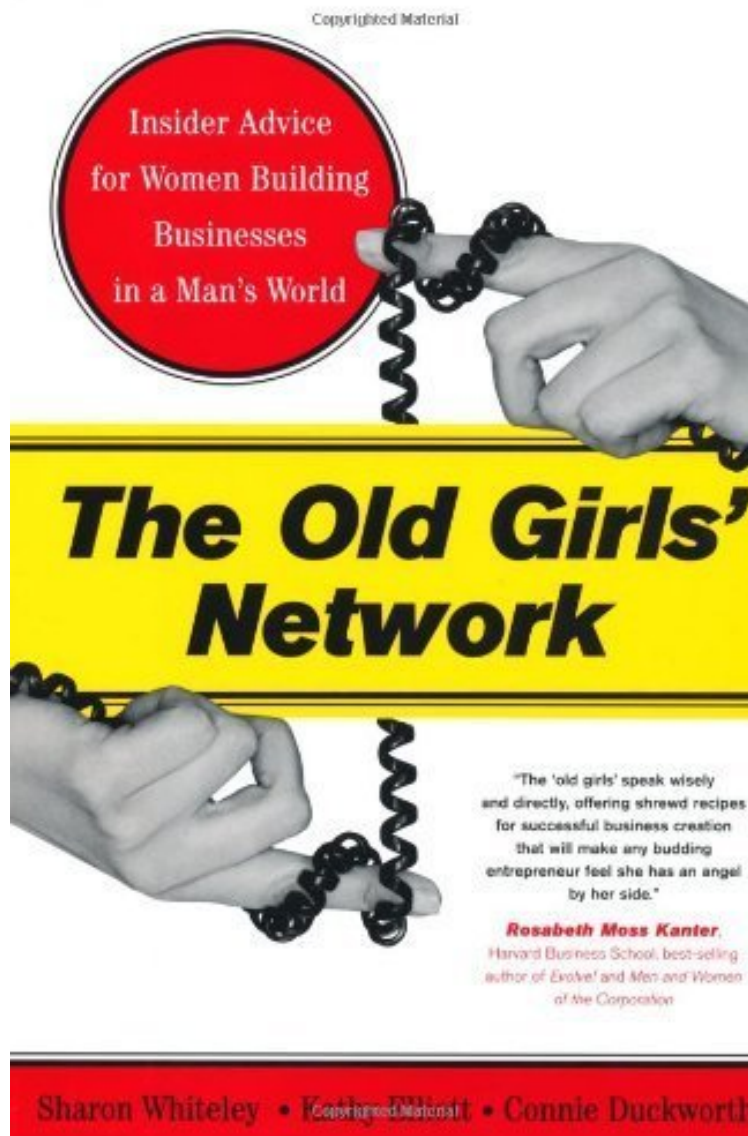


# The Old Girls' Network: Insider Advice For Women Building Businesses In A Man's World

Sharon Whiteley

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Sharon Whiteley : The Old Girls' Network: Insider Advice For Women Building Businesses In A Man's World before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Old Girls' Network: Insider Advice For Women Building Businesses In A Man's World:

3 of 3 people found the following review helpful. Women! Your first corporate asset should be this book. By Laura Bennett If you are a woman thinking of starting your own business or already well on the path, this book is one of the

best business investments you will ever make. "The Old Girls' Network" provides a common-sense and how-to approach to setting up a business (so very rare in the entrepreneurial world). While it nicely lays out the steps you likely will take in making your business a success, its strength is the focus on what it really takes - heart and soul and how you can leverage your own passion. It is packed full of examples of successful entrepreneurial women who have made their vision come true. The book is encouraging and supportive but never hesitates to keep the reader's feet on the ground with practical expectations and the other side of the table's perspective. Now we know how to play the game, it's not such a mystery. I am starting my own business and about to start to pitch to angel investors. Over my journey so far, I have had many moments when I have felt completely out of my league, confused by the entrepreneurial lingo, and very much alone. This book has given me guidance on where I should go next, role models to follow, and most of all confidence that I will succeed because I know where to go for support. My odds of success just went way through the roof. Thank you Sharon, Kathy and Connie for inspiring us all. 0 of 0 people found the following review helpful. A Book of Business for Women of All Ethnic Backgrounds By indieblack I came across this book in one of my many sessions of surfing for books on . This book is worth more than 5 stars! It is an easy read and the ladies give you so much information in a simple format. If you have any spiritual leanings and know anything about the law of attraction I suggest getting this book in conjunction with "Attracting Perfect Customers." This second book helps you really flesh out a mission/vision statement for your business and is also written by women. 5 of 5 people found the following review helpful. A Must Read for Women Business Owners By Customer Don't be fooled by the title of this book. This is not another "networking" book or a simple "how to start a small business" book. It is also not a feminist propaganda disguised within a business development manual. If you are serious about starting, expanding, or reinventing your business consider reading this book. If you are a woman, definitely read this book! From page one, the angels (read the book to understand why I refer to them as angels) who wrote this book make some basic assumptions: the reader is interested in paving a way in the business world, the reader has the drive to make their dreams come true, and the reader has passion, vision, a pioneering spirit, and the tenacity to make it happen. But be prepared for lots of hard work. This isn't a read me and set me on the bookshelf type of book. The toolkit provided in the appendix (58 pages) includes checklists, to dos, and touch questions that need to be addressed. The Digging Deeper sections in each chapter provide expanded definitions of important concepts and the Summaries at the end of each chapter provide an easy way to review the important points. Thanks to all that made this book a reality! It has a permanent place on my desk as I move my business to the next step and is already highlighted and dog-eared.

Why is it that 95 percent of all investor financing for new businesses goes to men? Women certainly don't lack viable business ideas or the leadership skills to make them soar, but-as the authors, four highly successful entrepreneurs and investors, explain-female creativity and heartfelt commitment alone don't inspire seed-money decision makers. To persuade these mostly-male panels, a woman needs to present her idea in ways that are proven to "speak to" men. Alas, there is as yet a lack of mentors for would-be female entrepreneurs, no "old girls" network in place to teach them these skills. Stopping this gap with wit and hard-won wisdom, The Old Girls' Network divulges the secrets to start-up and funding success and connects women to the resources they'll need along the way. Written with you-can-do-it attitude, The Old Girls' Network includes inspirational and instructive women-in-business stories, self-assessment quizzes, and recommended strategies for every stage of the entrepreneurial process. A veritable start-up Bible, The Old Girls' Network comes complete with a "tool kit" of sample forms, documents, letters, and templates for necessary agreements, ensuring that the next generation of female entrepreneurs will be admitted to the proverbial locker room of business success.

From Publishers Weekly Four successful entrepreneurs and experienced angel investors seek to help "connect women with the resources they need to start and build sustainable high-growth businesses" in this instructive guide. Full of examples of women who mixed passion, vision and a pioneering spirit to achieve professional success, the volume offers both encouragement and practical advice. Ninety-five percent of all investor financing goes to men, the authors say, but it doesn't have to be that way. They explain that entrepreneurs aren't daredevils-they're optimists who take calculated risks. Although the tone is upbeat and the tales are inspiring, the authors also examine the downside of entrepreneurship; beginning and running a business often takes a toll on families, they write, and the need for enormous stamina can test one's spirits. It's estimated that 50 percent of small businesses fold within their first year, so this book's objective is to provide the other 50 percent, many of which are run by women, with the necessary tools for increased opportunity and success. From topics such as raising capital all the way to exit strategies for the CEO of a successful venture, this volume is a treasure trove of business know-how from some savvy "old girls." An appendix, which includes sample legal forms, term sheets, business plan templates and PowerPoint presentations, should also prove extremely helpful. Copyright 2003 Reed Business Information, Inc. From Booklist Ninety-five percent of all investor financing for new business is awarded to men. Yet women-owned businesses employ more than the Fortune 500 combined. Trying to reconcile those diametrically opposed statements might take lifetimes; instead, these four

angel investors (Whiteley and her coauthors) patiently help beginners build a business--from the ground up. They quickly start by describing traits mandatory to successful entrepreneurs--passion, vision, pioneering spirit, and tenacity. Then they show how to translate those qualities into tangibles, such as naming the company, generating a short inspirational statement, building relationships before they're needed, and distinguishing between tenacity and obstinacy. They're gracious about sharing insider tips, like how banks lend money or the function of advisory boards. And they're generous in relating the ups and downs of real entrepreneurs, from Zipcars' Robin Chase to Giftcorp's CEO Sheila Schectman. Knowledge to keep--and treasure. Barbara Jacobs

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About the Author

The founders of Eight Wings Enterprises LLC, Sharon Whiteley, Paula Chauncey, Kathy Elliott, and Connie Duckworth--four women, eight wings--are angel investors and businesswomen with a mission. As consultants, advisors, and hands-on business leaders, they help early-stage, female-run companies refine their business models, develop their infrastructure, access capital, and attain profitability. Paula Chauncey, Kathy Elliott, and Sharon Whiteley live in the Boston area, while Connie Duckworth lives in Chicago. The founders of Eight Wings Enterprises LLC, Sharon Whiteley, Paula Chauncey, Kathy Elliott, and Connie Duckworth--four women, eight wings--are angel investors and businesswomen with a mission. As consultants, advisors, and hands-on business leaders, they help early-stage, female-run companies refine their business models, develop their infrastructure, access capital, and attain profitability. Paula Chauncey, Kathy Elliott, and Sharon Whiteley live in the Boston area, while Connie Duckworth lives in Chicago. The founders of Eight Wings Enterprises LLC, Sharon Whiteley, Paula Chauncey, Kathy Elliott, and Connie Duckworth--four women, eight wings--are angel investors and businesswomen with a mission. As consultants, advisors, and hands-on business leaders, they help early-stage, female-run companies refine their business models, develop their infrastructure, access capital, and attain profitability. Paula Chauncey, Kathy Elliott, and Sharon Whiteley live in the Boston area, while Connie Duckworth lives in Chicago.