



Contact: Barb Girson

614-855-0446

My Sales Tactics™

Barb@MySalesTactics.com

Finding The Inner Entrepreneur in All of Us — S.U.C.C.E.S.S Breeds Success!

COLUMBUS, OH (September, 2009) - There have been more than 7.4 million more people unemployed since the economic recession began in December of 2007. Although the declines are beginning to moderate, there are still job losses reported in major industries (U.S. Bureau of Labor). As the leaves change colors and summer breezes turn cool, this is the season for personal change. Despite the highs and lows of the economic currents, now is the time to consider starting a business.

Go outside the comfort zone and "Discover the Inner Entrepreneur™" in You. We all have a passion, so turn that passion into a business in which you control - not someone else.

Jewish Families Services(JFS), S.U.C.C.E.S.S Program and Like Minded Moms(LMM), (a networking organization to help moms promote their businesses) are teaming up with Barb Girson, owner/founder MySalesTactics™ to bring to the community a guide to help them be self sufficient and build confidence--

With the support of these two organizations and the guidance of Barb Girson, participants can only succeed:

1) Jewish Family Services, a nationally accredited mental health, workforce, and social service agency that has been helping individuals and families, in both the Jewish and general community, face life's challenges for nearly 100 years (2008).

2) Like Minded Moms, a networking group that strives to help their members grow their business beyond beliefs.

This innovative program, "Discover Your Inner Entrepreneur™"(DYIE), is an opportunity for interested entrepreneurs to attend, explore & determine if being an empowered, enterprising entrepreneur is for them! Barb has been a successful multi-million dollar business entrepreneur for 12 years and has a decade of senior management corporate experience. This program grew from Girson's personal experience.

When Barb Girson was downsized one year ago from her last corporate position, she participated in the SUCCESS PROGRAM, which helps downsized workers find gainful employment. This JFS program offered tremendous support during her transition, and the current economic environment caused her to get creative. "I decided to take charge of my career and document my steps to teach others. No longer will my fate be determined by a board room decision," says Girson. She decided she would take charge of her career and document her steps to teach others. No longer will her fate be determined by a board room decision. She developed a training program to help empower others to start their own business. To staff her firm, she is turning to other downsized workers to fill sales and marketing roles.

Teaming up with organizations such as, Like Minded Moms, and the Jewish Family Services has been one way to extend her reach and quickly establish her business. To show her appreciation, Barb contributes 10% of the course proceeds to Jewish Family Services.

My Sales Tactics, a professional skill development, training and consulting firm is offering a 4 week program, Discover Your Inner Entrepreneur™, that will help people explore various options available to start a business, evaluate what skills they have that might be marketable, determine how they should set up their office, and identify what resources they will need. At the end, they will be able to make an informed choice and have in hand an outline of what they need to do next, if in fact being an entrepreneur is for them!

New business ventures by entrepreneurs are expected to stimulate the economy. . According to Global Entrepreneurship Monitor ("GEM") international research consortium the first global study of high expectation entrepreneurship has found that just 9.8 percent of the world's entrepreneurs expect to create almost 75 percent of the jobs generated by new business ventures. **To learn more or register visit**

www.MySalesTactics.com/entrepreneur. Referred by:

###

My Sales Tactics™ website: www.MySalesTactics.com

My Sales Tactics™ Company [bi-fold] Brochure:

http://www.mysalestactics.com/wp-content/uploads/mysalestactics_brochure_061409.pdf

Discover Your Inner Entrepreneur Flier (revised 9.09)

http://www.mysalestactics.com/wp-content/uploads/Discover_Your_Inner_Entrepreneur-by-Barb-Girson.pdf

NEWS FLASH: Barb will be speaking on Thursday, November 5. She will be sharing "Why Being An Entrepreneur During Your Job Search Makes Sense!", at the Scioto Ridge Job Networking Group, Gahanna, Ohio, 8:00 PM! Attend, meet Barb and hear her entrepreneurial insights.