



Shameless Marketing for Brazen Hussies: 307 Awesome Money-Making Strategies for Savvy Entrepreneurs

Marilyn Ross

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Discover 307 awesome money-making strategies that work!

This revolutionary book has 20 informative, inspirational, irreverent chapters to help women business owners be more successful. Whether you are a female entrepreneur, a professional woman climbing the corporate ladder, or a woman (or man!) dreaming of starting your own company, you've got to have this book. Gutsy ideas for femme fatales, grande dames, and wonder women abound here. The material covers everything from generating free publicity (then truly profiting from it) to advertising on the cheap from forming strategic alliances to capitalizing on nontraditional sales channels. *Women Business Owners Wage a Revolution*

Sassy lasses are starting new companies at twice the rate of macho males. This isn't a fad. It isn't a trend. It's a revolution. According to statistics released by the Business Women's Network, it's estimated that by 2005, fully 50 percent of all American businesses will be owned by women, thus significantly increasing the growth rate of new enterprises. This is a gender bender of huge proportions and far-reaching ramifications.

"These entrepreneurial women will change the face of business," predicts Marilyn Ross, author of the new book *Shameless Marketing for Brazen Hussies*™. "Woman is blessed with a nurturing nature. We're intuitive, good listeners, and well organized. Plus we think holistically, are as tenacious as pit bulls, and can use our sensuality as a powerful agent for change in the marketplace."

Ross contends that as stewards of their own talents and gifts, women are possibility thinkers. To fully succeed in today's competitive and complicated business environment they must be clever. Gutsy. Dedicated. Technologically savvy. Service oriented. "We can have just as much 'juice' as the guys and play hardball to the max," she says. "We just do it differently."

Shameless Marketing for Brazen Hussies™: 307 Awesome Money-Making Strategies for Savvy Entrepreneurs has 16 informative, inspirational, irreverent chapters to help female entrepreneurs kick butt. The material covers everything from generating free publicity (then truly capitalizing on it) to advertising on the cheap from forming strategic alliances to unveiling nontraditional sales channels. Dozens of helpful Web sites put this guide on the cutting edge, and personal stories of successful female entrepreneurs encourage as they edify. The book shows women how to be risk takers. Rule breakers. Rainmakers.

As of 1999, there were 9.1 million women-owned businesses in the U.S. employing over 27.5 million people and generating \$3.6 trillion in sales. Yet women traditionally make less in their ventures than do men. Ross is out to change that. "We must develop a marketing mind-set that capitalizes on our femininity; one that allows estrogen and entrepreneurship to mix and create excellence." This book points the way.

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