



## Three Columbus-Based Business Coaches Asked to Speak at International Conference for Women

*Business Experts Teach Women Business Owners to Get More Sales, Become More Visible and Create Their Vision at the Diva Toolbox International Conference*

Columbus, OH – Sept 8, 2010 – Three business coaches from Columbus have been selected as workshop leaders for the Diva Toolbox International Conference that takes place in Boston on September 15-17, 2010. Barb Girson of My Sales Tactics, based in New Albany, Linda Wisler Luft of Fireball Coaching and Consulting, based in Dublin and Meredith Liepelt of Rich Life Marketing, based in Dublin, will each lead separate workshops for the 300 conference attendees which will help women business owners to get more sales, gain more visibility, and create the business and life they desire.

“Columbus, Ohio has many extremely talented business coaches and it’s not surprising to see that three of the 11 workshop leaders who were selected for this international conference are from here,” said Liepelt. “We all cover aspects of business development, but each have our own specialty and we support, celebrate and collaborate with each other. We are flying to Boston together and are looking forward to connecting face to face with people we’ve met on twitter and facebook.”

- Barb Girson’s workshop is called: What Are YOUR Savvy Sales Strategies for Unforgettable Follow UP™?”
- Linda Wisler Luft’s workshop is called, “Setting Your Vision for Your Business and Life.”

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*Authored by:*

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- Meredith Liepelt's workshop is called, "How to Become an Online and Offline Publishing Super-Star."

"I'm looking forward to working with women who are taking time out of their busy schedules to focus on how to thrive in spite of the challenging economic environment and build their sales skills," said Girson. "It is exciting to share the platform with other Columbus talent and raise the visibility of our city. I have found that there is a strong supportive network of women business owners here and success breeds success. We help each other."

Wisler Luft agrees. "I'm a new radio show host through the Diva Toolbox Radio Network so learning the ins and outs from other Diva Toolbox radio show hosts will really be helpful."

The Diva Toolbox International Conference will be held Wednesday, September 15 through Friday, September 17, 2010 in Wakefield, Massachusetts, a suburb of Boston. The conference brings together 300 women business owners from the United States, Canada and the United Kingdom. Specifically, there will be 11 workshop leaders, three keynote speakers, over 250 attendees and at least 9 exhibitors. The conference was created for the purpose of women business owners helping other business owners. At the conference, women business owners will discover innovative and effective ways to market to women in the new B2W market (business to women) and is sponsored by Dell Computer and AOL Jobs.

More information on the conference can be found at <http://www.conference.divatoolbox.com>.

More information on Barb Girson can be found at [www.MySalesTactics.com](http://www.MySalesTactics.com). Information on Linda Wisler Luft can be found at [www.FireballCoaching.com](http://www.FireballCoaching.com). Information on Meredith Liepelt can be found at [www.RichLifeMarketing.com](http://www.RichLifeMarketing.com).

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