



CHICK TIPS from The Chick in Charge **Bringing "Bling" to Your Business**

No matter what type of business you own, you can find ways to add your own personal, feminine touch to it. Whether it's adding a woman's flair in your advertising and marketing, putting a feminine design or paint on your product or hosting a wine-tasting-and-shopping event for your customers, you can find unique and intriguing ways to let the world know that your business is woman-owned. Take advantage of your femininity to bring a special personality to your business.

Channeling Your Inner Business Diva

For whatever reason, women often have a hard time promoting themselves. All too often, this can spill over into the business arena as well. It's important for all business women to know that it's okay to toot your own horn. In fact, it's necessary in order to successfully promote your business. Think of yourself as a diva and start shouting your own praises and those of your company.

You Can Have it All -- But Who Wants It?

We used to think it was a myth -- you can't have it all. But several business women over the past few decades have proven that you really can have it all. Now the question is, "who wants it?" The sacrifices we make in trying to have a successful business, the perfect family, the best figure and so on are usually much too high. Trying to make every aspect of your life perfect often means that no aspect will live up to your own expectations. The real answer is to prioritize what's most important to you, and then focus your efforts on the things that mean the most.

A Day at the Spa: Common Business Mistakes

Every woman loves a day at the spa. But it's hard to take care of your business while you're getting a facial. You may be spending every day at work, but if you make these common business mistakes, you might as well be at the spa:

choosing the wrong business partner;
not conducting thorough market research; sloppy financial planning; or
hiring the wrong people.

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