

Are you missing a multi-trillion dollar market?

- Women business owners employ more workers than the Fortune 1000 combined.
- Between 1997 and 2002, the number of privately held women-owned businesses grew by 11%; almost twice the rate of all privately-held firms.
- Each day another 1,600 women in the U.S. start a new business.

Mary Cantando understands how to tap this super-charged market and she shares it with you in her presentation, *Winning the Hearts & Minds of Women Business Owners*.

Survey after survey shows that this market is willing to pay a premium price for premium products and services. And, that they are extremely loyal. The only thing these high-margin customers ask is that you acknowledge their power in the marketplace.

To send this message, it is essential to understand what makes these women tick.

Mary Cantando's workshop, based in part on her recent book, *Nine Lives: Stories of Women Business Owners Landing on Their Feet*, provides a candid view into the hearts and minds of women business owners. Mary shares what is important to these women – and what they consider fluff. She tells you how to catch their attention and how to go for the heart.

And Mary doesn't just tell the stories of "other women" who have struggled to achieve greatness; she's lived the life herself as an entrepreneur for the past fifteen years.

Mary has enthralled audiences at ...

- Progress Energy
- Wachovia Bank
- Merrill Lynch
- International Forum in London
- Pan-Pacific Conference
- Women Presidents' Organization
- Michigan Women's Business Council
- Executive Women International
- NAWBO
- And many, many more

Schedule your workshop today

Mary Cantando
1013 Erin's Way
Raleigh, NC 27614
Phone: 919-841-0401



www.WomanBusinessOwner.com
mary@WomanBusinessOwner.Com

Mary Cantando



The Expert on Women Business Owners

A member of the National Speakers Association, charismatic Mary Cantando is a featured speaker at regional, national and international events.

As a facilitator for the Women Presidents' Organization, a national organization of women who own and run multi-million dollar businesses, Mary facilitates regional meetings and speaks throughout the country on behalf of the organization.

She has been quoted in and written articles for national publications such as the *Wall Street Journal* and *Fast Company*.

For the past twelve years, Mary has been changing the lives of individuals who hear her speak. She serves as an advisor and cheerleader to women business owners and executives. And she helps organizations appreciate and capitalize on women-owned businesses as a high-growth market.

