

**Motivational
thought of
the month**

"Our comfort zones can be our greatest enemy to our potential." - David Cottrell

This can apply to your business or personal life, family and friends. Trying something new (and we're not talking about sampling the Moo Goo Gai Pan at your local buffet!) almost always requires a leap of faith into the unknown, which can be terrifying. The greatest risks also bring the greatest rewards, though; keep that in mind the next time you're faced with a new opportunity that takes you out of your comfort zone.

Welcome to It Is A Woman's World!



Thank you for your interest in our introductory newsletter. Please stay tuned each month as we provide you with business tips, motivational thoughts, and simple ways that women everywhere are helping other women succeed.

If you're struggling in your business or personal life, please know that you're not alone. Every situation you find yourself in has been experienced by others before you, and these other women want to help you find the answers you're looking for! You may not have anyone to turn to for help or, like so many women, you don't want to burden others with your problems. If that's the case, it's time to get past that negative thinking! We all need a little help now and then, and there's no shame in asking for assistance when you need it.

As women, we are each other's best supporters because we understand the complexities of balancing work with family life. It's in our nature to put others' needs before our own, but taking care of ourselves is vital to our success both personally and professionally. After all, how can we give our best to family, friends, and colleagues when we're rundown and dejected? Take time to rejuvenate yourself and everyone benefits!

Kimberlee Frank, Cofounder of It Is A Woman's World, says, "I am committed to empowerment, integrity and togetherness of women." Her passion for bringing women together to help other women shows in the creation of this exciting new group.

According to Kristen Reneski, the organization's other Co-founder, "Give what you want...helping others and helping yourself are on in the same." This "golden rule"-based concept has always been her favorite. After all, it's impossible to help someone else without first helping yourself. Apply that philosophy to a group of women and just imagine the possibilities! She says, "Our goal is to continue improving this world one woman at a time...and we will succeed!"

For more information on how to partner with other women on your journey personal and professional success, please visit us at www.itisawomansworld.com

Join Us for our Monthly Gatherings held on the 2nd Wednesday of every month at the Hilton in Altamonte Springs. Doors open at 6:30p.m. with free pampering and the meeting

Become a MasterMind!

starts at 7:00p.m.

Your very first meeting is FREE. Look forward to seeing you there. Please visit our website at www.itisawomansworld.com.

Vision is not enough; it must be combined with venture.

It is not enough to stare up the steps -we must step up the stairs.-- Catherine Doucette

Does this quote speak to you? If you find yourself nodding enthusiastically, then you are the kind of forward-thinking woman who would benefit from joining our MasterMind team. These extraordinary groups of women meet monthly to brainstorm solutions to their business problems, provide support in difficult times, receive training and input on all aspects of business/career and celebrate each other's successes. Let's not forget the benefit of having a group of women to hold you accountable to your dreams. Have you ever struggled to reach a particular goal on your own? Maybe you swore you'd lose that extra weight you put on over the holidays, but by June those extra ten pounds have settled comfortably (and may have even invited a few friends) on your midsection. When you're going it alone, it's all too easy to skip a work out one day, then the next, and before you know it, two weeks have passed and you haven't done a single squat. The same thing can happen in your business if you're not careful. You may find yourself letting your dreams fade into the busy-ness of everyday life until you've forgotten them entirely. With the support of regular MasterMind meetings, you'll be buoyed by the encouragement other members have to offer. In fact, you'll likely find your self counting down the minutes until you can share your achievements with your newfound friends! If you're feeling discouraged in between meetings, simply call your accountability partner that is assigned to you and get a dose of moral support to keep you going. If you're just getting your business up and running, you're likely realizing that starting a new business from the ground up takes a lot of hard work, and all the little details to attend to can become overwhelming. You may be pulling your hair out in frustration, with absolutely no idea where to start. In fact, many aspiring business owners give up before they even really get started because they face too many obstacles and have nowhere to turn for help. Feeling stagnant in your current position and looking to put some sizzle back into your career? Many of us feel stuck in our current J.O.B. (Just Over Broke) and can't get their vision on how to move forward and upward. Don't let this happen to you! There's a simple solution: Join our monthly MasterMind team and work with seasoned business women who can help you with every step along the way. Whether you need help writing a business plan, setting short- and long-term goals, planning and organization, or deciding how and to whom to market your company or your product or yourself, the answers you need will be within easy reach. If your career/business is established but you are struggling to achieve your version of success, you will also find great benefit from joining a MasterMind team. You may have been perplexed for a while by a problem that you just can't quite solve - for example, you're constantly hearing about the benefits of using the Internet for inexpensive (or free!) marketing for your business, but you're not very Internet savvy and don't have the slightest idea how to create an online presence. Why not put your head together with several other businesswomen to find the solution that works for you and your company? You don't have to travel this path alone; with our group, you will receive the benefits of 50+ years of combined experience to ensure you the right tools for your success! Even seasoned careerbuilders and business owners will benefit by joining our MasterMind team. We all have rough periods and we have all traveled the roller coaster of success; wouldn't it be great to have a team of women who are standing by to offer their encouragement and kind words to help pick you up and give you the motivation you need to push forward? Plus, imagine how great it would feel to give back to your community by helping a struggling new business owner. It's hard to help others without helping yourself! The potential rewards of membership within a MasterMind team are greater than you can imagine. Find out for yourself--visit www.itisawomansworld.com to become a member today!

If you question for even a second as to if this MasterMind Team support would benefit you, then ponder on the following questions?

1. Could Harriet Tubman have freed about 300 without the support of the "underground railroad?" She depended on like-minded individuals and their resources to accomplish this amazing task!

2. Helen Keller, after becoming deaf and blind at the age of 2, went on to college, wrote a book about her life which made her enough money to buy a home, and traveled the world speaking to groups of people. Do you think this was possible without help? She was loved and helped by many, one being her teacher Ann Sullivan who stayed with her for 50 years! Again, great things can be accomplished with the right people on your team!

3. And what about Oprah Winfrey? She's won the Lifetime Achievement Award from the National Academy of Television Arts and Sciences, the 50th anniversary gold medal from the National Book Foundation, and also been named one of the 100 most influential people of the 20th century. Is she an amazing woman? Absolutely! Did she get there entirely on her own? Her heart has driven her success, accompanied by the support of many people. Imagine what it takes just to run her TV show, many resources: writers, producers, make-up artists, costumer, lights, sound equipment, and much more!

In the case of these 3 women, they are all amazing, just like you and I! They were all surround by support and like-minded individuals which helped them climb their ladders of success! Are you ready?! Who want to be the next Oprah??!!!! Raise your hand!

Business Minute

Are your sales low or nonexistent? You may need to narrow your focus. Even if you are a jack-of-all-trades, don't act like one; pick a specialty (ie. your most popular product or service) and a specific target market. Trying to be everything to everyone won't attract more customers, not to mention the incredible self-induced frustration by trying to doing everything from A to Z. In fact, the more specific your specialty, the higher your credibility and earning potential. Why do you think brain surgeons earn more than general family practitioners? Because they've chosen one area in which to excel, they have become specialists in their area of expertise. Once you've chosen what you want to be known for, get out there and tell everyone you know about your business, what you do and who you serve.