



Women's Advantage Forum

- Did you know that over **10 million US women own** their own businesses?
- Did you know that **only 5%** of them ever reach \$1MM in annual revenue?
- Did you know that most women give up, thinking it's not possible to ever reach the **\$1MM mark?**

Imagine if there were a structured format you could follow to gain this level of success in YOUR business.

If you are “playing” at business, The Woman's Advantage™ Forum is definitely not for you. Our Forums bring up to 14 serious women business owners together each month for a 3-hour structured business expansion session. Due to the confidential nature of the meetings, no direct competitors are allowed. Your Forum holds 12 monthly meetings each year.

The Woman's Advantage® Forum brings so much success to so many women in so many ways.

Within a circle, there is no beginning and no end. It is a simple—yet perfect—shape that represents a constant state of wholeness and unity. And that's why The Woman's Advantage® mark is that of women surrounding each other, supporting each other, **holding each other up.**

Members of The Woman's Advantage® gather at our forums—discarding the scarcity mentality society often seems to force upon us and purposefully embracing a mentality of greater abundance. These forums—these powerful circles—provide women the wisdom, experience and business acumen required for the level of success they desire to achieve. We come to the forum as strong, capable individuals. **But, together**—within our circle of Advantage sisters—we become absolutely unstoppable.

Our Goal

The Woman's Advantage® Forum is a radical new opportunity for women who own small businesses to receive the mentoring and support they need to achieve their goals. Whether you want to reach the \$1MM mark, double your revenue—or whatever you dream for your business—The Woman's Advantage® can get you there.

The Woman's Advantage® Forum is a radical new opportunity for women who own small businesses to receive the structured training and support they need to grow their businesses dramatically.

Each Forum consists of up to 14 non-competing women business owners who meet once a month for a highly-structured, three-hour interactive session.

Year 1 Forum

The Woman's Advantage® Year 1 Forum gives you the opportunity to set your business on the path for dramatic growth. Each month you read a chapter in our best-selling book, "The Woman's Advantage: Structure Your Success" and complete a chapter in the accompanying workbook. You then meet with your Forum of 14 local women business owners to apply what you learned to your business.

No case studies...Nothing theoretical...all real-world info for your real-world business. At the end of each meeting, you make a commitment to your Forum members, "Here's what I'm going to do before our next meeting." That commitment drives you forward month by month.

Here are a few of the monthly topics you'll apply to your business:

- How to Assess Your Strengths and Bolster Up Your Weaknesses
- Organizing Your Business for Growth
- Establishing Realistic Objectives...and Achieving Them
- Understanding Your Value to the Business
- Developing Your Niche and Expanding Your Influence
- Targeting New Clients in Your Niche

Year 2 Forum (optional)

The Woman's Advantage® Year 2 Forum gives you the opportunity to dramatically expand your business. To become a Year 2, member, you must have completed The Woman's Advantage® Year 1 Forum. The format is similar: you read a Year 2 chapter and complete a chapter in your Year 2 workbook. You then come together with your local Forum members to apply what you learned to your business.

No case studies...Nothing theoretical...all real-world info for your real-world business. At the end of each meeting, you make a commitment to your Forum members, "Here's what I'm going to do before our next meeting." That commitment drives you forward month by month.

Here are a few of the monthly topics you'll apply to your business:

- Developing New Product/Service Offering
- Developing Alliances
- Preparing for and Conducting a Successful Sales Call
- Making a Great Sales Presentation and Closing the Deal
- Gaining and Capitalizing on Certification as a Woman-Owned Business
- Reassessing Your Strengths and Weaknesses