



BIRTHING the ELEPHANT

The woman's **go-for-it!** guide to overcoming the big challenges of launching a business

Karin Abarbanel & Bruce Freeman

FOREWORD by BOBBI BROWN
Bobbi Brown Cosmetics



With all the answers and support necessary to grow a business that thrives, *Birthing the Elephant* is the *What to Expect When You're Expecting* of business books that prepares entrepreneurs mentally and emotionally for the challenges ahead.

Every sixty seconds, five women launch new ventures across the United States. That's seven thousand new ventures every day and more than 2.5 million a year. Today, as never before, women entrepreneurs are gaining enormous clout, attracting attention and resources from major companies. There's never been a better time for women to launch a business. Yet small-business experts Karin Abarbanel and Bruce Freeman warn, "It takes more than basic business strategy and a promising climate to cultivate a business. The real key to success is winning the small-business mind game."

In its infancy (those first critical 18 to 24 months) a small business is hardly a small endeavor. It can be all the labor of birthing an elephant and the emotional toll can be an equally heavy load. For the growing number of women entrepreneurs ready to capitalize on their time and talent, *Birthing the Elephant* is a motivational "go-for-it!" guide, offering the psychological strength to succeed. This personal start-up survival kit goes beyond logistics to prepare women with expert advice on reshaping one's business identity, giving up the paycheck mentality, anticipating problems, and avoiding costly mistakes. Packed with inspiring success stories, readers learn from such pioneering women entrepreneurs as Bobbi Brown, the cosmetics company founder; Lisa Druxman, a fitness pro and franchiser; Sarah Levy, a pastry chef and chocolate maker; Suzanne Lyons, an award-winning independent filmmaker; and Liz Lange, the breakout maternity clothing designer.

Birthing the Elephant is the "elephant in the room" women entrepreneurs cannot ignore—a hefty bundle of advice that gives them the power to survive and succeed in the business of their dreams.

Karin Abarbanel runs a marketing communications firm and served as Avon's spokesperson for its "Corporation to Cottage" initiative. She is the author of *How to Succeed on Your Own* and *The Art of Winning Foundation Grants* and speaks frequently about women entrepreneurs, small business, and career trends. She lives in Montclair, New Jersey with her husband and son.

Bruce Freeman, nationally known as the Small Business Professor, is a syndicated columnist for Scripps Howard News Service. He is the president of ProLine Communications and serves as adjunct professor of marketing and entrepreneurship at Kean and Seton Hall universities. Bruce lives with his wife and two daughters in Livingston, New Jersey. (www.smallbusinessprof.com) **Both are available for interviews.**

Visit their website at www.birthingtheelephant.com!

Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business

By Karin Abarbanel and Bruce Freeman

\$15.95 paper, 256 pages, 6" x 9", ISBN: 978-1-58008-887-9, Publication Date: March 15, 2008

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