

Book Synopsis on

“The Woman’s Advantage”

‘20 Women Entrepreneurs Show You What it Takes to
Grow Your Business’

by Mary Cantando

(Synopsis by Gary Tomlinson)
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Most people are unaware that women-owned businesses constitute 40 percent of all companies in the United States. They employ almost 10 percent of all Americans and generate \$2.5 trillion in annual sales. One out of every 11 women owns a business. And every day 1,600 more start one. Although millions of women own businesses, fewer than 5 percent of them generate more than \$1 million in annual revenue. What do women do to get above \$1 million? And how can more of them get there? The answer to these questions can be found in Mary Cantando’s latest book, *The Woman’s Advantage: 20 Women Entrepreneurs Show You What it Takes to Grow Your Business*.

As Cantando travels around the world, she meets women who have big dreams in their hearts but struggle to convert those dreams to reality. They can’t cross the bridge from “a nice little business” to the flourishing world of multimillion-dollar entrepreneur. *The Woman’s Advantage* is here to lead you across that bridge.

Over the past few years, Cantando has worked exclusively with women entrepreneurs. During that time she’s noticed how their nurturing instinct compels them to share information and provide guidance to one another. Rather than competing, women’s nature calls them to cooperate. She refers to this cooperative instinct as *The Woman’s Advantage*.

Her book taps into that advantage by capitalizing on her 20 years as an entrepreneurial executive and hundreds of years of experience from women who want to serve as your mentors. The book is organized into four sections that will enable you to:

1. Position your business for breakthroughs.
2. Niche your business for influence.
3. Certify your business for leverage.
4. Market your business for growth.

Each of these sections contains five chapters. The format of each chapter is simple: Cantando shares a bit of her experience and then you’ll learn from one of 20 women entrepreneurs featured throughout her book. The women featured, all owners of multimillion-dollar (and billion-dollar) companies, each started out small and grew their businesses through smart choices and by connecting with the right networks. Their hard-earned experiences offer a wealth of insights, including ideas on how to:

- Differentiate your business from others in the same market niche.
- Network to develop powerful alliances, partners, and mentors.
- Maintain a positive attitude, remain healthy, and manage stress.

Each of these women generously steps forward to mentor you with the goal of building your business. Their business expertise will capture your mind and their personal stories will capture your heart. The willingness of these women to reach out and provide guidance and support to other women entrepreneurs is an indication that no matter how far they've come, they remember the experience of getting started. And each of them wants to help you climb the ladder of entrepreneurial success by reaching down and extending her hand. This is *The Woman's Advantage – Women Supporting Women!*

No matter how successful you are, you can travel the path to greater success, and that is what you'll gain from this book. *The Woman's Advantage* is full of practical help based on real-life experience. It's for every woman who owns a business or dreams of starting one. Cantando is on a crusade, traveling the globe to create a perfect world for women entrepreneurs. A world where...

- you grow your business dramatically;
- you contribute to your clients, your employees and your community; and
- you change the world.

Enjoy this month's selection, *The Woman's Advantage* and share it with others in your life because as Alvin Toffler says; "*The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.*"