

Welcome to our Grand Beginning

IT IS A WOMAN'S WORLD

We are so excited to have you join us on our journey. Together, we shall learn new things, discover new situations, make new friends, dream big dreams and help them come true! We hope, like an old book or cherished friend, you will keep coming back to our gatherings and our website and leave feeling refreshed and recharged with ideas and energy to power you forward!

Our purpose is two-fold. We will be having monthly "gatherings" (including but not limited to business networking) to meet, support, learn about, and empower each other! We also have an Elite Business MasterMind Team, which is our focus this month. The regular monthly gatherings will be starting soon, please check out our website for details at <http://www.itisawomansworld.com/index.html>.

This very first issue is dedicated to '**partners.**' You have a partner to go jogging with, and one when you go to the movies. So, why not have one to help with your business? In fact, why not have eight other partners? That is exactly what the '**MasterMind Team**' is all about. This elite business group is for women like yourself, who are professionals in their own field, and who can offer you the support and advice you need, day after day. Wouldn't it be great to build a network of such like-minded individuals? Have you ever gone to the wrong person for advice and then felt either shot down or discouraged by their response? This business mastermind team will provide you with a comfortable, supportive and confidential environment in which to ask questions and share ideas to grow your career or business.

Getting invited to be a member of the **MasterMind Team** is simple. Just fill out an application form on our website (<http://www.itisawomansworld.com/index.html>) and get ready to take your business or career to whole new heights. Our group is limited to only 8 women to ensure effectiveness. Spaces are filling up quickly; you'll need to hurry and submit your application (<http://www.itisawomansworld.com/Application.html>).

You will go away from your monthly **session** feeling inspired with many new ideas from your team so you can take action and move yourself up to the next level. Are you ready for some new tools to continue on your path to success? Following are just a few of the items we will address at our MasterMind sessions:

- Business models for your particular business
- Sales and Marketing Plan and Tools
- Personal Development
- Goals and Planning
- How to Overcome Your Challenges
- Motivational Materials
- Path Options to Move Forward

To become a part of the Mastermind Team, please visit our website at <http://www.itisawomansworld.com/mastermind.html>.

Here at "It is a Woman's World" our philosophy is all about Women improving Women. This name itself says it all. Through this issue and the ones that follow, we know you will find our newsletter overflowing with ideas and tips from these very women, who are waiting to share it with you. And we hope to see your contribution. No idea is too great or too small and one woman's thought does indeed lead to another woman's success. So, let's get together and make it happen - for all of us.

We welcome you to submit an article or comments. Please call us or use our "contact us" form on our website at <http://www.itisawomansworld.com/Contact%20Us.html> to submit topics you would like to read more about or any ideas to print in our newsletters.

» 7 strategies to power your career

In today's fast paced, competitive work environment, you can never have too many ideas in your pocket. If there are 7 strategies that you really need to hold onto, check out the following:

1. Chart your career: It's amazing how many women go into their jobs without a career plan! Working hard at your job, without plotting the direction you want to be heading in, is like driving a car without a map. With this road map in your hand, so to speak, you have a better chance at negotiating 'stops' such as taking time out to have a baby, plan a vacation, relocating to be with your spouse or even taking time off to stay home with the children. Plot your career as you'd like to see it- both short and long term. You may need to be flexible to deal with unexpected circumstances that may arise, but your core map stays the same. If you fail to plan, you plan to fail. Get your roadmap in action!

2. Build a network: Men seem to use networking far more effectively than women, despite the fact that women are born better communicators. The number of all-women networking groups are on the increase. We are providing a group, not only for networking and passing out business cards, but for ANY women, employed or domestic engineers, children or pets, single or married, it doesn't matter. We want to improve this world one

Fun Things to Know

Girl Power- Check out how these Women made your life better.

Can you imagine life without a sports-bra or a cordless phone? Next time you silently give thanks for one of these inventions, you'll have a name include in your gratitude.

Cordless Phone: In 1965, jazz musician Teri Pall invented the cordless phone. So no more getting the cat entangled and upturning dishes while you run around the kitchen after little Bobby, all while chatting on the phone to Mum.

Scotchgard: Patsy Sherman requires a big thank you for her invention. Can you even imagine buying a cream

woman at a time, in every aspect. Use our group to seek mentors, build contacts for your own career/business, find a job or employee, or just get the additional support of friendship that it offers.

3. Get as much education and training as you can: The old excuses of lack of money or time need not apply to today's career oriented woman. Take advantage of the many options for financial aid and distance learning out there today. Get the highest degree you can and continue to keep yourself updated with current training courses and trends. Consider informal ways of educating yourself by joining professional organizations, attending seminars and keeping up with trade publications in your field. And do not be mistaken in believing that experience always betters education. While experience does command a high value, an educated and experienced person, will always be in higher demand.

4. Leverage communication skills: While it's a well known fact that men and woman communicate differently, women's communications skills may in fact be better suited to newer styles of management. Working with a team, managing tight deadlines, excellent customer services are just some of the skills that come naturally to woman. Leverage the multi-tasking skills you may have learned while balancing a career and family/household, to push yourself forward within the office and on the job.

5. Find a mentor: It's amazing what a mentor can do for you. Identify someone, whose skills and style you would like to emulate and ask them if they would be your mentor. A mentor is usually someone who can guide you and help you in your career path. You are looking at someone who is committed to being with you long term and who will invest her time in you. A good mentor is someone who has the experience, contacts and clout, and is willing to use it on your behalf. She will be good at giving constructive feedback on your work, but not be obsessive about turning you into her protégé.

6. Be confident: Women are often their worst critics and are scared to promote themselves. If you have a great idea or need to take credit for a project well received, then speak up. Be your own champion and you'll soon have others cheering you on.

7. Build on your talent : Most of us do what we're paid to do, and no more. Consider however, dedicating some time to build on what you currently offer in your job. There is a difference between being the company scapegoat who always gets extra work thrown at her, and being a leader, who has offered to use her talents to go

sofa without the safety
Scotchgard offers?

Sports bra: In 1977 University of Vermont student Lisa Lindahl was running 30 miles a week-and her bra wasn't holding up. With the help of two classmates, Hina Miller and Polly Smith, Lindahl sewed together two jock straps and the sports bra was born!

Spanx: And what would our lives be without Spanx, invented by Sara Blakely in 1998?

Chocolate Chip

cookie: Perhaps the greatest invention of them all, the humble, yet addictive, chocolate chip cookie, baked first in 1930 by Ruth Wakefield. Ms. Wakefield was preparing her favorite recipe, Butter Drop Do cookies and found she was short of a much-needed ingredient. She substituted a semi sweet chocolate bar cut up into bits. And voila, the birth of the chocolate chip cookie.

"Anyone can become an inventor as long as they keep an open and inquiring mind and never overlook the possible significance of an accident or apparent

that extra mile. If you've just done a CPR course, offer to use it to head the department's first aid committee. If you are a lawyer, offer pro bono advice to woman at the local shelter. There are a number of ways to give back to the community, using the talents you have. Take the opportunity and meet the challenges.

failure."

***Patsy Sherman,
Inventor of Scotchgard***

We look forward to meeting you at our first gathering and helping you grow your business/career in our Elite Business Mastermind Team! Be a member today.

Space is limited for the MasterMind Team, please go to our website and submit an application or complete the attached application and fax it to 407-218-5000