

LEADERSHIP GIRL: EMPOWERING WOMEN ENTREPRENEURS TO ACHIEVE EXTRAORDINARY RESULTS



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Haley Lynn Gray

Leadership Girl



**Empowering Women Entrepreneurs
to Achieve Extraordinary Results
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About the Author

Haley Lynn Gray is founder and owner of Leadership Girl, a graduate of Duke's Fuqua School of Business, and a serial entrepreneur. In addition to her many business ventures, she is also a wife, mom of four and Girl Scout Leader to four troops. She's also the Troop Cookie Manager for her Girl Scout Troops, with over 15,000 boxes of cookies going through her garage in a typical year. Haley is passionate about helping women achieve their potential and empowers them to overcome obstacles in leadership positions and entrepreneurial ventures. After starting and growing several businesses of her own to success, Haley wanted to provide the benefit of her experiences and expertise to others. She began coaching small business owners so they could achieve their own success. At Leadership Girl, Haley supports entrepreneurs and contributes to their success by offering business building services for small businesses such as: Business Coaching and Strategy Sessions. Whether you want to get a new business off the ground or expand an existing business, Haley is here to help you.

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Leadership Girl - Empowering Women Entrepreneurs to Achieve Extraordinary Results by Capturing Massive Sales was written to help give small business owners the information that they need to grow their businesses. Techniques include marketing and sales both online and offline. This book focuses on teaching the specific skills that you need to grow your business.

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0 of 0 people found the following review helpful.

Genius

By Kendrick Shope

Haley is an expert and I love reading this. She's run so many successful businesses and it a joy, not to mention whip smart!

2 of 2 people found the following review helpful.

Get the right attitude for building a business -- not just for women

By Douglas Brown

Here's a good book and an easy read that explains from experience many of the things you'll need to know about to build a company. This book is miles ahead of the "info-product" junk that collages together lists of the top-ten apps you need for this and that or slick schemes for "building a tribe". And, despite the title, it's

neither a feminist rant about having to be 10 times better, nor is it a New Age kumbaya story. What it does very well is talk about building a business - not just a solo coaching effort or an internet marketing scheme but a real business with services and employees. It doesn't go into the simple factual stuff about how to incorporate or how to set up a chart of accounts, which can be researched on line easily enough. Instead it provides the much more valuable service of getting into the mindset you need to have, from the perspective of someone who has done it. For instance, the hiring of staff chapter is about how to interview to get the right person (a very challenging art) rather than just reciting typical fee structures for recruiting companies. If you're a guy, don't let the title scare you off: the feminist parts are neatly packaged into one small chapter that you can skip past, and the rest is well worth the reading. All in all, a refreshing change from offerings that are mostly about how to buy someone's training or marketing program. This book is about keeping your head in the game so you can succeed in your own business.

1 of 1 people found the following review helpful.

So many great tips, I am going to read it again and again!

By Lee Lambert

I loved this book! I am just starting out as a self-published author and the tips and tools are just what I needed to read. The idea of quit hiding and negotiating hit me the most. I am not one to sit there and shout from the rooftops my accomplishments. So that is a really tough hurdle for me to get over, but if I don't talk about my books, no one will ever know about it.

The second, negotiation is extremely hard for me. When I first realized I had a rough time was when I was 19 in the Philippines with my boyfriend. He walked up to a store selling video games and started arguing the price listed until they settled on a price (lower than the listed price.) It was the first time in my life I had really seen that. Since that, I used it more for advocating my grades in college and learning how to negotiate when I went back to Asian countries. I am still not very good at negotiating, but I think in general, that is just not the culture or environment I was raised in.

This book reminded me that it is OK not to accept the first offer and wait it out to see what happens, or hold out for a better offer. I am so thankful I picked up this book.

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