

"Capitalizing on Being Women Owned is just the ticket to take the first step out of your neighborhood and into the broader world of business opportunity. It motivates and informs."

—Susan Phillips Bari, President, Women's Business Enterprise National Council and author of *Breaking Through: Creating Opportunities for America's Women and Minority Owned Business*

"This is the definitive 'how to' guide to help women-owned businesses capture federal, state, and local government contracts."

—Jason J. Friedman, Director of WEB Consulting Services, Women Entrepreneurs of Baltimore, Inc.

"A must read for every woman business owner looking to advance her business opportunities. It is a clear, concise, practical guide to this often confusing topic."

—Anne M. Janiak, Executive Director, Women's Enterprise Development Center, Inc.

"Christy's years of experience have resulted in a book that is sure to save the reader a great deal of time and reduce the number of missed opportunities."

—Cathy Anderson, member of the original AOL management team, founder of multiple small businesses, and currently VP of Marketing for Outdoor Interactive, Inc.

This is the best time ever to be a woman business owner! And *Capitalizing On Being Woman Owned* will show you why.

Government agencies need you in order to meet their vendor diversity goals. Janet W. Christy will show you where to find them.

The federal government requires its contractors to use woman owned businesses as subcontractors. Learn how to let them know you exist.

Commercial enterprises are looking for businesses owned by women. Find out where they are looking.

Janet W. Christy is the founder and president of Leverage & Development, LLC, a consulting firm that helps women- and minority-owned businesses use their status to their advantage. She is based in Greer, South Carolina.

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CAPITALIZING ON BEING WOMAN OWNED

JANET W. CHRISTY

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"A reference guide and resource tool not only for women who own businesses, but also for persons involved in certifying, assisting and buying from woman owned businesses."

Elizabeth Nesbitt Miller, site inspector for the National Women Business Owners Corporation (NWBOC)

*Expert Advice for Women Who Have or
Are Starting Their Own Business*

CAPITALIZING ON BEING WOMAN OWNED

*Including Marketing Research, Planning,
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JANET W. CHRISTY