



BIRTHING the ELEPHANT

The woman's **go-for-it!** guide
to overcoming the big challenges
of launching a business

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“Quick Tips” Close Each Chapter, including the Ten Biggest Pitfalls Women Entrepreneurs Face

Pitfall #1: Romanticizing

Take off the rose-colored glasses. Flexibility is great, but it comes with choices.

Pitfall #2: Bad Help

Find advisers you can rely on—and don't skimp on legal advice.

Pitfall #3: Bad Networking

Don't confuse networking with selling. Create circles of influence.

Pitfall #4: Burnout

Don't put your needs last! Take care of yourself: recharge and renew.

Pitfall #5: Misspending

Give up the grandiose! Stay lean. Spend lean. Image is just that—image!

Pitfall #6: Misusing Time

Don't get trapped in trivial pursuits. Consider hiring an administrative assistant.

Pitfall #7: Underpricing

Price smart so you can stay profitable. Love your clients, but service them wisely.

Pitfall #8: Costly Advertising

Promote your business yourself. Learn how, and you'll reap amazing benefits.

Pitfall #9: Lack of Self-Trust

You know the most about your business. Don't give away your power to “experts.”

Pitfall #10: Thinking Small

Don't hitch your wagon to a fence! Think big, aim high, act successful!

National Small Business Week

April 21-25, 2008

Each year the President of the United States issues a proclamation calling for the celebration of Small Business Week. National Small Business Week, sponsored by the U.S. Small Business Administration (SBA), honors the estimated 25.5 million small businesses in America that employ more than half the country's private work force, create three of every four new jobs, and generate a majority of American innovations.

T e n S p e e d P r e s s

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