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Susan Wilson SOLOVIC

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THE GIRLS' GUIDE to BUILDING a MILLION-DOLLAR BUSINESS

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Author of The Girls' Guide to Power and Success

Foreword by Michael E. Gerber
author of The E-Myth Revisited

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Susan Wilson SOLOVIC : The Girls' Guide to Building a Million-Dollar Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Girls' Guide to Building a Million-Dollar Business:

0 of 0 people found the following review helpful. It is an okay read but not a blueprint to set up your own businessBy Nic McIf you've read other business books or books about entrepreneurship, this will fall flat. Its encouraging (sort of) but nothing newsworthy. I would gift it to someone who might be just getting started, or someone just thinking about starting her own business. But nothing revolutionary is here.3 of 3 people found the following review helpful. don't botherBy MichelleA third of the book is basically a pep talk on starting a business. Most of the remaining information presented can be found online for free. If you want to read this book, I suggest picking up a copy at the library. Don't waste your money on buying your own.0 of 0 people found the following review helpful. Million-Dollar LOVEBy MVPThis book is exactly what I needed to gain perspective into what it takes to building a lucrative business. I myself

am a business owner, and the advice in Building a Million Dollar Business is matter-of-factly delivered, which I appreciate. Great advice for a great value!

Women have all been told that nice girls don't get the corner office. And they certainly don't strike out on their own to start a million-dollar company. . . Fortunately, we all know better. As the head of the highly successful SBTV.com (Small Business Television), author Susan Solovic is an authority on making money and building a thriving business. Now in *The Girls' Guide to Building a Million-Dollar Business*, she shows women how to gain the confidence and knowledge they need to become successful entrepreneurs. Featuring interviews with daring, powerhouse women like Gayle Martz, President CEO, Sherpa's Pet Training Company, and Taryn Rose of Taryn Rose International, Solovic offers frank advice and hard-won lessons including: **• Taking emotions out of the workplace. Make business decisions based on what is best for the company, not on your personal feelings.** **• Thinking big and bold. Believe that you can be successful and be willing to announce your intentions to the world.** **• Managing for growth. Hire the right people and discover the best ways to keep them.** **• Never being afraid to take a chance. Boost profits by taking financial risks.** Inspiring and unflinching, *The Girls' Guide to Building a Million-Dollar Business* shows women that not only do they have the power to earn more money and control their financial destinies—they deserve to.

From Publishers Weekly Only 3% of women-owned businesses in the U.S. gross a million dollars or more in revenue. It doesn't have to be that way, according to Solovic (*The Girls' Guide to Power and Success*), CEO of SBTV.com. Women face deeply ingrained challenges on their way to wealth, from a discomfort with talking about money to a fear of success, but are also more inclined to create flexible working environments that cater to the needs of their employees as well as to the bottom line. Solovic lays out the steps to success: chutzpah, determination, managing changing relationships, keeping employees and customers happy, getting and maintaining credit, overcoming gender bias and creating a successful business plan and a solid brand. Though her cheery, can-do outlook is infectious, the lessons bog down in a plethora of quotes and personal stories from women (and a surprising number of men) who have made their financial mark. Nonetheless, this is a useful and encouraging guide, providing solid advice and resources to help women achieve and sustain entrepreneurial success. (Nov.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Solovic's is a terrific tutor on such business basics such as core values, angel investors and exit strategy." - Sky (Delta's inflight magazine), January 2008 About the Author Susan Wilson Solovic (St. Louis, MO) is CEO and Chairman of SBTV.com and a respected consultant, columnist, and public speaker. She serves on advisory boards for the John Cook School of Business Entrepreneurial Studies at Saint Louis University and the Women Presidents' Organization. Solovic is a popular guest on radio and television programs across the country, including CNN News and Early Today . She is a small business contributor on ABC America This Morning and is the author of *The Girls' Guide to Power and Success* (978-0-8144-7227-9).