



Ladies Who Launch: Embracing Entrepreneurship & Creativity as a Lifestyle

By Victoria Colligan, Beth Schoenfeldt, Amy Swift

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Ladies Who Launch is the first company to define the feminine approach to launching a business and to make the connection between starting a business and bringing creativity into your life with self-esteem and happiness. The nationally acclaimed Ladies Who Launch program has enabled thousands of women across the country to break out of 9-5 and thrive in entrepreneurial enterprises that reflect their true passions, skills, and desires. Located in more than 40 cities in the United States, the Ladies Who Launch incubators - workshops that give women the support and encouragement they need to embark on making their dreams reality - have inspired women to start businesses, grow existing companies, and tap into their creativity to develop essential services and products and enjoy the lifestyle of their dreams while doing it.

Available for the first time in book form, the 4-step incubator process, using self-tests, inspiring stories, and practical information, gives women the courage to dare to follow a cherished but unfulfilled dream. Through this unique program women are encouraged to

Imagine it - allow a secret desire to come to light
Speak it - choose a dream to pursue
Do it - take effective action to make it reality
Celebrate it - revel in successes, reward effort, and be good to yourself along the way

Ladies Who Launch provides a proven approach to igniting a fire under a long-smoldering dream, have more fun, and catapult a lifestyle, relationship or occupation to an infinitely higher level.

"If you want to pop the lid off anything you ever thought you couldn't do, shouldn't have or couldn't achieve, you've bought the right book. All the tools you need to ignite a fire under a long smoldering dream, catapult a lifestyle, relationship, or career to a higher level are right here. Women tend to think of dreams as bigger than themselves, pies in the sky, morsels of imagination saved for a rainy day...in other words, out of reach. Well, guess what? *Ladies Who Launch* will reprogram how you think about your dreams so that they are as real as the coffee you drink each morning. They're real and they're all yours! To be truly happy and inspired by the life you're living, you can take steps to wake up

and launch your dreams right now. It is time to start believing that you can have what you really want. With the help of Ladies Who Launch, you will."

--Victoria Colligan & Beth Schoenfeldt

www.ladieswholaunch.com

VICTORIA COLLIGAN and BETH SCHOENFELDT, co-founders of Ladies Who Launch, created their company as a blend of on-line social networking and offline support system. The offline support system takes the form of Incubators - inventive, supportive, networking workshops that take place in more than 30 cities across the country. They also act as a marketing, public relations, and distribution channel for the thousands of women who are members of Ladies Who Launch. They have been featured in women's and business publications including *Fortune*, the *LA Times*, *The Wall Street Journal*, *Cosmopolitan*, *Working Mother*, and much more. AMY SWIFT has been a close and early collaborator with Ladies Who Launch as a brand communications strategist, writer and as the leader of the Los Angeles and Orange County Ladies Who Launch Incubators.

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Editorial Review

From Publishers Weekly

You can do it! That's the message Colligan and Schoenfeldt, cofounders of the online networking and offline support system Women Who Launch, reinforce with this at-home version of their program. Emphasizing a more holistic approach than most business self-help titles, they take issue with some of the big tenets of M.B.A. programs, such as the need to start with business plans. Rather than step-by-step planning and checklists, they encourage would-be entrepreneurs to daydream as a way to define goals, whether it's a new business venture, changing course within a corporation or even a revitalized personal life. Along the way, they debunk commonly held misperceptions about glass ceilings and the mommy track, citing Labor Department statistics and their own extensive surveys. Offering exercises, questionnaires and additional resource lists scattered among success stories of women who have followed their advice, Colligan and Schoenfeldt urge readers to take action. Though the book appears to be written to promote membership in the authors' network, their enthusiasm for self-improvement will excite even nonjoiners into making positive changes. (May)

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Review

"Bean inspires confidence in her audience by coming across as trustworthy, energizing, and encouraging. The authors' feminine approach to entrepreneurial business incubation is made palpable through Bean's reading." ---Booklist Audio Review

About the Author

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Leah Pelton:

The reason? Because this Ladies Who Launch: Embracing Entrepreneurship & Creativity as a Lifestyle is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will zap you with the secret this inside. Reading this book next to it was fantastic author who all write the book in such remarkable way makes the content inside of easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this any more or you going to regret it. This book will give you a lot of rewards than the other book have got such as help improving your proficiency and your critical thinking technique. So , still want to postpone having that book? If I ended up you I will go to the guide store hurriedly.

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