

FOR IMMEDIATE RELEASE:

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Helping Women Rescue Their Million Dollar Ideas

Denver, CO, August 23, 2010 - In the current economy, many women have been challenged to contribute, or increase their contribution, to household income. A budding female entrepreneur may have the next “million dollar idea,” but if she lacks the practical knowledge necessary to turn that idea into a viable business, the big idea may forever be lost to both the entrepreneur and to the marketplace. **By Women For Women (BW4W)** is a project aimed at helping women to rescue those “million dollar ideas” from stagnation, by turning them into successful business enterprises.

BW4W's Women in Business Success Series of workshops is designed to expose attendees to successful women in business, and provide them with the training, consulting, support, and other resources they need to make their new or struggling business a success. On September 18, 2010, **BW4W** will present the first of the workshops at the Washington Street Community Center in Denver from 8:30am to 3:30pm. The presenters for the launch workshop include a business attorney, a marketing professional, a web developer and social media consultant, a small business accountant, a sales coach, a business coach, and an etiquette expert.

Attendees will learn how to:

- Efficiently market their business
- Build a strong online presence
- Evaluate whether they're ready and able to be successfully self-employed

The workshop will also focus on Money Management & Finance, Small Business Legalities, Business Etiquette, Successful Selling Techniques, and more. According to Barbara Bailey, one of the event organizers, “I'm passionate about helping women make their dreams a reality. This workshop will expose them to successful professionals who can offer advice, and help them avoid many of the common business pitfalls.” In addition to the presentations, workshop attendees will have networking time and enjoy a catered lunch.

For more information about this event or to register, visit www.BW4W.org or call (720) 295-5671.

About By Women For Women (www.bw4w.org). The **BW4W Women in Business Success Series** is hosted by Barbara Bailey, owner of Visibility Consultants (www.visibilityconsultants.com), a web development, online marketing and social media firm in Denver, and Wendy King, owner of bForward Group (www.bforwardgroup.com) a strategic marketing firm in Evergreen. These two women are co-hosting this event to help new and emerging women entrepreneurs recognize where they may need help and more importantly, what questions to ask.

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