Accelerate Women Getting Real With Business Challenges

It is not a widely held belief that running a small or home based business can be easy and that anyone can do it, however small businesses and aspiring women business owners on the Central Coast now have the opportunity to see how true this can be!

A range of simple and practical techniques to enable anyone to get started, overcome business challenges or to move forward from where they are, will be presented at the Get Real seminar being held in Gosford on Wednesday 22nd September.What stands in the way of most businesses are complicated strategies, overwhelming thoughts of how much work is involved and, sometimes, just not knowing where to start or, in fact, if we are even headed in the right direction.This unique event has been designed with three core focuses getting real with your BUSINESS, getting real with your NETWORKING approach and, most importantly, getting real with YOURSELF.The Get Real Event examines: The clarity, importance and systematic approach to business; What works, what doesnt and how to do it for sales and marketing; What it is that you really want; The impact social media has on your business today; How to identify and turn opportunities into business; The importance of networking and how easy it can; How to master your time and take action - even when you dont feel like it.The Get Real event concept was piloted in Gosford last year, with outstanding results. Feedback from the pilot indicated more than $100,000 worth of business was generated at the event amongst the 75 women in attendance. Gosford member Kristy-Lee Johnston, from Footprint Recruitment at Erina, said, Get Real was a great opportunity for us to showcase our products and services. We used the opportunity to launch our new Step-by-Step self directed guides and made our first sale at the event in the first hour, Ms Johnston said.To say we were excited is an understatement! We were - and continue to be - big supporters of the Accelerate Women format and cant wait for Get Real in 2010, she added.Woy Woy-based Get Real seminar leader and group co-founder Sue Henry says, Its opportunities like these that help to build the true spirit in a community working together to achieve their goals. The learnings from women who have already experienced the success, the pitfalls and the connections in the pursuit to getting what they want are invaluable.The Accelerate Women group was established just under 24 months ago to support women in business develop the art of networking, pitching and promoting their businesses. There are now four Accelerate Women groups in VIC, NSW and TAS and an extended network of international online membersOur members determine the education focus and direction our group takes by sharing their challenges with one another and developing systems to help support one another. As seminar leaders we provide the framework for them to learn, pitch, grow and connect in a fun, supportive and easy way. The Get Real event is an opportunity for them to showcase what they do and to connect with other business women on the Central Coast, Henry says. With members from businesses as diverse as recruitment, real estate, floristry, nutrition, aged care, pet nutrition, printing, graphic design, massage, health & wellbeing, swimming pool construction, business coaching, finance, web development, party planning, event management and garden care, the opportunities to network, grow and connect are enormous. For more information visit www.acceleratewomen.com or call Sue Henry on 0418 506 671.

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