



The Sassy Ladies' Toolkit for Start-Up Businesses

By Michelle Girasole, Wendy Hanson, Miriam Perry

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Starting a business is serious stuff, but it doesn't have to be dull. Not when you have the resources of The Sassy Ladies. They share their own experiences as well as rich insights of other solopreneurs who have learned valuable lessons running their businesses.

The Sassy Ladies' Toolkit for Start-Up Businesses is a reference guide and workbook designed to get your business from the dream stage to the "oh-my-gosh-I'm-running-my-own-business" stage, all from women who have been there.

"When you're thinking about starting a business, you need to know what specific things you can do RIGHT NOW that are going to set you on the straight and narrow. *The Sassy Ladies' Toolkit for Start-Up Businesses* is THAT book, leading you down the path of courage, change, and success. If you're ready to take that walk, then you simply must have this book with you." -Lena L. West, CEO and chief strategist at xynoMedia Technology, and business advice expert for Entrepreneur.com

"Savvy, practical 21st century advice served up with the sassy tone of smart, experienced, and expert advisors. *The Sassy Ladies' Toolkit for Start-Up Businesses* will help you turn your dream into dollars." -Susan L. Colantuono, CEO and founder, LeadingWomen.biz

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Editorial Review

Review

This book rocks! You have a business idea and need to know what's next -- The Sassy Ladies have your answer. If you want to attract the wisdom of women who have been there before, The Sassy Ladies are serial entrepreneurs. What's better than learning and laughing at the same time? Learn the secrets of success from three women with a sense of humor and a focus on business! --Jeanna Gabellini and Eva Gregory, co-authors of *Life Lessons for Mastering the Law of Attraction* with Jack Canfield and Mark Victor Hansen

Every entrepreneur at every stage of business needs *The Sassy Ladies' Toolkit*. It not only provides practical business advice, but also offers inspiring stories of women who have shaped their destinies by choosing the path of entrepreneurship. --Carol Malysz, former director, Center for Women & Enterprise, Rhode Island

The Sassy Ladies' Toolkit for Start-Up Businesses is THE book that will take you step-by-step to start your business. It's a must-read for anyone wishing to succeed in her first year and grow for years to come. This book is refreshing and informative, and it will give you the burst of confidence you need to say, 'I CAN DO THIS!' --Patti Salvucci, executive director, Business Networking International (BNI) Massachusetts

About the Author

Michelle Girasole recently sold her partnership in Precision Web Marketing, and is an online marketing services expert. She has helped her clients, which range from female-owned startups to Fortune 500 companies, market their products and services online, using tools such as search engine marketing, permission based email, podcasting, blogging, and website analytics. Michelle regularly teaches workshops and seminars to entrepreneurs, businesspeople, and business school students. She helped launch a peer-to-peer business advisory board program for the Entrepreneurship Forum of New England. She received her master's degree in business administration and marketing degree from the University of Rhode Island. She is the mother of two young children and three old cats, and the wife of one handsome husband.

Wendy Hanson is a business coach and consultant. She co-founded Corley Hanson Associates in 1998, a coaching and leadership organization working with corporations around the country, including Google. Wendy has extensive experience coaching women in business. She owned a retail store, Wendy's Country Things and Herb Garden in Groton, Massachusetts, for three years. In her formal role as a special education administrator, she developed many businesses that provide training opportunities for people with disabilities. One of those businesses, Petalworks, produced potpourri from donated funeral flowers. The potpourri became part of a line of products for a national stationary and gift basket company. In 2004, Wendy was awarded the Women in Business Champion of the Year Award from the Small Business Administration in Rhode Island. Wendy has a master's degree in organization and management from Antioch New England and is a certified professional co-active coach from the Coaches Training Institute.

Miriam Perry develops effective business and marketing communications for companies in the corporate and non-profit sectors. Whether developing and implementing a full-scale strategic communication plan for a new employee program, evaluating materials to ensure they meet their objective, or writing a case study, Miriam provides solutions that ensure the right message is not only produced, but received by its intended audience. Her clients and employers have included Bryant University, Blue Cross Blue Shield Rhode Island, FM Global, Fidelity Investments, and Mayo Clinic. Miriam gets a kick out of the fact that she can make a good living doing what she loves the most: writing. Before her lifelong dream of being a published and paid

writer came true, she was a member of the United States Air Force. That's where she learned to Aim High! and fold her t-shirts into perfect, six-inch squares; the former has been very useful in making her dreams come true, the latter not so much.

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