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# WOMEN BUSINESS OWNERS

[www.womenbizowners.org](http://www.womenbizowners.org)

## Start Your Year With A

# BANG!



## Economically Friendly Resolutions!

ORGANIZATION  
PROVIDING  
EMPOWERMENT  
FOR WOMEN  
BUSINESS OWNERS  
AND EDUCATION  
FOR FUTURE  
ENTREPRENEURS

*Women Business Owners Organization*  
Jan \$3.99USD

# WOMEN BUSINESS OWNERS Magazine

## **Magazine Team:**

Cindy Clark, President  
Rebekah Jones, Copy Editor  
Ginger Marks, Production Coordinator  
Kristine Sheehan, Art Editor

## **Executive Board:**

Anna Campbell, Founder  
Cindy Clark, President  
Wendy VanHatten, Vice President  
Lisa Wald-Guarino, Secretary

OPEN POSITION, Member at Large  
OPEN POSITION, Treasurer

## **WBO Leaders:**

JoAnne Barton, Volunteer Organizer  
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Patricia Boes, Membership Director  
Tracy Collins, Technical Director  
Ginger Marks, Managing Editor

## **WBO Staff:**

Andrea Okrentowich, Exec Asst/Grant Writing Coordinator  
Sherry Simoes, Mkg Asst and Panel of Experts Coordinator  
Donna Cravotta, Marketing Assistant  
Stacey Virgo, Charity Coordinator  
Kathy Allen, Author's Corner Coordinator  
Agnes Ikotun, Marketing Assistant  
Patricia Garrison, Butterfly Coordinator  
Laura Wheeler, Technical Assistant

**Women Business Owners (WBO) is a 501c3 non profit organization,** founded in February 2004, with the mission to educate, empower, and enhance the lives of women business owners and children throughout the world.

\*Women Business Owners (WBO) announces their newest initiative: **Jr Apprentice US Program.** This educational apprentice program is for children 10-18 in age, within the United States that are interested in being business owners.

**WBO Podcast,** listen to amazing women from around the world covering all areas of business and personal life for women. Available on our group website.

[www.womenbizowners.org](http://www.womenbizowners.org)



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# President's Message



Cindy Clark  
President

Welcome to 2010! A new decade, new year, new month and a new You! You now have the opportunity to begin again! What a wonderful thought! For WBO, we are starting off with new leaders, new volunteers, new members. And we are doing a bit of reorganizing. Just like many businesses are. We are planning for new opportunities in the coming months, including moving our magazine from monthly to quarterly starting in April. We have changed our membership levels and some of the ways in which we do business. We hope you will like the changes and stay with us through this next growing phase that we are experiencing.

What changes are you planning in your business? What do you need to do to up-level your business? Do you know? Take a look at our Panel of Experts, they are here to help you, guide you or inspire you.

I am excited about my trip to Napa Valley, California next week. I will be meeting with our Founder, Anna Campbell and our Vice President Wendy VanHatten to discuss moving WBO forward. If you are in the Napa/Vacaville area and would like to get together with us, please let us know. We are planning a "WBO Get Together" and would love to have you join us! Look for details on our Facebook Group Page and Twitter page.

The three of us will also be meeting with Napa area conference sites to determine the best place to hold our next WBO Conference in the Fall. Details coming soon! I will update you as soon as I return.

My hope for you as this new year begins is that you are in a place of peace, happiness and excitement as you move your business forward. If there is anything we at WBO can do to help you, please don't hesitate to contact us. I love hearing from you – any suggestions and/or ideas are also welcomed!

**“Go confidently in the direction of your dreams! Live the life you've imagined.” ~ Thoreau**

Fondly,  
Cindy Clark  
WBO President

Visit our group website for more information: [www.womenbizowners.org](http://www.womenbizowners.org)

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Shop from a wide variety of items created by our members to help you with your business or personal needs. Each item is donating 30% or more back to WBO.

## **Elizabeth Tote** ~ Handcrafted by Jennifer Hudson with Mimsi Bags.

This tote is perfect for the Business Woman-on-the-Go! Originally designed with the Women Business Owner, Realtor®, Mortgage Lender or Attorney in mind, this tote will carry everything you need, and make sure you arrive in style!

At 18" wide and 12" tall, it is large enough to carry legal-sized folders, plus our pens, palm, calculator, wallet, checkbook...you get the idea! We can also add a key fob so you don't lose them in the roominess. Price: \$125



## **Java Jammie** ~ Handcrafted by Julie-Marie with Julie-Marie Bags

This cute and fun Java Jammie has a pink background with white polka dots and white daisies. A matching daisy button makes it irresistible! This Java Jammie is extra special because all profits benefit Women Business Owners. Price \$7.00



Women Business Owners provides education and support for more than 3,000 women business owners throughout the world with online and offline resources. WBO's mission is to help more women succeed in business.

## **Pawnut - Apple Biscotti** ~ Handmade by The Gourmet Dog Bakery

Let your canine dig his teeth into our crisp on the outside but soft on the inside Pawnut Butter - Apple Biscotti. Made with: stone ground organic whole wheat flour, organic peanut butter, milk, unsweetened applesauce and cinnamon.

As always, The Gourmet Dog Bakery only uses the best ingredients when baking our goods. Our Pawnut Butter - Apple Biscotti is sold in quantities of 1/2 dozen. Price: \$5.99

<http://www.womenbizowners.org>

### **Show Case Your Product in the WBO Gift Shop:**

Star and Premier members are encouraged to participate in our WBO Gift Shop by choosing one product or service they will donate 30% or more back to Women Business Owners. Contact [info@womenbizowners.org](mailto:info@womenbizowners.org) for more information about our Drop Ship Policy.





## New WBO Members

**Jennifer Ralston**

Provare

[www.provaredesigns.com](http://www.provaredesigns.com)

**Shandra Jackson**

Melange Printing and Design

[melangeprinting.com](http://melangeprinting.com)

**Leslie Diamond**

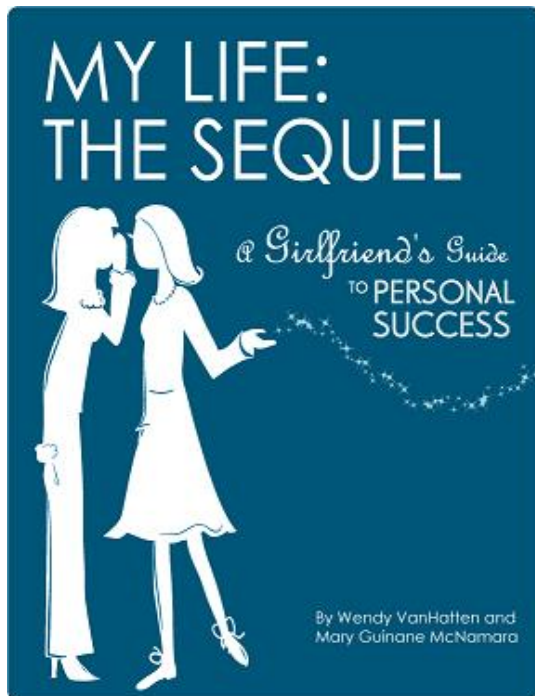
Leslie Diamond Voiceovers

[www.lesliediamond.wordpress.com](http://www.lesliediamond.wordpress.com)

**Delaine Ulmer**

Ultimate Design

[www.ultimatedesignva.com](http://www.ultimatedesignva.com)



Need time for You?  
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[wvanhatten@gmail.com](mailto:wvanhatten@gmail.com)

[www.mylifethesequel.com](http://www.mylifethesequel.com)

# Welcome from our WBO Magazine Staff Area

All articles must provide useful and high integrity information that is helpful to women in business. We accept topics related to business, marketing, integrating home and family with business, and much more relating to women in business. We ask that you provide unique, well-written, informative articles. We reserve the right to refuse any article for any reason.

All written content that you submit to this site must be writing that you have the legal rights to post to our site. By posting your article to our site, you are granting us Non-Exclusive Copyrights - which means you are giving us the legal right to use it, but you are NOT surrendering your right to use it elsewhere. WBO does not own or retain any rights to the articles written...we are merely privileged to read and grow from them. WBO Magazine reserves the right to edit submitted articles. Each author will be credited by name in publication.



The number of articles to be written is decided by each article writer herself. We encourage members of the WBO News Magazine Writers Team to submit at least one (1) article a month, however we do understand the flow of creativity is different for everyone and we do not want this to become a chore. Therefore the final decision will be yours.

*Each article must be publication ready (edited) and submitted to our WBO Magazine Editor Rebekah Jones @ rebekah@womenbizowners.org for approval. WBO Magazine reserves the right to modify submitted articles. Each author will be credited by name in publication.*



Clark



Marks



Sheehan



Jones



# Three Tips for Creating Space and Opening the Flow in 2010

by Alicia M. Forest, MBA,

I've been spending a lot of time lately getting ready for 2010 - planning, organizing, strategizing, visioning, and more. There are many transitions and transformations on the horizon for me and my business and much to do to prepare for them, so I'm making space and opening the flow .

Here are some of the ways I'm doing this in my business that you can do too:

## 1. Clean Up Your Business Time

Time is your only non-renewable resource. If you've ever experienced days when you don't know where the time has gone, but you do know you haven't accomplished much, then you



need to take a serious look at just what is eating up those precious minutes.

My coach's request of you is to track your time for the next two weeks. Like a food diary makes you intensely aware of what you're eating, a time log will allow you to quickly and easily identify where you're frittering time away.

Most likely culprits...

E-mail and TV (yes, I know some of you are 'watching' TV while you're online, and no, that's not multi-tasking, that's just pure distraction).

Once you are aware of where your time is going, make a conscious effort to redirect it to more productive - or even more restful - activities. Turn the TV off (or TIVO/DVR whatever it is you must watch and give it your full attention later). And don't leave your e-mail open all day long! Allot specific time to read and respond to it instead.

You'll be amazed at how just doing this simple exercise will free up the time you want for more important (and fun!) things. (Be sure to read Part 2 of this article next week where I'll share more specific and effective tips for handling e-mail overload.)

## 2. Clean Up Your Business Space

Now is a great time to go through your files - computer and physical - and delete or organize them for moving forward to 2010.

*(Continued on page 30)*

## WBO Online Article Library

Our Article Library has been created for the use of our members. It is for women who would like to learn how to start a business, grow a business, maintain a business, and lead the life they are searching for. You will find a variety of categories below that are filled with articles, recorded classes, and other informational type documents just waiting to be opened and explored.

We are always looking for additional resources to add to our directory. Please feel free to contact us with any articles, business documents, and other business related items that you would like to see added to this directory. You may contact us via email [articles@womenbizowners.org](mailto:articles@womenbizowners.org).

### Visit Today:

<http://www.womenbizowners.org>  
(Under RESOURCE AREA)

### Quote of the Month

*"There is no greatness without a passion to be great, whether it's the aspiration of an athlete or an artist, a scientist, a parent, or a businessperson."  
— Anthony Robbins*



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MONTHLY MOVIE HOT PIX



### Leap Year

Release Date: Jan 08, 2010

Starring: Amy Adams, Matthew Goode, Adam Scott, John Lithgow

Genre: Romance / Comedy

Official Site: [www.leapyearfilm.net/](http://www.leapyearfilm.net/)

Rated: PG -13

Amy Adams and Matthew Goode star in Leap Year, a romantic comedy that follows one woman's determined quest to get married to the perfect guy...despite what fate has in store for her.

When their four-year anniversary passes without a marriage proposal, Anna (Amy Adams) decides to take matters into her own hands. Investing in an Irish tradition that allows women to propose to men on February 29th, Anna decides to follow her boyfriend Jeremy (Adam Scott) to Dublin and get down on one knee herself.

But airplanes, weather and fate leave Anna stranded on the other side of Ireland, and she must enlist the help of handsome and surly Declan (Matthew Goode) to get her across the country. As Anna and Declan bicker across the Emerald Isle, they discover that the road to love can take you to very unexpected places.



# Follow-Up Is the Key to your Networking Success

by Sherry Simoes



## Networking

is a complete waste of time if you do not take the time to follow

up. I know it is difficult to find the time when you are busy. I am sometimes guilty of this myself. You go away with good intentions and then get back to your office where work is waiting and the next thing you know a month or more has passed and the pile of cards you collected is gathering dust. The key is to find a way you can implement this into your day, and I promise the results will be more than worth it.

## Some things you can add to your plan are:

### Add to Your Contact List

Add all new contacts and their info immediately into your contact management system. Note important details that you remember: where they work, how long they have worked there, what is their position, are

they in a position to make business decisions, any common connections, and noteworthy attributes. By astutely listening and taking mental notes at these events, you can analyze their business potential for your company.

## Prioritize Your Contacts

You can give them titles such as Hot, Warm, Cold, Business Connection, Potential Customer, or Supplier Connection. Come up with whatever titles work for you. This will make it easier to find people when you are planning your next promotion or if you need a quote on supplies or services.

## Follow Up with a Card, E-mail

Send a follow up e-mail to all your new contacts and reach out to them on social media platforms. Sending a simple "nice meeting you" e-mail is an effective tool to begin engagement with.

## Capture Them On Your List

Invite them to Join Your

New sletter or Subscribe to Your Blog. The key is to capture them on a list and have a regular means of connecting with them.

## Reach out through Social Networking Sites

Search for them on networks on social media to see if your networks overlap by looking for your new contacts on Twitter, Facebook, LinkedIn or other sites you are involved in.

## Make Plans

Make a plan for each person or group of people you meet and schedule in your follow up. Perhaps you send an e-mail right away and then a card in a month. In 3 months a special report or article they may be interested in, in 6 months another e-mail. I think you get the picture. The key is to make a plan and stick to it.

## Be Creative

Some other things you can do to stay in contact can be to send interesting articles, introduce them to someone in your contact list that you

*(Continued on page 20)*

# WBO Authors Corner

**This team of publishing companies, authors, writers, and marketers; network, mentor and promote each other. We believe that by working together, we will succeed in our individual goals.**

**Authors Corner Leader:**  
**Kathy Allen with Accents of Home**

**Authors:**  
**Diane Tegarden with FireWalker Publications, Inc**  
**Gazelle Simmons with Admin Services**  
**Ginger Marks with DocUmeantDesigns.com**  
**Lisa A. Fredette with Passionate About Life Coaching**  
**Sabrina Schleicher, Ph.D, ACC with Tap The Potential**  
**Sherri Walker with Poems by Daughter of the King**

**Writer's:**  
**Lisa A. Fredette with Passionate About Life Coaching**

**Visit the Authors Corner and learn about the amazing books these members have published and are currently working on.**

**This group is open to all Star & Premier Members.**

**<http://www.womenbizowners.org>  
(Under Resource Area)**



## Volunteers needed for the WBO

### **WBO Board Positions:**

Treasurer and Member at Large  
Assistant for the Membership Department

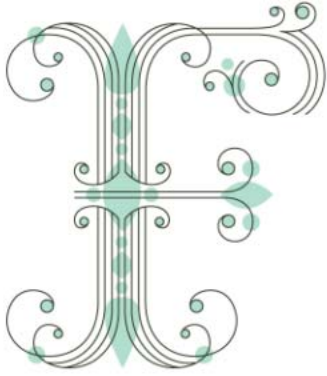
### **WBO Staff Positions:**

Teleseminar Organizer  
Social Networking Administrator  
Department Administrator  
Assistant for the Volunteer Organizer  
Event Organizer

Visit <http://www.womenbizowners.org> and submit a volunteer form to [JoAnne@womenbizowners.org](mailto:JoAnne@womenbizowners.org)

*NOTE: Please be aware that the Treasurers position is one that requires the person to be a CPA and requires us to perform a background check on you.*





or many small business owners just the word marketing sends chills up their spines. Is even the word 'marketing' uncomfortable in your mouth? What

is it that causes these feelings?

For many of us our fear stems from our own reaction to sales. Be honest, when I say the word marketing is your first thought the dreaded phone sales person or the pushy salesman at the department store? Regardless of your answer, what you need to remember is that **marketing is a necessary part of any successful business.** It is the main tool to successfully grow your business.

It has been proven time and again that **marketing is a process, not just a one time fix.** You market to gain new customers and retain old ones. This process is never ending. Done properly it results in healthy profits and a successful business venture.

Once you embrace the need for marketing and venture outside of your comfort zone to promote your product or service you will begin to see exponential growth. You don't have to market in ways that make you totally uncomfortable, but you have to begin. Choose methods that you know will improve your bottom line and that you are a bit more in line with doing.

If you want to let go of the strings and hire a marketing company to assist you to get your marketing efforts underway,

do so. However if you want to be effective in your marketing you must first believe in your product or service. Simple believe will do a lot for your marketing efforts. When you believe in what you are offering you will find it easier to share your belief with those you come in contact with. As a matter of fact, you probably will find yourself trying to STOP talking about what you have to offer rather than START!

## How To Overcome Your Fear Of Marketing?

by Ginger Marks

Besides word of mouth, which is a very effective marketing method, there are many online marketing methods that help you gain new customers, as well as retain or revive old ones. **Create a strategy that encompasses several methods rather than focusing on just one.** It is evident that when marketing is done in this way you create multiple income streams, which results in healthy business growth.

You should create an online and offline marketing strategy that draws your target customers to your web site and your door. Your task is to draw people who are already interested in what you have to offer even before they come to your web site or store. **It is much easier to sell to people who already want and need your products or services.**

Consider things like mailings and coupon books to gain both new and repeat business. A well thought out

*(Continued on page 28)*

# HOW CAN WE MISS YOU...

## *If You Won't Go Away?* by Wendy VanHatten

Have you made your 2010 New Year's Resolutions yet? Do they include travel?

Whether you actually have the tickets purchased, are planning on traveling, or just starting to think about it... here are some more things to keep in mind.

### **"What Can I Take With Me?"**

With luggage guidelines changing as often as plane schedules, it's wise to know exactly what you can carry on, how heavy is too heavy, and just where the airline is going to put Fido or Fluffy. For the ultimate guide to carry-on luggage, check out this website, [www.smartertravel.com](http://www.smartertravel.com). With several guides available on their website,

this is a great resource to keep in mind.

### **"Do I Really Need a Passport?"**

Yes you do. Per the State Department, all U.S. citizens must travel under their current legal names. Plus your passport has to match the name on your ticket. The fee for a new passport is \$75 but there is no charge if your old passport was issued less than a year before your name change. And...you can apply by mail with a certified copy of your marriage certificate as well as your old passport and new photo. Go to [www.travel.state.gov/passport](http://www.travel.state.gov/passport) for more info.

### **"Can I Drink the Water?"**

Since feeling good while you travel is definitely a priority, you need to pay attention to water in certain areas. If traveling outside the US, especially to Mexico, Central America or South America, it is a good idea to drink only bottled water. While

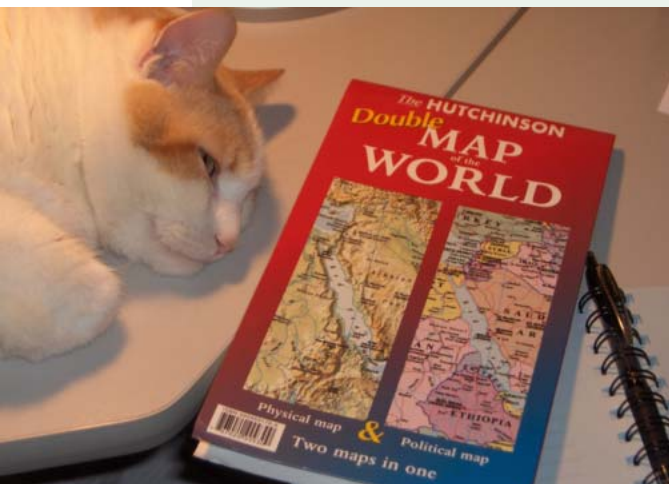
many remember this, they may forget the following. Don't brush your teeth with tap water, avoid ice cubes, make sure your coffee or tea is hot and think about staying away from fruits and vegetables that were washed in local water.

### **"How Much is Too Much When Packing?"**

Make a packing list. I keep mine on my computer, print it out, and modify for each trip. Chances are you won't need five pairs of pants, six pairs of shoes, and three black sweaters. Try to plan your wardrobe around a couple of outfits, include one pair of shoes, and save room in your suitcase.

Have a fun trip.

Wendy VanHatten left the corporate world to become a professional freelance editor, travel writer and author. Check out travel tips, photos, and destination ideas on her blog [www.travelscapes.blogspot.com](http://www.travelscapes.blogspot.com). Her website, [www.vanhattenwritingservices.com](http://www.vanhattenwritingservices.com) highlights her writing services. Her latest book "My Life the Sequel...A Girlfriend's Guide to Personal Success" can be found at [www.mylifethe sequel.com](http://www.mylifethe sequel.com).



# Economically Friendly Resolutions!

by Melissa Foster



Every year women across the world make New Year's resolutions. The resolutions themselves are all over the map: from starting a business to decreasing their waistlines. We covered those types of resolutions in December's column—this month we're on to making economically friendly resolutions.

The state of our economy affects everyone—every business, every family, every individual. Here are a few tips to help you make it through our tougher economy with very few changes.

## Be a smart shopper

Make smart shopping a way of life! Clipping coupons is nothing to be ashamed of. In fact, it's quite the opposite—something to be proud of. You've heard the stories of women clipping coupons and paying \$14.95 for a \$120 grocery bill. Now you can be that woman! Clip every coupon you can find. Hunt for them online and in newspapers and then organize them for easy use. The next step is a little time consuming the first time you do it, but after that it becomes second nature. Look at the circulars to figure out what stores have the items you buy on sale—then shop there! If you find a 10 item for \$10 sale, and you have five \$1 coupons, you've saved not only the original to sales price, but also you

received five free items! A little organization goes a long way. Take advantage. Shop smart.

## Coffee anyone?

Little changes mean a lot. You know that latte that you love? The caramel mocha one? What does it cost, about \$3? Have you checked out the cost to make that same drink at home? Purchase a reusable travel cup with a lid, make your coffee at home, and you'll be surprised at how much money you save—and how many calories!

## Free exercise

If you're anything like me, you love to exercise. I know that without my exercise I feel like a caged tiger. I was a gym-rat for many years! Think about it: the cost of a gym membership is about \$35/month if you are lucky. What do you do at the gym? Walk on the treadmill? Lift a few weights? Did you know that you could simulate all of the exercises from exercise machines at home with free weights? That's right—look into it. Walking is a free exercise, as is running, and luckily, there are several places to do those activities free—your local high school track, or your sidewalk, for example. You can even purchase a treadmill for around \$200—that's only 6 months of your gym fees. Look into it and start exercising for free.

## Plan your meals

How many times do you stop at a fast food restaurant, throw your family in the car for a quick trip a restaurant, or order pizza? It costs about \$5 per pizza if you buy frozen ones, and DiGiorno is pretty tasty. Take half an

*(Continued on page 24)*

An advertisement for a women's business cruise. The text reads: "Do You Have the Tools to Grow in 2010? SOCIAL MEDIA - SALES - BRANDING! MAKE A BUSINESS COMMITMENT TODAY! REGISTER NOW for this Women's Business Cruise Hands on Training | Networking | Brand Development | Growth Strategies www.SuccessOnTheSea.com". Below the text are four small images: a cruise ship, a woman at a computer, a woman in a meeting, and a woman in a presentation.

# WBO Volunteer of the Month Patricia Garrison

*Patricia Garrison is the leader of the WBO Butterflies who welcome members of Women Business Owners to join this amazing team of ladies and start sharing their warm personality and reaching new people everyday!*

*Patricia is also the creator **Team Mom**, a wonderful group of women that help, guide and inspire other women on the journey in business and in life.*

<http://www.ryze.com/go/TeamMom>





# WBO Member of the Month

## JUDI FINNERAN



Judi has been a Beachbody Coach for almost three years. She states, "I know everything which has happened in my life has brought me to this place. It is not about fitting into jeans, it is about becoming healthy and fit and living the life of my dreams."

### Contact Information:

Shake the Fat Off

[www.shakethefatoff.com](http://www.shakethefatoff.com)

P O Box 130153

Carlsbad, CA 92013

United State

760.717.8843

[Judi@shakethefatoff.com](mailto:Judi@shakethefatoff.com)

In-Home Fitness

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[homefitness.com/](http://www.in-homefitness.com/)

[wordpress](http://www.in-homefitness.com/)

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[www.Thehealthybreak](http://www.Thehealthybreakfastclub.com/)

[fastclub.com/worpress](http://www.Thehealthybreakfastclub.com/)



# Travel Stop: Castello di Amorosa

by Wendy VanHatten



## Why would a winery need an authentic 300 year old Iron Maiden and defensive towers? Better yet...should I go alone?



Visitors to Napa Valley, California usually have expectations. High on the list probably includes sampling Zinfandel and Chardonnay at quality wineries, gazing out over acres of picturesque vineyards, snapping photos of lush grapes as they hang around in the sun, eating at some famous chef's restaurant, or avoiding the pit of despair and dungeon. Pit of despair and dungeon? In Napa?

The closest most people come to building a castle is at the beach...and it's made of sand. Not the case with Napa Valley vintner, Daryl Sattui. After fourteen years of labor and dozens of design revisions and county approvals, the drawbridge is now down over the moat. This 121,000 square foot medieval village-type fortress, Castello di Amorosa, is ready for this century...and visitors.

Sattui purchased an old Victorian "fixer-upper" just off Highway 29 two miles south of Calistoga. With a wonderful creek, loads of history, and a home to restore Sattui tells people that he somehow "added a castle" to the restoration project!

This historic property was part of an estate owned by early settler, Dr. Edward Turner Bale, who was given extensive land by the Mexican government in 1846. Bale built the still functioning Grist Mill in what is now Bothe State Park. This property also has the distinction of housing the first winery in Calistoga as well as the first school. Now it has the first castle!

Authentic appearance is what Sattui strived for as the castle was built from both original materials quarried in Napa and some crafted in Italy. When you drive through iron gates up a winding path through part of his 30-acre vineyard, authentic appearance is what you see.

A half dozen stone towers, moat complete with a drawbridge, and winding pathways transport you to anywhere but Napa Valley. What you don't see from the entrance are wine cellars four floors deep, an up-to-date winemaking facility and lab, and, of course, the dungeon.

to-date winemaking facility and lab, and, of course, the dungeon.

Start at the visitor's center for a complete tour. Enter the 72-foot long Grand Banquet Hall where hand-painted frescoes line the ceiling and walls. You'd swear you just stepped off the plane in Siena, Italy. That's because these frescoes were inspired by the real ones at the Palazzo Pubblico in

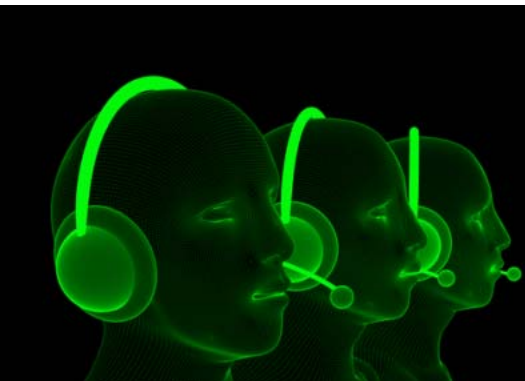


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(Continued from page 11)

think would be of interest, send a birthday card, Christmas wishes. Be creative... how about a Sing Into Spring themed e-mail with some inspiration for a new season? It does not always have to be all about business! If you get stuck, resource the other members, ask for help. Book your free 30 minute Ideas Coaching Session with me to get the juices flowing.

If you are too busy to follow up then I would suggest hiring it out. There are great VAs and assistants out there. Find one that can do what you need done, tell them what you expect and hire them on to do your follow up. Write a comment on the back of each card with any special instructions and keep them in batches so it is easy for your assistant to target them properly with an introduction like "It was nice to meet you at...".



No matter what methods you choose, I believe the secret is consistency. Find a few tactics that work for you and stick with them.

*Sherry Simoes is owner of Creative Concepts Design and Marketing Group as well as Women of Today Inc. a professional group for women entrepreneurs. She thrives on helping women learn to market and promote their business. Visit her blog at [www.sherrylynnsimoes.com](http://www.sherrylynnsimoes.com).*



**SHERRY SIMOES**

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# WBO First Quarter Charity

Since its founding in 2007 by visionary leaders Bobby and Sharon Bailey, **The True Vine Community Organization** has touched the lives by meeting the needs of many in emergency response and by the distribution of food and clothing through our "Barrels for the Harvest Program." As ministers of the gospel we saw not only a spiritual need but also the emotional physical needs of the people. With the support of other ministries and contributors we were able to send many barrels to the Caribbean in the islands of Jamaica, and Trinidad and Tobago. These barrels were able to be a blessing to many churches, children homes, and local communities.

The True Vine believes, practices, and respects the needs of an individual and the family. We have trained diverse staff which is culturally competent and understands cultural differences and special needs regardless of the populations of different races, religions, ethnicity, gender, physical disability, or other characteristics are identified and addressed.

The True Vine needs assistance with clothes, food and supplies for children.

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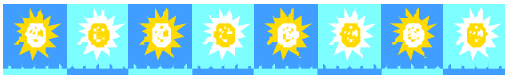
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**Author Corner  
Leader  
Kathy Allen**

kathy@womenbizowners.org



**WBO Marketing  
Assistant  
Sherry Lynn Simoes**

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# Teleseminars

## Finding Peace, Joy and Liberation in Times of Change

Michelle Rosado with Pursuing Your Destiny. <http://pursuingyourdestiny.com>

Part 1 of a 2-Part Series ( January 3 & 10th)

Time: 5 PM PST /8PM EST to 6PM PST/9PM EST

Learn how Michelle Rosado, 9/11 survivor rose above the odds and has now dedicated her life in spreading hope, peace and awareness in this changing world. Michelle has been featured on CNN, NBC and MSNBC and continues to offer inspiration through her writing, public speaking, coaching, and charitable services.

### Part 1 Topics:

Opening Your Mind the Possibilities  
Who are You?  
Rewriting Your Reality  
Giving to Succeed  
Silencing Your Mind

### Part 2 Topics:

Believing it - Now!  
Becoming Inspired  
Trade-offs  
Success from Chaos  
Summary



How to Access Tele-Seminar: Dial In Number: 1 (605) 475-6036 Access Code: 8596037

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## Social Media Connection...Even For Your Blog

Aletha McManama with WordPress to Website <http://wordpressstowebsite.com>

Date/Time: 01/06/10 01:00 - 02:00PM EST

ONLINE- Please join the Social Media Connection...Even For Your Blog Webinar Click to join: <https://www2.gotomeeting.com/join/301454602> 2. TELEPHONE- Call in using your telephone the following dial in info: Dial 1-712-338-7106 Access Code: 301-454-602 Audio PIN: Shown after joining the meeting Meeting ID: 301-454-602

WordPress Has Made It Easier, Now More Than Ever, To Be Able To Connect Your Most Popular Social Media Platforms To Your Blog or Blogsite. And I Want To Demonstrate To You Just How Easy It Is To Make That Social Media CONNECTION And See The Results Of Increased Website Traffic And More Clients!



### **You will walk away from this webinar call learning:**

1. Which popular social media plug-ins are available for download to your WordPress blog site
2. What the definition of social bookmarking is and how you can apply it to your own blog site to increase traffic
3. How to get clients to stay on your blog site once they have come to you via social media
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Jan 2010 | 23

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*(Continued from page 15)*

hour over the weekend to plan your weekly meals. You'll find that you stretch your dollar, and you might even discover a few less pounds in a month or two.

## Get back to family fun

What does your family do for fun? Do you go to the movies? Movies these days cost about \$10 per person, plus around \$4 for a drink and if you splurge, another \$4 for candy or popcorn. That's \$18 per person, and for a family of four, the figures add up quickly. Join a movie program such as Netflix—for under \$20/month you can rent three movies at a time, buy an entire box of popcorn, and bring your family closer together with family movie night.

Do you have a personal or business issue you need help tackling? E-mail me and I'll try to accommodate your request in an upcoming issue: [thinkhappy\(@\)live\(dot\)com](mailto:thinkhappy(@)live(dot)com). Come back next month for more Monthly Motivations!

Melissa Foster is the author of *Megan's Way*, a work of literary fiction ([www.megansway.com](http://www.megansway.com)), and the Founder of The Women's Nest ([www.thewomensnest.com](http://www.thewomensnest.com)), a free online social and support community for women. Connect with other women like yourself - Share a laugh, gain advice, friendship, and fun. Daily at-home exercises and motivations, monthly healthy challenges, book club, scrapbook club, forums, blogs, and free medical, financial, and relationship advice.



**MELISSA FOSTER**



# ***WBO Open Staff Volunteer Positions***

## ***National Building Project Team***

**Marketing Hound:** Spread the word about this project to national and local media resources interested in promoting or joining the project. Needs to have marketing experience and capacity to create marketing materials to draw in the needed participants for a project of this nature. Must have time to participate on this National Building Team. This team will be building the foundation for local models around the world. 1-4 hours weekly (We meet online monthly)

**Sponsor Recruiter, Events Department:** Willing to devote a few hours a week to recruiting sponsors for our Fall 2010 Conference. This position involves researching potential sponsors, sending an already prepared letter to the potential sponsor and following up with them. It also involves documenting the requests sent and the responses in a spreadsheet.

## ***Overall Group Positions Available***

**Project Coordinator:** Is responsible for overseeing projects by building a team of the necessary member for the particular project. Task and member types will necessarily change according to the particular project. Also responsible for establishing timeline and deadline for each project.

**Jr. Apprentice US Coordinator:** creates team of individuals to set-up program, maintain program, run program, focus on improving the program, assist with fundraising for program, and submit information to Project Director Monthly. May create an assistant position to help with duties.

Visit our group site to apply for these positions. [www.WomenBizOwners.org](http://www.WomenBizOwners.org)  
Volunteer Director: Kathy Allen [kathy@womenbizowners.org](mailto:kathy@womenbizowners.org)

# WBO Annual Charity



**girls** for a change

is a national organization that empowers girls to create social change.



<http://www.girlsforachange.org/>

Girls For A Change (GFC) is a national organization that empowers thousands of teen girls to create and lead social change. GFC provides girls with professional female role models, leadership training and the inspiration to work together in teams to solve persistent societal problems in their communities. Explore our web site to learn more about how you can join our movement and how girls are transforming our world--and reinventing girl culture--through GFC!



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# Start 2010 With A Bang

*by Corrie Petersen*

New Year's Eve is a time to celebrate, a time to have fun, and a time to remember all the wonderful things you accomplished that year. New Year's Day is the time to start over. It's the time we take to set new goals for the year. We decide what we want to do in the New Year and what we will do next with our businesses.

Start 2010 with a bang! Make your dreams become reality. Sit down and decide what you will need to do to take your business to the next level. Make 2010 the year you will succeed!

Look at where your business is at right now. Think about what you would like to do next with your business. Decide what you need to do to take it to the next level.

Taking your business to the next level will require work on your part. No matter what kind of business you run, it will take some work. You may need to add more work hours in your day, you may need to outsource another project, or you may need to help others grow so you can grow. No matter what it is you need to do to grow your business, you just need to do it.

The first thing you need to do is decide what you want to do to grow your business. Write down the ultimate goal and keep it in mind while you plan the rest of your plan.

When you break your goal into small steps, you'll feel like it's a reachable goal. Get a piece of paper and at the top write your ultimate

goal. Then write down the next step which is one step down from your goal. Take this one step further and on down the next step down from this goal.

You'll need to write down in detail what you need to do to reach your goal. This could be phone calls to potential customers or business builders if you are in direct sales or contacting past customers if you provide a service. Write down each and every task that will need to be done to reach that goal.



Basically you will be breaking your ultimate goal down into weekly goals. When you do this, you'll feel so much better about everything. You'll see how much easier it will be to reach it.

Setting goals is the way you will grow your business. You will see what you want to do and how to do it. Goals help you have a better understanding of the work that needs to be done each week to grow your business.

So start 2010 with a bang. Take your business to the next level in the New Year. Make it happen. You can do it because you are you, and you know what you want!

Corrie Petersen runs a successful Virtual Assistant business. She enjoys helping others reach their goals and dreams. Check out her website at [www.virtualfreedom4you.com](http://www.virtualfreedom4you.com).



(Continued from page 13)

marketing plan will look something like this:

- Coupon Book Ad to target market area
- Email campaign, spread out over one month, sent 3-days apart
- Phone campaign follow-up

Greeting Card or Postcard mailing, sent as thank you or promotional to both existing customer base and new prospective customers who have shown a minimal amount of interest.

These are just some suggestions and in no way am I stating that you have to use this exact solution for your business. The point I am making here is, simply put, start somewhere, follow through, and then start over again. With each specific marketing effort you gain confidence and skill making it that much simpler to undertake the subsequent campaign.

*Marketing is not about being a sleazy used car salesman - it is about drawing in your target customers who are already interested in your products and services.*

As stated earlier, if you don't have the time to manage your marketing efforts or you simply cannot bring yourself to take that proverbial step outside of your comfort zone, a marketing company may just be the answer you are seeking.

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Ginger Marks is the founder of the **DocUmeant Family of Companies**, We Make YOU Look GOOD! For more information, visit <http://www.documeantdesigns.com/>. Her **2010 annual edition of Holiday Marketing Guide, Your business marketing calendar of ideas** is now available at <http://www.HolidayMarketingGuide.com>. Currently Ginger is the Production Coordinator for *Breathe Again* and *Women Business Owners* magazines. She also offers a wealth of knowledge through her ezine *Words of Wisdom* available on her blog <http://gmarks.wordpress.com/>.

Cindy Clark  
Business Strategy Coach

*"Take The Path From Chaos to Freedom"*

Being a woman business owner, you naturally try to do it all, but you shouldn't. Something will fall through the cracks.

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Information coming soon!

<http://www.womenbizowners.org/conference>

### WBO Annual Awards Nominations

**Nomination Guidelines:** The recipients of these awards are required to be present at the WBO National Business Conference in October 2010 in Napa, CA to receive their award. All nominated women will receive a \$50 voucher that may be used towards their 2010 WBO National Conference ticket. All WBO Award Recipients will receive one (1) complimentary 2010 WBO National Conference ticket. Nominations will be accepted until August 15, 2010.

#### **Volunteering Heart:**

Nominate a woman you know that has volunteered within your local or online community and has impacted those she has worked with through her volunteering heart. Share with us her story and where she has volunteered.

#### **2009 Award Recipient: Patricia Boes**

2010 Nominations:

#### **Leading Business Woman of the Year:**

Nominate a woman within your local or online community that has proven to be a leading business woman by growing her business, mentoring those she surrounds herself with and helping her community grow through her own business success. Share with us information about her and her business.

#### **2009 Award Recipient: Regina Baker**

2010 Nominations:

#### **Persevering Business Woman of the Year:**

Nominate a woman within your local or online community

that has continued to build her business through personal or economic struggles and has denied defeat through times of real trials. Share with us her story of determination and her triumph.

#### **2009 Award Recipient: Kathy Allen**

2010 Nominations:

#### **Networking Woman of the Year:**

Nominate a woman within your local or online community that knows how to get around and meet other people within her community and build lasting business relationships with those she meets. Share with us how she networks and how she is able to maintain the business relationships.

#### **2009 Award Recipient: Mary B. Relotto**

2010 Nominations:

#### **Woman of Courage:**

Nominate a woman within your local or online community that has truly shown courage throughout her life or at a specific time in her life. Share with us how she maintained her courage and the results it brought to her life.

#### **2009 Award Recipient: Leyla Hur**

2010 Nominations:

#### **Empowering Woman of the Year:**

Nominate a woman within your local or online community that has empowered the people within her life and those within her community. Share with us how she has impacted those around her by empowering them.

#### **2009 Award Recipient: Stephanie Brehm**

2010 Nominations:

### WBO Chosen Charities

Each year WBO selects 501c3 groups to be their one (1) annual charity, and four (4) quarterly charities to receive physical and monetary donations from members and the general public.

- 2010 Annual charity is Girls For A Change <http://www.girlsforachange.org/>
- 2010 First quarter charity is True Vine Community Organization [www.truevinecommunityoutreach.org](http://www.truevinecommunityoutreach.org)



*(Continued from page 9)*

I spent several hours going through my physical files recently, shredding lots of documents (I love to purge!), and setting up new files for my new Platinum clients as well as empty files for the ones yet to come.

During this process both online and off, I also found a lot of gems I'd forgotten about - pieces of content, systems and processes, tools, resources, audios, and more.

And now that I have a recent visual in my mind of what's in my files, it's literally at my fingertips as I move forward in building my business.

As for my computer, I actually went so far as to purchase a brand new laptop, and I'm being very discerning about what gets transferred over from my old PC to the new. Energetically and electronically, I can feel how much more open the flow is by doing this.

### 3. Clean up Your Business Circle

This one can be a bit difficult, but it's necessary to prune the people you surround yourself with from time to time. It doesn't mean you have to completely disconnect from them (unless they're just weighing you down energetically), but do make a conscious choice to spend more time in the company of those who lift you up.

Let me give you a simple example. If you're on someone's e-zine list just because everyone else is or you feel like you should be, but you either a) don't read it or b) don't feel good when you do read it, just unsubscribe and allow the space for something that resonates with you to take its place.

Or maybe you're part of a mastermind group that you feel you've outgrown. Now is the time to graciously bow out. Once you do, you open the space for a new group to form around you that better supports where you are now.

How are you making space and opening the flow for the new year? I'd love to know - please leave your comments below.

**Alicia M Forest, MBA**



Alicia M. Forest, MBA, 6-Figure Business Breakthrough Mentor, teaches self-employed professionals how to attract more clients, create profit-making products and services, make more sales, and ultimately live the life they desire and deserve. For FREE tips on how to create wild abundance in your business, visit <http://www.ClientAbundance.com>

*(Continued from page 19)*

Siena. Doorways and window shutters, all complete with ornate wrought iron hinges, locks, and gates, appear to have been brought in from some old falling-down castle. They weren't. Made to look like the century they came from, they were actually hand crafted a few years ago.

Continue below ground at least three levels to 900 feet of caves and the single most impressive wine barrel room in the US constructed with ancient brick Roman cross-vaulted ceilings.

Tour continues. What castle would be complete without its dungeon and full array of torture equipment? Try to imagine being stuffed into an authentic iron maiden or laid out on the rack. If that wasn't enough, there were always the wall shackles. And don't forget the pit of despair. Our guide told us this was used as the last resort, and most enemies (or wine thieves) didn't want to end up down there. Can't say I blame them. I don't believe there's a way out.



**Accents of Home**

Kathy Allen - Owner  
 713-582-0154  
[www.accentsofhome.com](http://www.accentsofhome.com)  
[kathy@accentsofhome.com](mailto:kathy@accentsofhome.com)



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The tour does end on a much happier note, however... wine tasting. What's not to like about some Super Tuscan Sangiovese or Diamond Mountain Cabernet after a hard day of avoiding the dungeon?

This castle is worth a side trip if you are in the area.

If You Go:

Castello di Amorosa is located at 4045 North St. Helena Hwy., Calistoga, CA, just 5.5 miles north of St. Helena on the left.

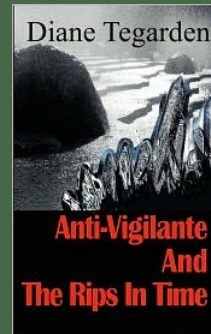
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Wendy VanHatten is a professional freelance editor and travel writer, based in Vacaville, CA.

WENDY VANHATTEN

## Featured Author Diane Tegarden



### **Anti-Vigilante and The Rips in Time**

Terrax, the Crystal Planet, is an exacting world. A place where human physical contact is impossible and stepping outside is virtual suicide. The atmosphere is a hurricane of Coriolis winds and deadly scattershows, composed of toxic metals formed into whip-like threads kilometers long. Immense Ocean Domes cover over the toxic sludge where the oceans used to be, and the surface of Terrax is covered in crystalline structures, called the Hives, where only the upper crust lives. No one can survive the raw elements; all must reside inside buildings, vicariously living through virtual reality programming.

To believe the tales of "Olde Earth", a place where clean water flowed from the sky, where the outdoor air was breathable and edible food grew out of the ground? These were no more than nestling's stories, ancient mythology from a distant Time.

Until the Rips in Time occurred.....What happens next changes Terrax forever.

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Wendy VanHatten with Vanhatten Writing  
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## Become a WBO Member Today!

This membership is for our ladies who are focused on their primary business and are looking for educational support, networking opportunities, promotional advantages, and real time business success. Memberships starting at only \$10 a month or \$100 for a whole year!

### **Premier Level I Membership:**

This membership is for our ladies who are focused on products or services they are selling. \$10 monthly.

#### **Benefits:**

- New Members announced in WBO Magazine
- Complimentary invitation to attend all of our WBO produced classes, workshops and teleseminars
- Receive Monthly WBO Magazine
- Discounted advertising rates for WBO Magazine and WBO Website
- New Members Welcome E-Book
- Annual Member Directory with your single business listing
- Listed in online Business Directory
- Authors Corner
- Access to entire organization website

### **Premier Level II Membership:**

This membership is for our ladies who are focused on reciprocity for business growth and being featured speakers in WBO related seminars, conventions, and other non-WBO related events. \$30 monthly.

#### **Benefits:**

Includes Level I Benefits

- One (1) Seat on Panel of Experts
- Invited to speak at a minimum of two (2) WBO produced teleseminars, receive complimentary recording for your business marketing use.
- Half (1/2) Page ad in each issue of the WBO Magazine for length of active membership
- WBO National Conference attendee discount and ability to register early

### **Premier Level III Membership:**

This membership is for our ladies who are focused on empowering other women through health and wealth philosophies. \$50 monthly.

#### **Benefits:**

- Includes Level I & II Benefits
- One (1) Seat on National Advisory Board
- Private Level III bi-annual retreats
- Full Page ad in each issue of the WBO Magazine for length of active membership
- WBO National Conference speaker invitation

## Join Us Next Month...

Thank you for allowing us to be apart of the journey you are on with your business. This is an amazing journey with ups and downs. Remember that we are here to help you learn about all areas of your business and we are cheering you on for success!

We look forward to working with each and every one of you over the next year to build your business. Having a group that believes in you and supports you is an opportunity that you can share with friends and family. Sharing information is an amazing freedom and we are thankful to share this freedom with you.

We believe in you and we believe in your success!

Join us online: **Women Business Owners**  
<http://www.womenbizowners.org>







*The staff at **WBO**  
wishes you...*

**1**

January

*A Happy  
New Year*