



Five Of The Biggest Challenges Women Entrepreneurs Typically Experience

(Especially In A Home-Based Business...)

By Barb Girson – for Fox 28/Columbus June 29, 2009, speaking as an expert on women entrepreneurs.



1. Lack Of Desire & Motivation – Find Your Passion!

- What do you *love* to do?
- It's like falling in love, the *romance* fades quickly.
- Staying in love is a choice, especially during the tough times.
- Passion fuels motivation.



2. Lack Of Confidence & Mindset Skills – Stretch Your Comfort Zone.

Women Are Often Plagued By the 3 P's:

- Fear of being **P**ushy – focus on what you do **for** others; not **to** them.
- Plagued by **P**essimism – fear of hearing 'no'. 'No' is not personal rejection.
- Paralyzed by **P**erfection – pursue steady progress; not perfection.

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3. Lack Of Time – Do Better Planning, Prioritizing & Giving Up To Get!

- Schedule Time In [your office] & Time Out [away from your office]
- Women, especially moms are the 'default' option; car pools, appointments & more. Publicize your office hours.
- Don't let your business *love affair* push your family away.
 - Let your children hear you say, "I've got to hang up the phone now, my daughter just walked in."
 - Schedule regular spouse date nites & family dinners.



4. Lack Of Structure, Systems & Accountability – Take Consistent Actions!

- When you are your own boss – you must boss yourself enough or your business will suffer.



5. Lack Of Knowledge – Continue learning forever!

Two critical skills in today's marketplace:

1. Develop strong networking skills – build a support network.

- Join organizations – get involved.
- (i.e. Like Minded Moms, NAWBO)
- Give & gain support.

2. Acquire sales skills –sell yourself & your business–authentically & comfortably.

Invest in training where you need it. You will always get a great ROI (return on your investment) when you invest in yourself.

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FIVE Things You Need To Know Before You Start/Restart Your Entrepreneurial Business



1. Your mindset matters – Get your head in the game.



2. Get 'game ready' to compete – Prepare!



3. Create a networking strategy – Nurture your network.



4. Get into action – Be consistent to gain momentum.



5. Build reliable resources– Form alliances.

To help you connect with your passion and conquer these challenges ...

Participate in the "Discover Your Inner Entrepreneur™" Program

Have you ever thought about...?

...Creating your own cash flow?

...Building your own business?

...Securing your own future?

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During This 4 Week Live Training Program We Will Explore:

- Various start-up (or re-start) options
- Your marketable skills
- Resources/set up you will need
- At the end, you will make an informed choice

You will have an outline of what you need to do next, if in fact being an entrepreneur is for you! Get tools & techniques to keep your **overhead low & your income rising.**

When: July 16, 23, 30 & Aug. 6

Day/Time: Thursdays, 10-Noon

Location: Jewish Family Services, Bexley, Ohio

Registration Fee: \$250

Early Bird Special – Register by June 30th.

Save \$25 – Early Bird Registration Fee: \$225

For More Information...

To Register: <http://www.mysalestactics.com/entrepreneur>

To Download Flier: <http://tinyurl.com/DiscoverYourInner-Entrepreneur>

To Sign Up For My Ezine & Get FREE GUIDE: <http://tinyurl.com/Barb-snewsletter>



I'd love to hear from you...

1. If you would like an incentive to earn this program FREE – email me at Barb@MySalesTactics.com

2. Post your favorite tip, comments or questions to my blog:
<http://www.mysalestactics.com/blog/>

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