and Nanci Griffith. At the peak of her success, Christine followed a calling to provide a deeper level of service to other creative and entrepreneurial types. "I went from being a rock star on the stage to helping people be rock stars in their lives and businesses," she says. "Creating Uplevel YOU was just a whole new way of serving."

In addition to online trainings, Christine leads high-level business building events, workshops and retreats. She has coached over three thousand people in her *Uplevel Your Life®* Mastery Program and *Uplevel Your Business™* Program & Blueprint.

Christine provides Upleveling advice, breakthrough techniques and other resources to over 35,000 subscribers from around the world via her Uplevel YOU™ eZine and other free resources at

www.christinekane.com.

Lynne Klippel, President - Business Building Books

In 2001 Lynne Klippel was a struggling career coach who could not find enough paying clients. Following a hunch, she wrote a book and her career skyrocketed. Soon other entrepreneurs began asking Lynne to help them create books which would effectively market their business and attract clients. Over the past 13 years, Lynne has published more than 165 nonfiction books, hit best-seller status twice with her own books, ghostwritten 10 books and information products, and trained thousands of aspiring writers across the globe to create books and information products.

Lynne is famous for her ability to translate the complex rules of publishing and internet marketing into simple steps. Her company offers a comprehensive array of services designed to help you write, publish, and market a book and use it as a turbo charged marketing tool. In 2012, Lynne fulfilled a life-long dream, moving her business and her family to the Andes Mountains in Ecuador- a great place to work and write! Learn more at www.BusinessBuildingBooks.com.



Liz Kulin, Founder & CEO - Pieces of There



Pieces of There is an online store that sells packages of items from cool places - perfect for anyone who has a place that they love but are far away from. We target transplants, nomads, out-of-state college students, and travelers. Liz Kulin started Pieces of There because she wanted to be in charge of her destiny, to build something meaningful that could impact people's lives in a positive way, and create jobs. With the help of The Founder Institute Accelerator program Liz was able to develop a framework and guideline to follow as she developed the business.

The company markets and sells the products offered by Pieces of There via affiliate partners, Universities that list the company on their website and real estate agencies that include Pieces of There in the closing gift vendor listings. Pieces of There recently added international packages, which means that now, anyone living in the USA who missed India, China, Ireland, Great Britain, or the Arab Region can buy locally themed product packages of these countries to feel a little closer to home while far away.

Website: www.PiecesofThere.com

Meet Frances Kweller, Owner - Kweller Prep

Starting out as a private tutor, with a mother who had been a NYC school teacher for over twenty years, Frances Kweller naturally took to teaching and guiding young students. With her mother's exposure to the failures of the school system and her students' continuous criticism of the lack of effective college guidance, Ms. Kweller quickly realized that there was a conspicuous gap in the education system that needed to be addressed. Therefore, she chose to pursue education and law with full force, graduating from NYU Steinhardt's School of Education and Hofstra Law School. Shortly after passing the New York state bar, Ms. Kweller opened "Kweller Prep," a one-stop shop to prepare students, as young as 10 years old, for the challenges of high school entrance exam test taking and college courses.

Five years later, Kweller Prep employs over 30 tutors, runs an SAT summer camp, which sells out every year, and operates in two locations, Queens and Manhattan. Ms. Kweller's organization not only provides tutoring and guidance to the students, but also offers parent workshops on the college process, and tours of Harvard, Princeton, Yale and even specialized high schools. Please consider Kweller Prep as your next feature. As someone who was disappointed with how the school system was operating, Ms. Kweller not only spoke out, but also took action, filling an urgent and unfortunate education gap with invaluable dedication. Her website is www.KwellerPrep.com



Andrea J Lee, CEO - Thought Partners International



Andrea J. Lee is an Entrepreneurial Futurist with her finger on the pulse of new ways entrepreneurs can make money on the leading edge, and future-proof their businesses against uncertainty.

She is the visionary founder and host of the Wealthy Thought Leader 3-day conference which is best-described as the spirit of TED and the sensibility of the Sundance Film Festival, combined into an experiential training for business owners who crave useable tools, thinking and energy that help them leave behind cookie-cutter formulas.

Named by Seth Godin and Fast Company Magazine as a 'Bull Market' company, Andrea has been instrumental in such game-changing moves such as establishing a multi-disciplinary business model for professional coaches, Online Business Management as a new occupational category, and live video-streaming technology as a new means for change agents to expand their impact...

Andrea feels exceedingly blessed to work with 5, 6, 7 and 8-figure business owners intent on redefining success for themselves, and then achieving it. Her websites: <http://andreailee.com> and <http://wealthythoughtleader.com/>

Milana Leshinsky, President - JV Insider Circle



One of the biggest challenges new business owners experience is getting access to their target audience, so they could market their products and programs. Joint ventures are one of the best ways to solve that challenge fast! Milana Leshinsky has built her own mailing list of over 100K subscribers and a million-dollar business from home using almost exclusively joint venture partnerships. She has also been teaching coaches, authors, speakers, and experts how to use the power of joint ventures to build their own large audience, sell products, and fill their programs fast!

She is the creator of Recurring Revenue Revolution, the author of "Coaching Millions," and the co-founder of the JV Insider Circle, the world's leading joint venture community for coaches, authors, speakers, and experts. She came from Soviet Ukraine 20 years ago as a classical musician

with zero knowledge of the business world, and has built her million-dollar business from home part time, while raising her 2 children. **Her website is www.jvinsidercircle.co.m**

Jami Lin, Creator - Sharing Transformations



Inspiring women (and men) to evolve their Inner Balance and Outer Beauty is Jami Lin's universal quest and passion. With her interior-architecture BA and heART, she mastered Feng Shui and creates nurturing environments worldwide.

Jami's fascination with how color accelerates and enriches mental, physical, and spiritual consciousness, her award-winning book, ColorAlchemy gained international acclaim.

Encouraged by her reflection (and recognizing the inevitability and gift of aging), Jami got her cosmetology license. Extensive research into age-reversing science led to Jami educating other professionals at international skincare conferences. Jami now shares Youth Serums with others because she is so impressed that most people see results within first, fine-minute application and at 58 looks pretty goooooood.

Jami Lin created SharingTransformations.com and related websites so Feng Shui/Interior Design, ColorAlchemy, and Age-Defying Outer Beauty deepens everyone's Inner Balance. Find out more at www.Jami.Lin.com

Kelly Lucente, CEO Re-Tool Marketing

Kelly Lucente is a five-time CEO, author, and brand/marketing strategist, focused on helping small business differentiate themselves through strategic brand positioning. A 20+ year veteran in both marketing and sales, she has worked with recognized brands such as RE/MAX, Pearle Vision, Rollerblade, Mattel, Pepsi, MTV, NASCAR, and the NFL (Superbowl XXVI). Her focus is on growing strong brands that help attract the right customer, gain market share, and increase revenue.

Author of *"The Brand Guide,"* a handbook for the entrepreneur, Kelly offers practical solutions to frequently asked questions within the brand and positioning space of small business.

A brand identity and messaging expert, she is the creator of the children's educational product, "Bye Bye Monster", a complete bedtime solution for children who struggle with nighttime fear where within months of launch, was featured in Neiman Marcus next to Fancy Nancy and Where the Wild Things Are and partnered with Jenny McCarthy as a contributor to her Generation Rescue Foundation. The product also made top 30 finalists out of 844 entrants in the prestigious MN Cup, the next "breakthrough idea" entrepreneurial contest in Minneapolis.

Her website is www.retoolmarketing.com



Chris Marlow, Owner - Chris Marlow Copywriting

Chris Marlow is a 30-year award-winning Direct Response Copywriter turned Marketing Coach and Trainer. Chris has earned millions for her clients, which range from small and midsize businesses, all the way up to Fortune 500s like Disney, Dell and Toyota. Since 2003 Chris has turned her efforts to helping service providers and small businesses land quality clients and "go higher" via coaching and training in the disciplines of marketing, copywriting and self-improvement.

Chris lives in the Southern California desert but frequently sails in San Diego with her Toy Yorkie, Sailor.

You can find Chris online at <http://chrismarlow.com>.



Rae Majors-Wildman, Founder - Int'l Assn of Women Entrepreneurs and Professionals



A survivor of domestic violence, she successfully raised her child as a single mother on welfare. When most would expect her to stay down, Rae Majors-Wildman shattered the stereotypes and became an awarding winning business strategist, sought after speaker, best-selling author and CEO/President of Rae Majors-Wildman International. At age 38, she graduated with honors with her degree in Counseling Psychology. Rae has been trained and certified by some of the best in the business from Chet Holmes (a man who ran over 7 divisions for Warren Buffet's partner Charlie Munger) to Anthony Robbins and John Assaraf.

Rae's commitment to empowering, educating and expanding women business owners is exemplified in her newest business venture "The International Association of Women Entrepreneurs and Professionals (IAWEP). This online membership is exclusively for high-achieving women who want to play their way to success. IAWEP's membership has grown to over 1800 members and is hosting their first annual "beInspired Business Women's Conference in September in beautiful San Diego.

Websites: www.RaeMajorsWildman.com and www.IAWEP.net

Linda Martinez - The Beehive Hotel & Cafe and Cross-Pollinate

In 1999, Linda and her husband Steve packed up their apartment in Los Angeles and, along with their 2 cats, moved to Rome and opened The Beehive, a unique cross between a budget hotel and an upscale hostel - a place where guests can feel at home. In 2000, Linda and her husband started their second business, Cross-Pollinate - an accommodation booking service with personally researched B&Bs, guesthouses and private apartments in 8 European cities.

Everything about The Beehive reflects Linda and her husband's own personal values - they're conscious about the environment, passionate about social issues, and they strive to provide a welcoming and safe haven for visitors. Linda loves to share her local knowledge by email, through her blog and social media channels.

Linda's most passionate projects are her three daughters, aged 14, 12 and 8 years old. Her daughters also help in the family business by making one of a kind handmade cards for repeat guests and guests celebrating a special occasion as well as acting in and writing film projects with their father which include informational videos for visitors to Italy. Her websites:

www.the-beehive.com, www.cross-pollinate.com



Julia McCutchen – Int'l Association of Conscious & Creative Writers (IACCW)



Julia McCutchen is an author, intuitive coach and mentor, and the founder & creative director of the International Association of Conscious & Creative Writers (IACCW).

Following a successful career as a publisher of books on spiritual and personal development (Element and Random House), a life changing accident in 1999 triggered a series of major quantum leaps in her own spiritual awakening. She left the world of publishing to prioritise exploring the deepest mystery of conscious and creative truth.

Today, Julia teaches conscious (self-realisation) creativity (self-expression) as the in-breath and out-breath of conscious and creative living.

She is the author of *The Writer's Journey: From Inspiration to Publication* and is currently focusing on completing and publishing her new book *Conscious Writing*. Looking ahead, she will continue to develop and offer transformational retreats in the UK and in Bali, plus mentoring and online offerings of all kinds. For more information and

FREE IACCW Membership, visit www.iaccw.com

Misha Mendicino - Misha Mendicino Designs

"Find your Passion, Find your Purpose" These are the words Misha Mendicino lives by. Her passion lies with Elephants and Fashion which has led her to create a beautiful Premium Resort Wear Brand for Women. She is one woman on a mission to save the elephants through fashion. Upon first glance you might think it is just another pretty dress, but the mission behind the Brand Misha Mendicino Designs means so much more.

Misha Mendicino has partnered with the David Sheldrick Wildlife Trust a non-profit organization based in Kenya Africa by donating 5% of her sales to help fund the enormous costs of hand-rearing orphaned elephants that have fallen victim to the poaching crisis. Her beautiful line of Resort Wear combines sophisticated elegance with nature-inspired colors to enhance femininity and comfort while providing an organically chic style.



Misha Mendicino Designs is expanding her Collection to accommodate Resort Boutiques in California, Hawaii, Florida and the Carolina's which will in turn secure a future for our elephants. Her website is www.mishamendicinodesigns.com

Patty Mooney – Crystal Pyramid Productions

Patty Mooney has been a partner at Crystal Pyramid Productions, a San Diego premiere video production company, since 1982. She is a Producer, Sound Technician, Editor, Voice Over and Script Writer. She has earned many honors for her work, much of which focuses on philanthropy; for instance, Patty spent almost every free night and weekend in 2008 editing a 43-minute multiple-award-winning documentary, "The Invisible Ones: Homeless Combat Veterans," which shed a light on the topic of homeless veterans, and which she produced pro bono. She has also produced and edited pieces for free or at great discounts for groups including Girls Think Tank, MLK Parade Committee and San Diego Earth Day.



On a lighter note, Patty is the inventor of two entertainment platforms; one is called Air Poetry, where she writes down snippets of conversations that are funny, provocative or startling, and shares them in her blog, Air Poetry, which also has a presence on Facebook.

Patty's philanthropy goes way back to when she was a Candy Stripper at Henry Ford Hospital in Detroit as a young teen and volunteered at summer school programs for children. Her website is <http://www.CrystalPyramid.com>

Jewels Muller, MA - Chicks Connect Mastermind Support Network

One of the biggest challenges facing women today is learning how to balance their work life and their personal life. Traditional networking groups are all over the Globe but Jewels Muller wanted something that focused on the entire woman; not only her business life. As a wife, mother of twins, teacher, leader, and passionate entrepreneur, Jewels decided to create a solution that not only supports women in personal and professional growth and development, but also connects women globally and encourages friendship and fun.



Chicks Connect is a global Mastermind Support Network dedicated to connecting women, guiding them into action, holding them accountable for personal and professional growth and development all built on a foundation of love, fun, friendship, service and support.

Women meet in small local Mastermind Chapters or join an Online Chapter. Jewels is looking for amazing women, Chair Chicks, to lead these members toward increased confidence, business success, personal growth and unconditional love and support.

Jewels is so passionate about supporting and empowering women, that she and her family hit the road in an RV, living full time, and sharing the Chicks Connect Movement all across America while road schooling her twin boys. Her love and support is evident as she guides the women to ask for support,

focus on self-care, and create systems for productivity and success in their businesses. Her website is www.ChicksConnect.com

Vrinda Normand - Irresistible Online Marketing Inc.



Vrinda Normand honed her word-savvy skills as an investigative journalist, publishing front-page cover stories for over 200,000 readers across the United States.

Now she's the world's leading marketing mentor for women entrepreneurs, empowering them to attract clients and sales online with irresistible messages and strategies. Vrinda doubled her business every year for 5 years, growing beyond 7-figures in annual revenues. She serves over 40,000 entrepreneurs in more than 10 countries, and her clients have grown 6-figure online businesses following Vrinda's proven systems.

The unique thing about Vrinda is her authentic, fun way of teaching online marketing - without the hype. She shows you how to promote your business while being irresistible, unique and confident. Website <http://irresistiblemarketing.com>

Zsuzsa Novak – StarPowerYou.com

Zsuzsa Novak believes that regardless of where you come from, you can create a brilliant business and life. Zsuzsa grew up with nothing, but the hope that there is more light in the Universe than what filtered through the Iron Curtain into her native communist Hungary. Zsuzsa found freedom at age twenty, when she was 'imported' into the United States as a maid. She literally scrubbed her way up in the world, becoming a certified Master Coach and earning her MBA from the prestigious UCLA Anderson School of Management.

As a Starpower Strategist, Zsuzsa activates your unique brilliance. She sparks your gifts, talents and skills into a fully aligned business and brand that is the organic extension of your essence. Zsuzsa is committed to making our planet a brighter place by helping you create world-wide impact with your message – as the Star of your field.

Zsuzsa's clients have included coaches, speakers, authors, entrepreneurs and executives from around the globe. She has also consulted for multi-million dollar organizations like New Regency, Warner Bros., LA Fitness and Neutrogena. An internationally sought after speaker, Zsuzsa has been privileged to share the stage with legendary speakers like Bob Proctor and Marianne Williamson. Learn more at www.starpoweryou.com



Shannon O'Donnell, Founder - A Little Adrift and Grassroots Volunteering



Shannon O'Donnell left in 2008 to travel around the world with a hope to travel at the grassroots level and more deeply understand other places and cultures. She has continued traveling for the better part of every year and found her passion in using her online businesses to support community-based, grassroots tourism. She runs a vibrant community of travelers on her travel blog A Little Adrift, as well as at Grassroots Volunteering, a database of social enterprises all over the world.

She was named a 2013 National Geographic Traveler of the Year for her work and she published her acclaimed first book, *The Volunteer Traveler's Handbook*, in October 2012. She continues to share and inspire students and young adults to travel through her work as an international speaker, travel writer, and photographer. Find her online at <http://alittleadrift.com> and <http://grassrootsvolunteering.org>

Shivaneer A. Patel – DignifyDesigns

From rocks and stones, paper and pens, to iPads and iPhones, the next generation will be apart of an online world. An individuals online presence will soon determine how successful their company will be. There will be a time when every action will be taken place over the World Wide Web. Shivaneer Patel, Founder and CEO of DignifyDesigns and Author of "Master Social Media!" and "The Abundance Mentality" discovered her passion for Graphic Designing during her Myspace years and has turned it into a profession.

Today, she helps her customers create a world renowned brand for themselves and their companies. DignifyDesigns is known for being the "The One Stop Shop For Everything Branding!" It has a reputation of doing small tasks such as stationary, photography, promotional products, to website development, conquering social media, and book publishing. At 18 years of age, Shivaneer has conquered the virtual world and now putting her skills to action and helping others everyday get their services out. Her website is www.DignifyDesigns.com



Rev. Dr. Betty Perryman ThD. - BettyPerryman.com



Bestselling Author and inspirational speaker Dr. Betty Perryman ThD., mentors aspiring authors, speakers, coaches, women in business and women in clergy by helping them in "Creating their new normal so they can have a happy life and prosperous career".

In 1984 Betty lost her children in an auto accident this life altering tragedy put Betty on the path to grief facilitation. After 25 years Betty published her story and support workbook *Happiness Beyond Grief Betty's Story*. For fifteen years Betty coached transition from grief to a life without loved ones. In 2008 Betty launched the Blessing a faith based outreach ministry for couples who have lost children. In 2010 Betty went live online with HappinessBeyondGrief.com where she recruits, mentors, educates and promotes, authors, speakers, coaches and women clergy. In 2012 Betty launched her professional speakers website BettyPerryman.com featuring her signature talk *Happiness Beyond Grief*.

In 2014 Betty became an Amazon ® Bestselling co-author in self-help, "How Coaching Changes Lives". Betty is the director of Women Speakers Association Connect and Collaborate Live Huntsville., where she helps women get their message out to the world. Her website www.BettyPerryman.com

B. Brooke Peterson, Lady Rejuvenator

B. Brooke Peterson is a SeniorPreneur™ who decided not to sit still and give up, but instead create a STAND by taking a path of health and wellness that led her to Direct Sales ~ (MLM), which is an industry that is a 'personal growth workshop, disguised as a business opportunity'.

Through her transformational work, B. Brooke Peterson empowers SeniorPreneurs™ who need alternative income or a Plan B and she teaches her clients to embrace the new wave of entrepreneurialism, experience success and realize that it is 'never too late to rejuvenate'. Her ability to guide her clients to 'remember who they are, and why they came here' enables them to uncover their unique power and passion so they can continue to live a life of purpose, and re-define their GOLDEN YEARS. Brooke's goal is to create a 'movement' of empowered SeniorPreneurs™, who also want to Inspire others, leaving a Legacy of Personal Power!

Brooke is currently developing high end transformational coaching and workshops for those who want to Re-Define their lives. She also enjoys her work as a teacher and mentor with YoungPreneurs and BoomerPreneurs. Learn more about Brooke at www.bbrookepeterson.com.



Maria Petrak, Founder - Best of the World



Maria Petrak is not only a genuinely caring human being, a talented photographer and a passionate blogger (one of 101 Women Bloggers to Watch for 2009), she is also a visionary entrepreneur and network-connector with a dream to create a better world where everyone can make a positive difference.

All her life, Maria has been preparing for her purpose in life as the Founder of a global networking platform and peace project: The Best of the World Network® - united for a better world: global, multicultural promotional platform featuring everyone at their best.

For more information, you can visit: www.thebestoftheworld.info and <http://wecai.org/meet-maria-petrak>

Stacia Pierce, Founder and CEO - LifeCoach2Women.com

Stacia Pierce is affectionately known as the whole-life coach because she helps you tighten the unraveled loose ends of your life and discover your true self so you can give one hundred percent to your career, family and personal life. After spending only a short amount of time with Stacia, you will suddenly see life from a grander, more promising perspective. She frees you to explore your creativity, embrace the possibilities of a better, more fulfilling and happier healthier way of living with her on- the-spot signature 'Success Attractions Strategies' for instant results. You can immediately turn your obstacles into opportunities using her powerful reversal routines that cause apparent change in your life.

Stacia's no-excuse business philosophy will empower you to take responsibility for your life and business, so you can finally live the life you've been dreaming of. She makes business easy, lucrative and fun with her vast collection success tools, seminars and conferences for entrepreneurs. She's is committed to empowering entrepreneurs around the world to live their dream life and run their dream businesses. She specializes in showing you how to turn your passion into a paycheck by creatively building an authentic business that gets you recognized for your skills and expertise, attracts your ideal clients and works for you day and night.. Her website is: www.LifeCoach2Women.com



Gillian Pritchett - The Business Launchpad



Frustrated by the unnecessarily high fail rate of new businesses, Gillian founded The Business Launchpad in 2009 to help business start-ups avoid the usual pitfalls and mistakes. Her range of home study courses help entrepreneurs generate and explore business ideas; get from idea to launch and then maintain control of their business. She offers services such as feasibility studies; business plan critiques; marketing and social media strategies as well as mentoring clients.

She's currently working on programmes for people who care for elderly parents and need to start a home-based business and former caregivers whose only hope of income is their own business. Having been a full time carer for her own mother Gillian understands only too well their issues and business needs.

A British-Canadian, Gillian has a wealth of international business experience in strategy, finance and marketing. She teaches on various MBA programmes and tries to keep quiet about the fact that she's a chartered accountant. Her website is www.thebusinesslaunchpad.com

Elise Quevedo - SMGE & Hollywood Star Casting

One of the biggest mistakes marketing people do when attempting to master the Social Media World, is automating nearly every post on their channels. This is something Elise also tried out when first discovering Social Media. But she soon found out that it could kill your business.

She developed The SMEQ (Social Media Emotional Quotient), which is the art and influence of creating, attracting and building better business relationships via Social Media. This is a concept based on engagement and communication. She believes there is no amount of software that can replace the human reaction as yet. And although it's ok to use some type of automation we must remember that future clients and fans want to feel like YOU are the one interacting with them.

When Elise first got onto Social Media she never thought this would turn into a business, she applied techniques to her that worked to promote her inspirational book, then she got friends asking if she could do the same for them and it all snowballed from there. Now Elise has travelled the world speaking and inspiring audiences with her knowledge and is now venturing into Hollywood fusing Social Media and her kick ass attitude with her main hobby, The Entertainment Industry. Her websites www.elisequevedo.com and www.hollywoodstarcasting.com



Gail Romero, Co-Founder - Collective Changes



Gail Romero is the co-founder and CEO for Collective Changes, a global women's virtual mentoring and leadership program that matches business mentors with women entrepreneurs and small- to medium-sized business owners in emerging markets.

She co-founded this organization based on the tragic facts that 104 million women in 59 global economies started businesses in 2010. Due to women's lack of mentors, supportive networks, business skills and access to credit, roughly 90 percent of these businesswomen failed. This generated a reduction in gross domestic product, a decrease in household income and an escalation in gender-based violence. Statistically, when successful, women entrepreneurs can make monumental economic impacts. She envisioned the concept of using current technology, software, ideas and available curricula and leveraging those resources to impact millions versus the thousands

that might have been helped through other various programs.

With a passion to advance women's leadership worldwide, she vowed to make a difference. She frequently writes and speaks on social justice, gender economics, women's equity and leadership positioning and the need for just-in-time business education. Find Gail online at <http://collectivechanges.net/>

Maureen Ross, MA, NCC, CPDT-KA, RYT, New England Pet Partners, Inc. and Dog Talk Training and Wellness Sanctuary, LLC

Can you imagine anyone hurting a dog to teach it or feeding it the same food every day for a lifetime? Can you imagine never being able to touch your dog (pets) again for medical, financial or other reasons? Neither could Maureen. And, there are many who agree. Dog Talk LLC was founded after she received her Masters in Counseling Psychology. One of Maureen's internships was working with horses (therapeutic riding) and dogs in various facilities. Maureen is testimony to how dogs (pets) can change our lives. They were her first therapists and safe, comforting and non-judgemental companion.

Awareness Centered Training - ACT is her choice (and book) for joyful, effective training that can be integrated into daily living and learning with our dogs. Offering private coaching and group classes, Dog Talk LLC has evolved into helping potential teams become Registered Pet Partners through our non-profit organization New England Pet Partners, Inc.

Today, pet therapy is being recognized as an adjunct alongside sand, music, dance, narrative and other therapies. Maureen and her teams are changing the world, touching lives and enhancing well-being one visit at a time! Visit her websites: www.dogtalk.com
www.newenglandpetpartners.org



Christina Rowe, Founder - Stand Out! Media Group



Christina Rowe is the founder of Stand Out! Media Group, creating your brand online and offline—from your logo, website, social media marketing and social media backgrounds to your promotional materials, marketing, publicity, videos and more. She is also the co-founder of the women's organization, Women Helping Women Mastermind, an Internet Marketing and Branding Specialist and the author of *Seven Secrets to a Successful Divorce*.

Christina helps business owners and entrepreneurs create a unique brand and strong online presence, leverage social media to create legions of fans, utilize creative out-of-the box marketing strategies and techniques and use PR to attract media attention.

She is a respected and sought after media guest who has appeared on The Morning Show with Mike and Juliet, CBS 4 Miami, NBC Miami, Channel 7 News, Fox 29 in W. Palm Beach, WXEL TV in Boynton Beach and was featured in South Florida's Sun Sentinel and Palm Beach Post and many other

publications. Christina has also been a guest on many radio shows across the U.S. To learn more about Christina, visit www.christinarowe.com.

Lynn Ruby, CEO & Founder - Ruby Marketing Systems

In order to be highly successful, entrepreneurs must have high visibility for themselves and their business. Other than public appearances, there's no more effective way to be visible than through video marketing. Yet, most entrepreneurs shy away from video because of the perceived expense, overwhelm and the dread of appearing on camera.

When Lynn Ruby discovered this reluctance and fear on the part of business owners, she knew she could help entrepreneurs overcome all these obstacles and roadblocks to creating effective, "marketing focused" video. Since one minute of video is equivalent to 1.8 million words of text, she was keenly aware of the power and influence video could bring to her clients and that it was more important than ever to help them get over their fear, frustration and phobia of being on camera. So Lynn now teaches her 5 step FOCUS formula to entrepreneurs so they can create efficient, affordable, effective video for marketing their businesses. Website

<http://www.RubyMarketingSystems.com>



Lori Ruff - Association of Latino Professionals for America

Lori Ruff, an early adopter of all things “social” joined LinkedIn in 2005. Lori quickly saw its relevance for job seekers in her network. As a Training & Development Consultant serving executive human resource and marketing functions, she quickly learned the value of using LinkedIn to expand business opportunities and began incorporating the topic into her presentations. During a LinkedIn search in 2008, she discovered Mike O'Neil, founder of Integrated Alliances, the first LinkedIn training firm. Mike asked Lori to join the company to enhance curriculum and help grow their business. Lori performed several different functions during her time at Integrated Alliances and was named CEO in November 2012.



Known for her ability to create instant relationships, Lori has befriended and served people from many industries, regions, roles, and cultures, both online and off. One such mentor is Charles P. Garcia, whose passion for leadership development and making a positive impact on the world parallels Lori's. When Mr. Garcia asked Lori to join ALPFA, The Association of Latino Professionals for America as their Chief Branding Officer, she could not say no. Inspired by the mission of ALPFA, Lori's role is to align, protect and promote this organization that empowers and develops Latino men and women into leaders of character for the nation in every sector of the American economy. Visit www.ALPFA.org

Shazia Sami, Founder - Ottomate Inc



Shazia's interest in technology began as a child learning basic programming, which continued as she taught herself Java and eventually pursued that passion at the University of Maryland and studied Computer Science. Her drive allowed her to quickly move up the corporate management ranks and become Director and eventually CTO. Over her career she has been responsible for technology programs as large as \$1B.

Shazia's experience in the corporate world was incredible but being an entrepreneur was in her blood, seeing her father launch multiple businesses as a child she always dreamt of having her own business. She decided to leave the corporate world and founded 2 startups, one focused on eCommerce and the other in Mobile technology.

Her first startup, ClickClang – which was focused on mobile video, was early (when the Blackberry was the smartest phone around). Shazia learned the ups and downs of founding a startup during a recession. Her second startup CoutureMafia, which launched in April of 2012 was acquired in a mere 4 months. Her most recent startup is Ottomate an intuitive home automation system that learns a user's habits within 2 weeks, automates anything it is used with all while saving users as much as 50% on their electric bills. Her website www.ottomate.co

Deb Scott - Discover the Amazing You Coaching

I like to help people see, feel, taste and touch that the things they don't enjoy or want in their life can be, will be, the very catalyst of transformation to give them what they most want, love and need. Deb Scott

Deb Scott, BA, CPC is a Best Selling & four time Award Winning author of, *The Sky is Green & the Grass is Blue* (a Kindle Top 10 Best Seller!), #1 Best-Selling Author of *Social Media for the Rest of Us: Simple Steps to Understanding and Optimizing Twitter, Facebook, LinkedIn, Google+.*

Award Winning & Top Rated Podcaster of: *The Best People We Know Show*, with over 1 million global listeners, and a Top 1% Kred Social Media Influencer. Deb spent twenty years as a cardiovascular surgical specialist, winning numerous awards for outstanding sales and leadership skills. In her personal life, Deb battled sexual abuse, others' alcoholism, dysfunctional relationships, depression, was the sole caregiver to both her parents who fought cancer to their death, and even experienced financial devastation.



Today, Deb helps people turn things around in their business, or the business of living, with the discovery of the amazing you. Visit <http://www.DebScott.com>

Natalie Sisson - The Suitcase Entrepreneur



Natalie Sisson is a writer, author, speaker, blogger and fun-loving, down to earth entrepreneur. She's ridiculously passionate about building amazing businesses online that you can take anywhere using online marketing, social media and new tools and technologies to do so. Prior to growing Suitcase Entrepreneur into a thriving online community of thousands of men and women, Natalie had over 8 years of corporate experience in marketing, communications, brand and product management for some major companies in New Zealand, England and Canada across the widest variety of industries.

Natalie is a frequent contributor to Forbes, Under30CEO, Young Entrepreneur, The Huffington Post and many more. In 2011 she was named one of the 25 Most Influential Women Tweeting about Entrepreneurship, listed in 30 Women Advocates to Follow on Twitter, and named in the Top 10 Entrepreneurship & Innovation Influencers. In 2012 she cycled from Nairobi to Cape Town and over 6,000 km while raising over \$12,600 for Women Win the process.

She lives the Suitcase Entrepreneur lifestyle by travelling, speaking and teaching people how to make money online. To date she has travelled to 68 countries so far and in the last 12 months alone Natalie visited 4 continents, 18 countries and 25 different cities. Learn more at <http://suitcaseentrepreneur.com>

Janet Slack, Solopreneur.Biz and Life Adventure Coaching

Janet Slack believes that today's world is harmful to people's spirits – in particular the spirit of adventure that allows each person to rise to meet the challenges of day to day life. What is required to thrive is often exactly the opposite of the pressures that society brings us every day. Some people naturally make those adaptations, but many need guidance. Her business, Life Adventure Coaching, is dedicated to making that happen so that more people achieve happiness and reach their potential.

Janet created her business division, Solopreneur.Biz, in order to address the needs of struggling solopreneurs and small business owners. The goal is for the solopreneur to learn to prioritize, focus and move their business forward without sacrificing the spirit that brought them to the business in the first place.



Her background of 25 years in the helping professions and the development of two highly successful businesses of her own makes her uniquely suited to help others with both their business needs and their approach to life, internal thinking patterns and sources of motivation. Her websites are <http://solopreneur.biz> and <http://lifeadventurecoaching.com>.

Marni Spencer-Devlin AuthenticityAuthority.com



Marni Spencer-Devlin is the founder and former President and CFO of ocdm marketing, which she built from the ground up and turned into a multi-million dollar company with seventy employees. For twenty years she was on top, then she got sick and in 2008 she was given only a year to live.

She wrote her first book, *Crawling Into The Light* where she shared her secret: As a child she had been molested and raped. She had been a heroin addict, a prostitute, homeless and in prison before her rise to power. While writing her story, Marni made a mind-blowing realization. Throughout her entire life everything had always turned out for the best even, and especially when, she thought she had reached her end. What if this was not the end either? Would she be able to commute her own death sentence?

She began studying holistic healing methodologies, yoga and meditation and – this will shock you! She did not die! Instead she wrote another book, *The Iceberg Principles – the Truth about the Universe and Your place in it*. Today she writes, mentors and speaks about the importance of authenticity in business and personal development. Her website is <http://www.AuthenticityAuthority.com>

Liz Strauss - GeniusShared / LizStrauss.com



When Liz Strauss was in 5th grade, the 1st grade teacher invited Liz to become her teaching assistant and tutor. She's been teaching ever since. When Liz presented her honors thesis at Bradley University the Dean of the School of Education Introduced her by saying, "I've met five Master Teachers in my life, and Liz is one of them."

Liz went from the classroom to subcontracting development work for educational publishers. Then she took a job with a publisher In a few years she hired to turn around a failing publisher, which led an international educational publishing career. When Liz struck out on her own, publishing a business blog ignited Liz's new career. She built a community on the ethic that everyone likes to learn but no one likes to "be taught." In a few months, one blog post evolved into a ground-breaking business strategy summit that leads entrepreneurs and team leaders how to use the Shared Genius of collaboration at the speed and reach of the Internet. Today, Liz works as a Business Strategist, Executive Coach, and Teacher/Guide/Curator of that ground-breaking event where it was said, "Liz Strauss speaks softly but carries a lot of street cred." Visit her blog www.Successful-Blog.com

Shanda Sumpter, Founder & Queen Visionary - HeartCore Business

She's a business coach who has created an online marketing course specifically for her own clients, The #1 Resource To Do What You Love, Make More Money, and Live the Life YOU Want!

Shanda provides valuable teaching skills aimed at transforming her clients's financial lives. For the past few years, Shanda has created opportunities for business owners and has enlightened entrepreneurs both individually through her online marketing course and by creating strong networks online.

Her website is <http://www.heartcorebusiness.com>.



Agustina Thorgilsson, Founder Life-Navigation



Agustina Thorgilsson, an expert in industrial psychology, began her career in 1979 as a consultant for internal affairs, communication and human resources development (HRD) with AB Volvo in Sweden. In 1988 she became the director for the Institute of Management Training, a division set up by the Ministry of Finance servicing all of Iceland's public sector. She later founded a management training company that advised both public and private sectors on strategy, management and HRD issues, before completing a Masters degree in clinical psychology which led to the founding of Life-Navigation in 2005.

From 2008 she held a teaching assignment at the Champagne School of Management in France for three years. In 2009 GWIIN gave her a Special Recognition Award for Innovative Achievements at the European Women Inventors and Innovators Conference, Helsinki, Finland. In 2010 Agustina hosted her own radio show on the VoiceAmerica™ and World Talk Radio™ Networks.

Agustina's vision is to help making the world a better place by showing people how to transcend even the most difficult life-experiences individuals can possibly encounter and move towards peace as a race. Agustina's successes have shown that Life-Navigation makes an enormous difference. <http://www.life-navigation.com>

Leslie Tolf, President - Union Plus

In August 2000, Leslie A. Tolf was elected president of Union Privilege, the organization that provides consumer benefit programs to over 13 million members of the AFL-CIO. Her target audience is any member, retiree, or family member to union workers.

At the AFL-CIO, Tolf launched workingfamilies.com, the first Internet community for working people, and served as the liaison for Union Privilege products and services - including the Household credit card portfolio, as well as auto, phone, financial services, mortgage and insurance products. However, Tolf's greatest professional accomplishment to date is loaning nine million dollars to union members who have faced hardship and were not able pay off their mortgages.

Tolf is currently working on a graphic novel that will help educate the next generation about the labor movement. She also volunteers as an elementary school tutor in Washington, D.C. Her website is: <http://www.unionplus.org>



Milysan Troche, President – MyHauteCloset.com

Since 2011, Milysan Troche has been the go-to source for fashion-savvy women to consign and purchase luxury and contemporary merchandise. With her extensive knowledge and passion for clothing & style, Milysan knew she could help other women and men tackle their own closets as well. Operating originally from her personal Instagram, which has garnered over 116,000 followers to date, Milysan assisted in buying and selling gently used designer clothes for her followers.

When the demand to buy and sell grew too large to manage solely on her social media accounts, Milysan launched MyHauteCloset.com to take her new age consignment service to the masses. Praised for her talent to provide accessible, entertaining, and concise style commentary, Milysan Troche is an expert in everything fashion related. Milysan has been featured in high profile media outlets including The New York Times, Mashable, Business of Fashion and many others. Her knack for style and business-savvy has most recently landed her on the fashion panel on Hollyscoop, a popular fashion and celebrity news show with over 45 million viewers. Visit www.MyHauteCloset.com for more info.



Anna Vanlandingham - Pinterest Pro Solutions



When considering her options after retiring from an international award-winning career as an economics instructor, Anna wondered, “What do I do now?” She had won state, national and international awards, opened NASDAQ, served on Education Advisory Boards for National Federation of Business Owners (NFIB) and the Federal Reserve Bank. She facilitated training and gave presentations for the National Office of Junior Achievement, Florida Council on Economic Education, Tashkent, Uzbekistan School System, NFIB, Lithuania School Systems, and Japanese teachers.

Lifelong friends introduced her to Pinterest, a new social media that required an invitation to join. Anna explored Pinterest and thanks to her economics background, envisioned a concept: this would be an excellent marketing tool for businesses. As she researched Pinterest more, they initiated business accounts. Anna realized training business owners how to use this tool would incorporate her love for teaching and technology. Anna began her business at the infant stage of Pinterest for Business. She has experienced all the Pinterest changes since infancy and

stays current with the continuing updates to the Pinterest platform for business. Anna predicts that Pinterest will be competing with Google as a search engine by the end of 2014. <http://www.pinterestpro.tv>

Wendy VanHatten



VINEYARD SECRETS

Available at www.WendyVanHatten.com
on Amazon, and in bookstores

Wendy VanHatten; Author, Travel Writer

Wendy VanHatten transitioned from the world of healthcare administration into a published author and international travel writer. In addition, she is Editor in Chief for Prime Time Living Magazine wine, food, and travel writer for WE Magazine for Women and food, wine, and travel blogger.

She is a member of the Bay Area Travel Writer Organization (www.batw.org), a professional travel writer and photographer organization. Wendy assists new to experienced travelers with pertinent travel advice, information on up to date travel regulations, product reviews, and photos in her blog. Wendy knows travelers need a site they can trust and her ongoing goal is to continue to be that site.

Her childrens' books, the Max and Myron series, teach children to read while learning positive character traits. The books include exercises and tools for educators and parents to use when assisting children. Wendy's two mysteries, Champagne Lies and newly released Vineyard Secrets, are set in San Francisco and Italy. Wendy has written a book about her dad and WWII and other books. Her website is www.wendyvanhatten.com



Da'Nielle Veasey UBME Business Consulting & Marketing Firm



Many new businesses and even those with years under their belt find it difficult to define their brand. In 2007 Founder and CEO Da'Nielle Veasey created the ultimate brand solution for these small business owners and aspiring entrepreneurs in the Dallas-Fort Worth area. Veasey originally pursued a music career but exchanged the stage for a business suit and put to use her Business degree and Associate's in Marketing to launch UBME Business Consulting and Marketing Firm. Described as being a 'people person' Veasey enjoys seeing others succeed and look good while doing it.

Over the last 7 years, Veasey's firm has proven to be versatile, able to adapt services to various corporate and entertainment environments. Under her leadership, UBME has earned the reputation of being business savvy and dependable. Based on the belief that customers' needs are of the highest importance, UBME specializes in "keeping your business in the spotlight" with all the resources and innovations of larger firms but designed to fit any budget. Her primary goal for the growing firm is to be the most sought after company that aligns business, products and services with an emphasis on company branding. Veasey's personal goal is to publish her first book of 'power thoughts'- a motivational journal aimed to inspire everyone. Website: www.goubme.com

Tracy Vega, Founder - Simple Self Defense for Women®

Turning on the news night after night and watching all the stories of women and children being attack, abducted and worse was the driving force behind Tracy and Charley Vega creating and Co-Founding Simple Self Defense for Women®.

They travel nationally throughout the US making a difference in the personal safety of women and children by teaching them how they can prevent, avoid and ESCAPE from a potential threat, attack or even an abduction. Going to where women are and having them learn in a safety and comfortable environment makes a huge difference. Their goal is to appear on an Oprah Show, Dr. Oz or Ellen delivering their message to millions. Saving just one life would change someone else's life forever!

Whatever you are thinking about self defense, this is not it!
Website: www.simpleselfdefenseforwomen.com Blog - <http://personalsafetytipsforwomen.com/>



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Adrienne and Stephanie Vendetti, Co-Founders – How to Be A Redhead

Adrienne and Stephanie Vendetti are sisters, best friends, natural-born redheads and co-founders of **How to be a Redhead**. How to be a Redhead® is empowering every redhead woman to feel confident, to look amazing and to rock their beauty. Red hair is more than a color, it's a lifestyle!

As young girls, both Adrienne and Stephanie had trouble finding “redhead friendly” products because most items caused their skin to irritate or break out. Many makeup consultants at department stores shied away when they would ask which mascara or blush matched their fair complexion. They took it upon themselves to test and try products until they finally got it right, and realized redheads can wear any fashion color too!

Since there was no place for Adrienne and Stephanie to turn to for advice, they created HowtoBeaRedhead.com for redheads throughout the world to celebrate a redhead's beauty, in both the fashion and beauty sector. All featured products on the site have been tested on a redhead for a minimum of 10 days and receive the “redhead friendly” stamp of approval. Adrienne and Stephanie hope redheads can finally take a sigh of relief knowing there is a [finally] a community that provides top beauty and fashion advice for redheads that can be trusted while also empowering them to live confident lives. The redhead sisters have coined the phrase “Rock it like a Redhead” as the tag line for their blog posts and social media photos to proclaim that it's all about rockin' your red hair with certainty and spunk.

Future goals for How to be a Redhead are: bringing their redhead hair accessories (bobby pins, hair ties and bun makers) to stores nationwide, many TV appearances and book deals to bring beauty and empowerment to all women redheads.



www.TheWOWConference.com

Barb Wade - Barb Wade Coaching



If you think you can't make great money and live life on your terms, Business Coach & Mentor Barb Wade would like you to "think again." Barb specializes in teaching entrepreneurs how to make more money more easily while enjoying a business and lifestyle that reflects their true priorities.

But Barb knows that too many self-employed professionals are working themselves to death in order to achieve the business success that's going to allow them a wonderful life. That's why she is dedicated to training her clients in the fastest and most strategic client attraction methods so they can Be Wealthy, Live Fully, and Don't Have To Settle.

Barb is the creator of Turning Conversations Into Clients, The 6-Figure Entrepreneur Academy, and The Get To Yes Formula Training, among other programs. She lives in Northern Colorado with her husband Tim and 2 spirited daughters. Website: www.BarbWade.com

Viki Winterton - Expert Insights Publishing

Viki Winterton is founder of Expert Insights Publishing, home of best-selling and award winning books and magazines, where visionaries and those on the rise come together to create immediate impact. Expert Insights Publishing is built on the solid foundation of over 30 years of expertise in promotion, publishing, product development, networking, and success. Fortune 100 companies and individuals across the globe know Viki for fostering powerful and loyal relationships and supporting her communities in wildly creative, unique, and wonderful ways.

Viki is also a multiple #1 International Best-Selling Author and Award-Winning Publisher. She is also the founder of Bestselling Authors International Organization, the annual EIPPY Book Awards and Extravaganza live events, Write Now! and Expert Insights broadcast, The Coach Exchange and Write Away, Write Now!, the global communities where writers find everything they need at each stage of their journey! Viki and Expert Insights Publishing have paved the path for over 450 book authors to become International Bestsellers. Her website is www.expertinsightspublishing.com



Terri Zwierzynski -Solo-Entrepreneur.com, Inc.



Terri Zwierzynski, MBA became a corporate refugee in 2001, after 15 years of employment. After her initial shock at being unemployed, she vowed to “never work for an idiot again!” and decided to work for herself. Terri’s passion for solo entrepreneurship is grounded in her conviction that everyone has unique talents to contribute to the world, and should be able to make that contribution and still maintain their personal integrity and their lifestyle. This prompted Terri to launch Solo-E.com, the largest resource website for solo entrepreneurs.

Terri's purpose was to fill the void of online resources for building a business as a Solo Entrepreneur, and help business owners separate the actual helpful coaches, consultants and trainers, from the get-rich-quick and mostly-hype hucksters. Her website offers thousands of articles, classes, home-study and other resources from over 50 Certified Solo Entrepreneur Experts - all hand-picked by Terri, and every piece of content reviewed by the Solo-E team.

As a wife, mother of two children, and owner of two dogs, Terri cherishes her ability to decide when to work, when to walk the dogs and when to chaperone a field trip. As a business owner, she relishes the freedom of doing work she enjoys for clients she likes and respects. And she wants to help all aspiring and growing solo biz owners to have those same freedoms!

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Conquering Keywords: Six SEO Tips to Boost Your Blog Views

Mark Satterfield

When it comes to blogging, creating great content is only half the battle. You also have to make sure people are actually reading it.

You know the thought experiment that goes, “If a tree falls in a forest and no one is around to hear it, does it make a sound?” It’s time to apply this principle to your business’s blog. You’ve been blogging your heart out, faithfully creating well-written, compelling posts. But does any of it really matter if no one—other than your mom and best friend, of course!—is stopping by to read your content?

Yes, blogging can attract lots of prospective clients to your site. But no matter how great the content, you must first take the technical steps that will get your blog in front of the right people.

Blogging is a great way to increase your ranking in search engines,” says Mark Satterfield, author of the new book [The One Week Marketing Plan: The Set It & Forget It Approach for Quickly Growing Your Business](#) “Google loves sites that have new, updated content, which you’re providing every time you post a new blog. It also favors bigger sites, which frequent blogging also accomplishes.

“However

, if you’re not following the guidelines that get your site higher in the natural search listings of Google and other search engines, all your hard work may be in vain.”

Search engine optimization is a vital part of blogging. The idea is to subtly infuse your posts with keywords potential clients might be searching for—so they’ll end up on your site, sign up for your communications, and ultimately, buy your products and services.

“People think SEO is hard, but it’s really just a matter of following a formula”

In The One Week Marketing Plan, Satterfield shares actionable strategies and real-world wisdom to help entrepreneurs set up a successful, sustainable niche marketing plan in just five business days. (Yes, really!) Here, he spotlights quick, easy-to-implement SEO tips that will help you get your blog in front of as many people as possible:



Choose your “key” keywords... Before you write a post, pick one or two of the keyword phrases that you want to get highly ranked for. So, for example, if you’re an estate planning attorney, your top keyword phrase might be “estate planning” or “inheritance tax.” If you’re a chiropractor, it might be “back pain.” You don’t have to do this for every post you write. but try to do it for at least 50 percent of them.

...But don’t “stuff” your blog with them. When you write your post, include your keyword phrases twice, but no more. “When blogging first began, people put keywords in multiple times, sometimes to the point of ridiculousness. It wasn’t long before Google caught on to this trick of ‘keyword stuffing,’ and they now penalize you for doing it. Intro your keyword phrase in your headline and the first sentence of your blog. If you’re focusing on two different keyword phrases for a post, you’ll have to choose which one is most important to you, since it’s unlikely you’ll fit both in the same headline. You can always highlight the other one in another post.

The headline of your blog post shows up in search results If you include the terms that people search for in the title of your article, you’ll almost immediately start to see your Internet traffic increase. So, here’s what this might look like. Let’s say one of your keyword phrases is ‘executive recruiter,’ and your first blog post is titled, ‘How I Became an Executive Recruiter.’ The first sentence could then read, ‘I never expected to be an executive recruiter,

although I sort of knew what one was...’ It’s that simple.

Add the keywords and phrases as “tags” to your post. WordPress has a box that lets you create tags to let the search engines know about your post so they can add it to their index. Put in whatever keywords or subjects you find appropriate, even if you didn’t emphasize them in your post.

Make sure your post is at least 300 words. “Many social media experts agree that 300 words is the minimum number necessary to get SEO benefits for your blog,. That being said, if you want to write a post that’s 600 words or longer, break it up into Part I and Part II (using the same headline) and you’ll get double the search engine benefits.”

Periodically spice things up with original photos. Randall West of TapSuccess.com says, “Search engines are tired of seeing the same old photos and ideas floating around the Internet. Google’s spiders will give you points for an original photo, as most posts use photos taken from somewhere else on the Internet or stock photography that everyone uses.”

If you follow these instructions, you’ll have used your main keyword phrase in your blog five times between the headline, the body of the post, and the photo you’ve added. Your secondary keyword phrase will be mentioned twice in the body of the post. This will give your SEO a significant boost, and that means you’ll be getting your blog in front of more prospective clients, which is great for business.

Mark Satterfield is the author of The One Week Marketing Plan: The Set It & Forget It Approach for Quickly Growing Your Business. He is the founder and CEO of Gentle Rain Marketing, Inc. For the past 20 years, he’s advised entrepreneurs, consultants, advisors, and business owners on how to attract consistent streams of brand new prospects and turn large percentages of them into paying clients. To learn more or to receive weekly email tips for growing your business, please visit www.gentlerainmarketing.com.



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Which Type of Video Gets the Most Views?

Heidi Richards Mooney



If you're using video in your marketing, there's a question you need to answer – what type of video is best to achieve your goals? And no, slide-show videos are NOT a one-type fits all, despite what many marketers will tell you.

In fact, plenty of people are tired of the standard slide-show videos. Yes, they have their place. Yes, sometimes they are the best option. But there are alternatives you need to consider. For example:

Talking head videos – this is where you sit in front of the camera and talk. Some things you need to know about talking head videos: If you're trying to brand yourself, then these are definitely the way to go. If you're demonstrating something live on camera - like how to do a headstand - then again this is the method to use. However, if your chief aim is to engage people on Youtube who have never heard of you, there may be better alternatives. After

all, you're likely not a professional speaker or actor. You might not look model perfect. And your natural personality might not shine in the spotlight. If any of these is true, consider any of the following alternatives:

Screen capture – this is where the viewer listens to your voice as they watch whatever is happening on your computer monitor. This format is excellent for demonstrating any over-the-shoulder technique, such as how to do something online, how to use software, etc. These are also good for product reviews – you open the product as they watch, and then walk them through the contents.

Slide show – yes, we said it's not one type fits all, but it does have its place. There can be something hypnotic about hearing a voice reading the words shown in the video that

captures attention – but only if it's direct and to the point. Dwell too long on one boring slide and you can lose half your viewers.

Prezi.com – as they say on the website, make your presentations zoom. Instead of the standard slide show presentation, Prezi takes your words and pictures, formats it into one big word picture and then pans and zooms in and out of it as you speak. For example, here is a presentation on Prezi presentations: Hold your cursor over “more” and then click on “autoplay” to watch it in action, or advance it one slide at a time by hitting the play button. (Of course, you'll want to add a soundtrack to your own Prezi presentations.)

Sock Puppet Videos – yes, seriously. It doesn't have to be exactly sock puppets, but anything that is wildly different or weird gets views. The question is, are sock puppets right for you? If you're selling burial arrangements, the answer is probably no. But in many cases, sock puppets can be oddly effective.

[Magistro.com](#) – takes your raw footage and picks out what it thinks are the best clips to create a short video. You can then add music and titles. This is a fun one to play with, but the results can be somewhat unpredictable.

[GoAnimate.com](#) – cartoons get noticed. And when they're as easy to make as choosing your characters and typing in dialog, why not try it?

[CommonCraft.org](#) – these are fascinating because they're so low-tech. This service uses paper cutouts and a dry-erase board to create instructional and demo videos.

[StopMotionPro.com](#) – Want to make your own paper cut out videos? Then check this out.

[Stoome.com](#) – Use crowd sourcing to create videos. You upload your own clips and then borrow from other users. Work on your project alone or with others. For example, if you attend a conference, you can grab footage from other attendees to add to your own. Purposely work with others and you can get some built in traffic if they tell their list about your video.

[Animoto.com](#) – Very professional looking videos made from photos and video clips. The trick here is to keep it riveting – don't fall in love with 27 poses of the same sleeping cat, because you'll be the only one watching. But get this right, and you'll look like a video pro in no time.

[Sellamations.com](#) – These are powerful. A voice over narrates while a hand doodles images and words on a white background. One language teaching program uses this extensively to sell their program, which tells me it's working like crazy. In fact I've seen their video advertised numerous times and I've even watched it from start to finish – remarkable, considering I have no desire to learn another language right now. But that's how mesmerizing these things are.

Heidi Richards Mooney is the Publisher of WE Magazine for Women. She is also the Founder of Women in Ecommerce a Global Virtual Community that helps women grow their business online. She works with Authors, Inventors and Nonprofit Organizations to help them leverage the Internet and Social Media to grow your business. Learn More at www.RedheadMarketingInc.com



"Empowering Women With Educational Resources to Excel in Ecommerce Since 2001"



www.WECAI.org

From Launch to Growth Strategy - 7 Ways for Scaling Small Businesses



Entrepreneurs who launch businesses often face challenges in scaling their startups. Taking a business from small to big or good to great requires planning, resources, cash and perseverance – along with a bit of luck.

According to the Small Business Administration, about half of all new establishments survive five years or more and about one-third survive 10 years or more. As one would expect, the probability of survival increases with a firm's age. Survival rates have changed little over time. In order to survive and

thrive, a growth plan for small business owners is vital.

“Ideation, product development and the launch phase of a new business often requires a different skill set – and mindset. However, if you consider scale as part of your business plan, you can be ready if your business is ripe for scaling.”

For entrepreneurs, growing your business also requires that your key differentiator has value in the market. “Today, many successful small businesses plan for future growth, however, they still need outside, unbiased perspective to evaluate the viability of scaling their businesses. Mentors, coaches and other outside consultants are important in helping to make scale decisions.”

Having worked with tens of thousands of startups and small businesses for more than 14 years, SurePayroll offers these key steps to build your business:

1. Begin with a solid, vetted business plan.

As the saying goes, plan the work and then work the plan. Often overlooked or underdeveloped, a robust growth strategy section should be part of your business plan. To scale your business, there

may be opportunities both within and outside your business. Look for symbiotic partnerships, organic growth opportunities, growth outside your initial product or service offering. Growth plans also may include acquisition of your company or your business acquiring another organization. Think through the various scenarios of where and how to grow and support it with solid forecasting.

2. Don't reinvent the wheel every day. Design standard processes to ensure products and services are executed consistently. If you plan to grow your business, you cannot do everything forever. Processes allow for quality control. Without them, you'll be siphoning cash out the door due to inefficiencies, internal mistakes – and worse yet, customer dissatisfaction.

“Customers are difficult to win, but even harder to keep. Once lost, a customer will rarely return.”

3. Identify tools to help you run your business more efficiently and effectively. Invest in tools to help with repeat tasks. Think through processes to automate things like taxes and back-end processes such as payroll. Software solutions, like SurePayroll, will help to save time and money so you can focus on growing your business. Remember, if you get stuck working in your business every day rather than growing your business – executing a growth plan will be difficult.



4. Build a strong, supportive culture to scale. Begin with a mission, strong values that support innovation and growth and seek these behaviors from employees, consultants and contractors. Without the right people helping to steer the boat, you'll never be able to navigate the murky waters of scale.

5. Ensure access to funding in order to scale. Ideas for growth include new people, processes, products or internal tools. Without access to capital, small business owners may find themselves out sold, undercut and pushed out of the market. Whether its venture capital funds, SBA loans, bank loans, angel investors or other funding options, make sure you know what's available to you so you can hit the ground running when it's go time.

6. Continuously work to understand your customer and network in your industry. Things change quickly in the marketplace. Entrepreneurs who get stuck running the daily operations can lose touch quickly with their customers and networks. Scaling a business means understanding the market needs – and when the time is right to scale up.

7. Don't go it alone. Identify coaches, mentors and other outside resources to help nurture and grow businesses - people have been there, done that and got the t-shirt really rings true. While businesses solutions change, key learnings from others will save time, money and stress as you move through the business development cycle.

SurePayroll is the trusted provider of easy online payroll services to small businesses nationwide. Whether a business has 1, 10, or 100 employees, SurePayroll delivers peace of mind by combining innovative, industry-leading technology and personalized support from an award-winning, U.S.-based customer care team. SurePayroll also provides private-label and co-branded services for accountants and banking partners as well as offering efficient online solutions for managing 401(k) plans, health insurance, workers' compensation, employee screening and more. SurePayroll is a wholly owned subsidiary of Paychex. For more information, please visit www.SurePayroll.com. Follow us on Twitter — Circle us on Google+ —Connect with us on LinkedIn — Like us on Facebook.



How to Use Google to Eliminate Garbage Leads

Joy Gendusa

As the CEO of a marketing company, I keep close tabs on all of our internal marketing and advertising efforts, and this includes frequent reports on the status of our Pay Per Click (PPC) campaigns. During one of these reports, I was briefed about something in our PPC results that was a little odd, and it turned out to be a symptom of a larger problem with our marketing system: we were receiving a surprising amount of completely useless leads that were taking a toll on our return on investment. I want to share the story with you, so you can see if the same thing is happening to you, and if so, learn how to fix it!



So, we are in the middle of one of my briefings on our PPC status, when one of the members of my team drops this line on me, “Get this: last week we got a lead from someone that typed ‘How to Get On McDonald’s Mailing List’ into Google.” At first, I thought it was funny (and so did my team member, that’s why he shared it). But then the reality of the situation hit me: Wait, I paid for this person to click on our PPC ad.

This is not a quality lead for us, to put it mildly, so I started digging to figure out what went wrong. It turns out that this is what happened:

1. My PPC team targeted the keyword phrase “mailing list,” because we sell targeted mailing lists to help our clients get better results from their postcard campaigns.
2. Our Big Mac-loving friend entered, “How to Get On McDonald’s Mailing List” into Google.
3. Google saw the keywords “mailing list” and triggered our PPC ad to show up with his search results.

4. He clicked on our ad.
5. I paid Google for his click.

Now, I can’t begin to imagine WHY he clicked on our ad, when it so clearly had nothing to do with his desire, but that’s not the point. The point is that I wasted money on a garbage lead – and I wanted to stop doing that as soon as possible. And I bet you do too.

There are two pretty painless steps to take to avoid garbage leads:

1. Use Negative Keywords to Keep Garbage Leads Away From Your Ads

As I mentioned, PPC operates by targeting certain keywords. The keywords you want to target are usually just referred to as “keywords,” but they more accurately could be called positive keywords. These are the phrases you want Google to use to trigger your ads. For us in the story above, the positive keyword that triggered the ad was “mailing list.” But positive keywords aren’t the only kind of keywords that exist...

Negative keywords are phrases that KIND OF relate to your industry or your products, but not really. They are keywords that may trigger your ad to show up, but are entered by prospects you have no hope of closing. You want to identify negative keywords just like positive ones so you can list them in your AdWords campaign. Once you designate a negative keyword, Google knows to block your ads from being displayed in those search results.

Voila! Now garbage leads never see your ads, and you don’t waste money on clicks you can’t close. (And if one sneaks through, you just add it to the list!)

2. Use Google Analytics to Focus Your PPC Efforts

Now, just because you’re not wasting money on garbage leads doesn’t necessarily mean you’re getting the most from your campaigns. You could still be wasting money on leads that are garbage-ish (i.e. not likely to close, even if they are technically qualified).

Use Google Analytics to identify which of your PPC ads actually result in real revenue. You know – the green stuff. Dinero. Dollars. Only ads that bring in revenue deserve your money.

Interested in furthering up your PPC knowledge? You can download my free report and learn five steps to more effective Google pay per click ads. It’s free!



Joy Gendusa is the Founder and CEO of [PostcardMania](http://PostcardMania.com), a fully-integrated marketing firm specializing in direct mail. She used postcards to grow PostcardMania from just a phone and computer to a \$22million enterprise in less than a decade. Connect with Joy on [Google+](https://plus.google.com/+JoyGendusa).



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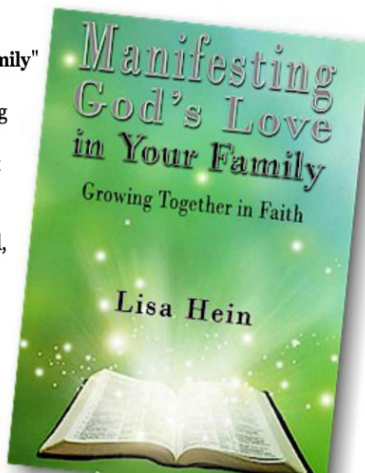
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How to Triple Your Kindle Sales

Heidi Richards Mooney

Typically when you publish on Amazon Kindle, you just write a book, publish it and you're done. And of course the books don't need to be long – in fact, they can be less than 50 pages and still be effective as long as they have valuable content.

So how do you get people to buy your book? Most authors hope that their book somehow gets found and ranked so that buyers can then find it. The problem is that “hope” does not make for a good marketing plan. “Write it and they will come” might work if authors were scarce, but have you been on Amazon lately? Authors are coming out of the woodwork in droves, and every day it's getting harder and harder to be the one who comes to the top of the Amazon search for your particular niche.



With that in mind, here are 5 tips to help you get found by your potential customers:

1. Write subsequent books in the same niche as your first book. There are several reasons why you want to stay in the same niche as much as possible:

A: When a customer finds one of your books, they find several of your books. Look at a particular book on Amazon and you'll see a section below the description with similar titles. If the author of the book you're viewing has more than one title in the niche, odds are excellent the author's other books will also appear there.

B. More credibility. When customers can see you've written several books on the topic, they recognize you as being an authority, which makes it more likely they will purchase at least one of your books.

C: You get good. I mean really good at what you're writing about. You really do become an expert, which means you're writing better content and making it easier to get noticed and talked about.

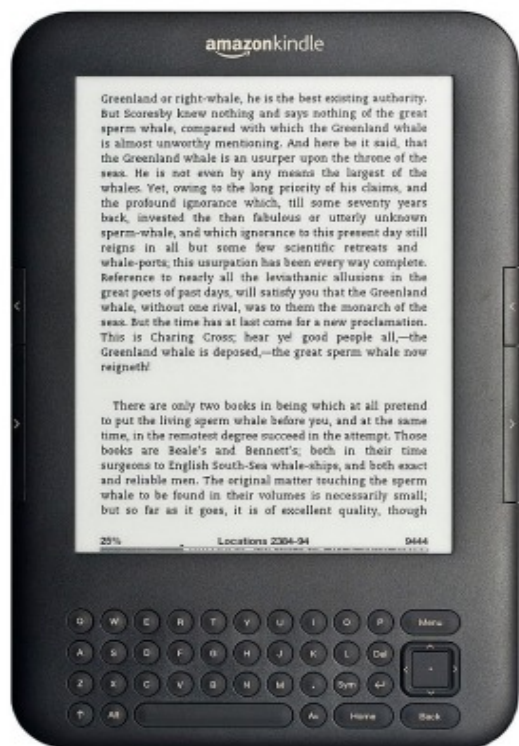
D. You get to know your target customers better. You learn what they like, what they want, and how they want it. In short, you get better at closing those sales.

E. You build a following. People who loved your book on growing radishes will be back to see if you have any other books on gardening. If your other books are on automotive repair and dumpster diving, you've just lost out on sales.

F. Because you're an expert in the eyes of your readers and because you've created a loyal following, you can upsell to your customers off of Amazon.

2. Be aggressive in collecting your leads. Place an incentive in each book to get your customers to your website, exchanging their email for your bonus. You need to make your offer very clear and plain in your book – tell them exactly what to do and why they are doing it. Write a bullet list for your freebie that has them running to your website, salivating for your free gift.

Do NOT try to sell them your services from your Kindle book – this just turns buyers off and can result in negative reviews. But offering an excellent bonus for visiting your website is perfectly fine and widely accepted.



Place your offer in the beginning and end of your book with a link to your webpage. Make it big and clear. Ask them to sign up and tell them of the most excellent bonus they will get, as well as future updates and notices of book releases.

Here's a tip: If your bonus is exclusive to you, place it on a sales page of its own with a healthy price tag. Now when you're telling them about the bonus they get just for joining your list, you can tell them what it's selling for and even provide a link to that page as proof.

3. Once you have them on your list, market your other books to them, as well as related products. Since you're writing all of your books in the same niche, your other books will be a good fit for them as well. Plus you can also market other products for added profit.

And if at all possible, you should create an upsell. For example, if your Kindle book is on how to market to offline businesses, your upsell product might be an entire system on offline marketing, or a system on one component, such as doing mobile marketing. Remember, you get to keep 100% of the profit on your own products, so this is something you really should consider doing.

4. Plan your publishing. Rather than writing books in your topic willy-nilly, you might want to create a list of the first several books you'll publish. This way each book can build upon the last one.

This can be especially effective if you do a series. Make the covers look like a series so that they are undoubtedly a set. The psychology here is that people don't like to have just one of something when they can own the entire set. Plus it makes it even easier for them to identify that each book is indeed part of the series. For example, your series might be, "Selling Offline Marketing Services" and then each one carries a subtitle such as "Selling Facebook Services to Offline Businesses," "Creating Hot Mobile Websites for Offline Customers," etc.

Cross reference inside each of your books. In book 2, refer back to book 1 in the natural course
(Photo source: Wikipedia Creative Commons)

of the book where appropriate. This can send your readers back to Amazon to get your first book. You can also do this in earlier books by making additions to them and then poste the updated version on your Kindle listing.

5. Create a snowball effect. The more sales you make on Amazon, the better Amazon is going to do at marketing your books. It's a snowball effect, and one that can potentially sell thousands of copies. This is another reason why it pays to have a plan for your Kindle books and aggressively work that plan, to maximize the returns you get for your writing.

Heidi Richards Mooney is the Publisher and Editor-in-Chief of WE Magazine for Women and Founder of Women in Ecommerce. She is a social media consultant working with authors, inventors and nonprofit organizations to leverage Social Media to grow their audience, their business and organizations. She has helped clients get on the Amazon best-seller list using lead-generating social media strategies. Learn more at www.WECAI.org or www.WEMagazineforWomen.com

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to put yourself on top
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you continue all the
good in your life.

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