

She's So Chic

by

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CONTENTS

| | |
|---|----|
| INTRODUCTION | 4 |
| <i>Chapter One:</i> STARTING UP CHIC | 5 |
| <i>Chapter Two:</i> SECRETS OF CHIC LEADERSHIP | 8 |
| <i>Chapter Three:</i> CHIC SELLING – 7 SECRETS OF SALES SUCCESS | 11 |
| <i>Chapter Four:</i> NETWORKING CHIC | 14 |
| <i>Chapter Five:</i> CHIC SCHEDULE | 17 |
| <i>Chapter Six:</i> IT'S CHIC TO LOOK ON THE BRIGHT SIDE | 20 |
| <i>Chapter Seven:</i> POSITIVELY CHIC | 22 |
| CONCLUSION | 24 |

INTRODUCTION

Being chic is about being stylish and elegant in any situation. However, there is no one definition for what being chic is because it differs per person and for each situation. The one constant is that improving your “chicness” by extension will advance your business

As your chic mentor, one of the first things I will teach you is that you do not have to do what others have done before you. Your success in business will be governed by your ability to be a leader and an innovator, not a follower of rules and precedents. You will learn how to succeed in increasing sales and how to make the most of networking events, all while understanding the importance of optimism and a positive outlook.

This e-book will get you in the right mindset for manifesting your own flourishing business. My learning over the years has allowed me to create my own asset of inherent value, instead of just a bigger job for myself, and I can teach you how to do the same thing. If you're seeking the financial and personal freedom that should come from entrepreneurship, read on, educate yourself and succeed with sass and style like I did.

**Chapter One:
STARTING UP CHIC**

Any woman can be an entrepreneur. After working with startup businesses for years, I know this. However, if you want to be a Chic Entrepreneur you have to combine style with industriousness. Chic Entrepreneur's are a rare and powerful commodity. They tend to be in the 10% of startup businesses that actually succeed. Why you ask? That's because a Chic Entrepreneur knows what she's doing and she acts like it.

She is classy and always on top of her business game. Chic Entrepreneur's know that to be successful in today's tough business climate they have to provide unique value to the market, have a strategic plan, wow customers and inspire employees, ante up the necessary startup costs and turn those costs into a waterfall of cash flow.

You can be a Chic Entrepreneur, too. You can even start in your spare time. Everyone has to start somewhere, right? If you want to be a Chic Entrepreneur, you need to have a business idea and you have to make sure that it is realistic and unique. Business is all about providing unique value to the market and making sure that your business idea is unique requires research and creativity. Chic Entrepreneurs dare to be different.

A marketing strategy is a must for every business, small and large. You cannot expect your business to be successful if you don't have a focused marketing strategy. You need to know how you are going to get the word out. When you're just starting out marketing involves getting referrals through satisfied customers and generating positive word-of-mouth to become the talk of the town. Marketing doesn't have to be in a brochure, it can be anywhere, and can be done everywhere. The Chic Entrepreneur is always, always networking and creating a word-of-mouth buzz. Later, your business marketing may involve other kinds of advertising. If you can, pay for professional advice on how to best market your particular business. If you can't afford this advice, research your product or service and your target market and learn as

much as you can about your business on your own. Then, put all the information you have into a business plan. This plan is your roadmap on the journey to entrepreneurial success. A business is an evolving entity and you will need to work on it regularly as it grows and changes in order to maximize its success.

The next step in becoming a Chic Entrepreneur is focusing your time, your attention and your resources on it. You are not an entrepreneur if you just have an idea and are sitting on it or are not putting your whole heart and soul into it. If this is not something that you can be passionate about or that you believe in 110%, then you should perhaps rethink your business. People want to buy from a company that they trust, respect and admire. Come up with a great name, and a great mission for your company. Register your business with your state secretary, and purchase a domain name for it, and consider trade marking it as well. This costs money, but the Chic Entrepreneur knows that money well spent will have a return on the investment and that is what business is all about. After you've invested in looking professional and doing things right, get out there and sell your business value. Once you start making some sales, you'll know what it feels like to be a real entrepreneur. And if you're like me, after that, you'll be hooked. So, what's next?

Now, you need to become chic. Being chic is about how you carry yourself and the choices you make. It's not about the clothes you wear or the style of your hair, however, Chic Entrepreneurs dress for the job that they want, not the job that they have. Being chic also means paying for the things that are necessary like decent business cards (they don't have to be top of the line, but they can't come straight off of your old home printer either). Set professional standards for yourself and your company that are in line with the image that you want to project to the marketplace. Look around your industry and find the players that you admire, then decide to use them as your models. Put yourself in a position to maximize your profits by looking the part, of a leader in your field. Now you're on your way to becoming a successful Chic Entrepreneur.

Chapter Two:
SECRETS OF CHIC LEADERSHIP

The influence of leaders on business is irrefutable. Great leaders create great businesses. Average leaders create average businesses. Leaders are the ones that set the vision. They set the tone for the organization and lay the foundation for what's to come. Many leaders find that in order to achieve greatness they must not only bring wisdom to the table but also an air of charisma or charm. People long to find and follow someone they can believe in, someone that they trust, respect and admire, from near and from far. Chic Entrepreneurs understand this and use their intelligence, integrity and class to speak for themselves, and make others want to speak more about them. Chic Entrepreneurs are naturally great leaders and own successful businesses that increase in value and throw off generous cash flow. They are able to lead their companies to victory because they know the seven secrets of Chic Leadership, which are as follows:

1. Have a Critical Eye – As the captain of your business, you must confront reality and recognize what's working and not working and make changes accordingly. Remember Pareto's Law - 80 percent of company profits typically come from 20 percent of the products and customers. You need to know where your 80 percent is coming from and focus on making them happy and consider getting rid of the rest of your clients and seeking more like the ones that are most profitable. Don't worry about hurting people's feelings or shaking up the status quo. Change is inevitable, but it is always easier to deal with if you initiate it. Remaining static in a changing market is actually riskier than actively shifting your strategy.

2. Accentuate the Positive – Focus on your business' strengths rather than diverting attention to correct problems. As the leader, you can't get bogged down in the minutia of the business, nor can you get distracted from the focused strategy. Delegate the task of correcting problems if you must, otherwise keep the company focused on building your business' strengths. Meanwhile focus your energy and attention on your own personal

strengths as well. Cultivate your role within the organization doing what you do best be it gaining new business or creating new products or services.

3. Accept the Coming Change – We all know from the classic business fable *Who Moved My Cheese* that it's best to anticipate change and move with it, but it's a constant battle to keep you and your company from becoming complacent. Accept the inevitability of change – it offers great opportunity. By accepting and anticipating change, you can stay on top of your market. How is the economy affecting your sector? How can you reposition your product or service to stay ahead of the competition? What can you add to your value to keep it relevant?

4. No One Can Sell Your Business Like You Can – Be passionate about your business at all times. If you're not convinced that the product or service you are providing is phenomenal, your customers won't be either. As the head of the business, anyone you talk to is a potential client and they will either be attracted to your business by your positivity and passion or repelled by your negativity. I've gotten clients from people I've met just sitting at a bar (sushi and otherwise). As a leader, you are always on, so wherever you are, you must always be ready to talk the talk, business style.

5. Consistency is Key – Consistency of promises and delivery builds confidence and signifies reliability. It is always best to under promise and over deliver to your customers every time. Consistently making patrons happy is what creates loyal repeat business. How can you track and make sure that you are reliably satisfying customers? Can you put out comment cards or poll your clients without bothering them? Can you have mystery shoppers put your team to test?

6. Bring out the Best in Employees – It takes know-how to do a job well over time. Keeping employees happy will keep them around and increase your level of productivity and continuity. A high value should be put into finding good employees, training them well, clearly explaining their role and the objectives that they are responsible for

and keeping them happy and thus around. If you have high turnover, ask your employees for critical feedback. This should be done anonymously for the most honest answers. It's hard to make your customers happy if you are constantly dealing with employee loss and job dissatisfaction.

7. Keep the Faith – Replace your fear with faith, that is, belief in your ability to succeed. By working hard, pushing for superior value and customer service while keeping your employees happy, you will succeed. The path to flourishing has many twists and turns and can be scary at times. The truly Chic stay strong and show courage and determination throughout the life of their business venture. The positive people who hold on to this belief get through the hard times and make it in the cutthroat business world. Make sure that you keep the faith.

Chapter Three:
CHIC SELLING – THE 7 SECRETS OF SALES SUCCESS

In order to achieve success in business, you have to be able to sell. In order to achieve chic success in business, you need to be at your best. Sales is tough, and in order to do it well you need to be on top of your game. Some say that sales is the most exciting aspect of business, and it is certainly where the money gets made. Many self-made millionaires have made their millions one sales presentation at a time. However, before you can get to the pot of gold, you'll have to first answer the million little questions that pop up along the way, such as: How can I build rapport? What questions should I ask to find out what the customer *really* wants? How can I make my product stand out from my competitor's? How do I handle objections? How should I ask for the sale? While for most entrepreneurs, making the first sale is a monumental feat, for Chic Entrepreneurs, who know the secrets and incorporate them, it is just the logical result of a tried and true method. When you sell Chicly, you get paid weekly. Here are the 7 secrets of chic sales success.

1. Face Reality - One of the hardest things to do is to recognize when something isn't working and accept the responsibility to change or end it. For most people, it's easier to hold out until things improve or make endless excuses instead of admitting that something's gone wrong, and deciding to stop pursuing a dead end and trying another avenue. It's amazing how many entrepreneurs strenuously avoid an admission of failure. However, failure is a frequent stop on the path to success, so get used to recognizing it and moving on. This is often the key to improving the sales process of your business.

2. Accept Change – It takes foresight and courage to accept the inevitability and necessity of change. In business, just like in the biological world, you are either growing or dying. Likewise, it is the ability and willingness to adapt when your circumstances change that is essential to survival. Change is the hardest challenge that a business

and especially a sales department will encounter, but it also offers the greatest opportunity for growth.

3. Empathy Works – Having the ability to put yourself in the customers' shoes, pinpoint their needs and concerns and respond accordingly is the most important trait of a sales leader and team. Do your workers have high enough levels of empathy? It is a perceived trait and one that can improve, but it must be constantly worked on. Women tend to naturally be more sensitive, thus empathy can be cultivated as a strength. High levels of empathy are optimal for sales strength.

4. Goal Orientation – You should always know what your sales team is going after and how much progress they're making. This can be found through using a CRM (customer relationship management) system. It can also be done on a simpler level through the use of white erase boards or flip charts and markers. While goals often involve several intangible milestones, you need the tangible element to keep them at the forefront of your business and on the minds of your employees. Be specific; goals must have a measurable component to them to be effective.

5. Accept Results – You can't blame the economy, the competition or the company for slumps in sales closings. If adaptation to change is occurring as it should, these factors shouldn't matter. By pushing responsibility for results out to an individual level, the harder the team will work to turn negatives to their advantage. Help your team accept their results by discussing the ownership of issues with them. It's everyone's problem if there are dips in sales closings.

6. Inside Information – It takes experience and know-how to do a job well repeatedly over time. A company that yields continuous sales results will tap its knowledge base to develop its people and build more success upon that useful information. Sales personnel more than any other field are a source of great information and priceless customer feedback. Give them an easy mechanism for funneling feedback to product development teams and

management, and you'll be all the wiser for your feet on the street.

7. *Self-esteem* – When it comes to sales, you don't take "no" personally or allow it to make you feel like a failure. Confidence and self-esteem are leadership qualities that are absolutely essential to sales success. When building a sales team look for individuals with high levels of self-esteem, but also high levels of empathy or else you might find someone who is arrogant, which is off-putting to many customers.

Incorporating these seven secrets into your sales force will not necessarily lead to sales success, but they should serve as a powerful backdrop to your chic sales strategy. They must be combined with hard work, knowledge of the facts and the willingness to take risks and the capacity to learn from mistakes. Sales isn't easy, but it's often the most rewarding things that are the hardest.

Chapter Four: NETWORKING CHIC

Many entrepreneurs wince at the thought of attending a networking event. After all, many business owners work long hours and don't relish the idea of spending significant amounts of their free time in a crowded room full of people, chit chatting with strangers and attempting to sell to dismal prospects. While this notion of networking can be an actuality, Chic Entrepreneurs have learned the secrets of maximizing their time networking by knowing their value, having clear goals, using the buddy system and following up. Use these tips with your own network and become a Chic Entrepreneur.

Know Yourself – Before taking a step out of your door, you first need to know what your business value is and what makes it unique. Why would someone choose you over your competitors? Why would another business want to partner with you and refer their clients to you? Be specific. If you just say that you offer “great customer service” or “lower prices” or “supreme value,” you have said nothing that is memorable or that differentiates you from other businesses. However, offering 24-hour customer service, same-day delivery or a performance guarantee may be a key feature that sets you apart. You should be able to say who you are and what you do clearly in two to three strong sentences. Practice writing it down and reciting it in the car before you go in to a networking event.

Know Your Wants – Before you contact another business, you need to know what your goals and objectives are. What do you hope that this business can do for or with you? What kind of referral client are you looking for? Know your target market and be specific. Are you interested in men ages 35-55 who own trucks and earn over \$40,000 per year? By pinpointing your target, you can cut out meaningless conversations and useless leads. Find other companies that are focused on your tight niche as well and team up with businesses that can give you the specific referral type for which you are looking.

Know What You Can Offer – When you are networking, be sure to pay it forward when you can. By putting other people in touch and helping them satisfy their own needs as either client or provider, you make yourself a valuable person to know and do business with. Connecting others is a way to position yourself as a person of value. When people recognize that you have something to give, they are more likely to think of you in the future.

Know a Partner - When it comes to networking, a tag team approach can maximize the value that you gain and minimize potential loneliness and awkwardness. We all know it's easier to enter a room full of strangers with someone at your side, however as an entrepreneur, this is a task that must be done often in order to make new contacts and meet potential clients. While you must know how to work a room on your own, Chic Entrepreneurs find that making the rounds with a peer allows them to divide and conquer on the networking circuit. With a partner, you can talk each other up. It's always more impressive when someone else says something about you instead of you talking about yourself. The key is not to get stuck talking to each other, but to fan out and meet potential clients that will benefit you and/or your partner. Keep an eye out for each other in case a friend needs a rescue, and share who you met with each other when you leave.

Know When to Follow Up – After collecting business cards and meeting new prospects, follow up is extremely important. You should remind the people you met of your business and restate what you can do for them or with them. When you see real potential with someone ask them to meet with you to discuss business synergies. You can also follow up with someone not based on business. You may want to have social meetings over coffee, breakfast or lunch and talk as people, if you felt a kindred connection. I suggest an element of your follow up be done the old-fashioned way – snail mail. However, if you'd like to set up a meeting sooner, pick up the phone or shoot them an email, but remember that everyone likes to receive a handwritten note in the mail. It shows that you took the time to remember them and it's an extra gesture that will speak well of your character.

When you network, you're looking for ways to meet new clients and to create strategic alliances. This will increase your business' perceived capabilities and allow you to develop a referral network that will send clients to you and graciously accept clients from you, thus increasing your sphere of influence in your community. If you continue to network and use these tips, you'll quickly discover that networking is the quickest path to your future success.

Chapter Five: CHIC SCHEDULE

In Tim Ferriss's book *The 4 Hour Work Week*, he asserts that you can work a mere 4 hours a week and live your dream life. This is a lofty aspiration that was probably feasible for him after he built a lucrative business that could be systematized to work well without him. However, for most entrepreneurs that I know, whose companies are rapidly growing and still largely hinge upon their own expertise and knowledge, a 4-hour work week may be an unreasonable extreme to try to shoot for, at least initially. However, I am thrilled that Mr. Ferriss floated the idea out there into the business community because it has led to an interesting and useful dialogue, and a challenge to the dangerous norm of working as much as we can. Personally, it has allowed me to reevaluate how I am using my own time, and critique what actions are truly valuable, what tasks are either fruitless or do not need to be done by me personally.

Armed with this new knowledge and perspective, I've been able to make changes accordingly that suit the kind of work-life balance that I want in my life. I call my new work/lifestyle a Chic Schedule. What works for my business and me is to work 4 days a week and be done by 4pm each day. I do not work on Fridays. This allows me to unwind, as I found that two-day weekends were just not enough to travel and spend time with friends and family. Having that 4pm end time and a three-day weekend is an enticing carrot I dangle for myself that urges me towards getting certain tasks completed during the early part of the week.

So how did I get there? Similar to Mr. Ferriss's approach, the process involves outsourcing non-key tasks to others, and streamlining operations. However, hiring a virtual assistant in India, as Mr. Ferriss suggests, and automating everything, didn't quite fit the brand of my organization.

I kept my staff domestic, and our service personnel, but I took myself out of the loop by empowering those around

me to take initiative and make decisions using their own knowledge and judgment.

My assistant fills my calendar with client meetings first and foremost on Mondays, Tuesdays and Wednesdays, if possible, and leaves my Thursday afternoons and Fridays open. Then, she fills in the openings with networking events and partner meetings, and creates time blocks for me to make and return phone calls.

I allow my employees to come in earlier and work until 4pm, which they love. They are still on a regular 5-day week so our clients, partners and the media can still get anything they need from us in a timely manner.

I ask that no one contact me when I'm not in the office on Fridays, unless there is an emergency. Since I am taking more time away from work, I find my creativity has been reinvigorated and I come up with even more great ideas for growing my businesses because I am not spending so much time in the trenches.

Of course, I would ultimately like to work just 4 hours a week or at least have anything beyond that be optional. While I love being an entrepreneur, as my company has grown up, I've chosen to cut the cord and let it increasingly grow without me. Rather than play the overprotective parent, I realized that growing a successful business was much like raising a child and that letting go was a natural part of the process at the right time. Sure, the business is a large part of my life and my purpose, but it is not my whole life. Like most well adjusted balanced people, I work to live, I don't live to work. Because I have certain goals and aspirations for myself, I know that in order to achieve my long-term goals, I need to be an active part of my company right now. You don't get on the New York Times bestseller list without a little elbow grease and I'm willing to put it in to get what I want. However, because I have put these first steps in place to limit the parameters of work in my life, I will be able to continue to cut my working hours as my business grows and functions increasingly without me.

Some people may think it is lazy not to commit to working as many hours as a person possibly can, however, I think this is egotistical and selfish. I believe the opposite is true. If you have a good enough business, then it should not be dependent purely on you. And if it is, then you need to revisit the flourishing business model. I believe it would be selfish to keep myself in the middle of the entire operational framework. By allowing it to grow on its own, I can help more people, create more good jobs for others and positively impact more businesses.

How can you cut back your schedule? Can you work just 4 days a week? You could start by working longer hours on those 4 days and gradually decreasing until you work 4 days a week and are done by 4pm each day. Ending your day earlier will allow you time to unwind after work, get your exercise in and still have a social life. Would it help if you woke up earlier in the morning? I find that I do my best work between the hours of 4:30am and 6:30am. In those earliest hours of the morning, my best ideas come to me and I do work without interruptions from employees or clients. Afterwards, I like to get a run in, shower, go into work, finish my day at 4pm, take a catnap and spend time socializing with friends and then reading a good book before bed.

I urge you to take the time to make a work schedule that pushes you to stay focused on what's really important, be more productive during active work time and measure your results in terms of accomplishments rather than in the passing of time. Creating a Chic Schedule for yourself will help you to use your time in your business more wisely, enjoy a life outside of your business and achieve the freedom you desire.

Chapter Six:
IT'S CHIC TO LOOK ON THE BRIGHT SIDE

Optimism is a key ingredient to success. Having owned my own successful consulting firm for three years, authored a bestselling book, and coached thousands of business owners on how to achieve greater success, I have recognized trends along the way. The nature of a business owner's attitudes and behaviors often dictate their success or failure in their ventures. While sometimes seen as too fleeting to teach, optimism has a clear linkage to achievement of any kind; thus despite not being able to fully understand the why, it is still wise to follow the directions on how to become a more optimistic person. Here are five ways to increase your level of optimism:

1. Take time out each day to let your passion and purpose overwhelm you. This is not something you let happen once and then drown yourself in all the hard work without coming up for air, it is something you let consume you daily. Create some kind of ritualistic way to passionately express and feel your optimism and enthusiasm every day.
2. Purposefully visualize yourself actively participating in your own success. By using this technique routinely, you will come to understand that you are closer to achieving the success you desire than you think. You will become more positive, which will have affirmative effects on your presence.
3. Create a mantra. This is one short sentence that you repeat to yourself throughout the day. It should be stated in the positive instead of the negative and have a meditative quality about it that you can zone in on. Used during meditation, mantras help your mind to focus and relax, thus allowing you to get in a more Zen place that will allow your positivity to flow freely.
4. In addition to being more enjoyable, being optimistic is also one of the most effective tools you can use throughout your day to inspire yourself, ward off frustration and feelings of defeat and keep your spirits high. Carrying that energy with you is what will drive you

forward daily to make your life's dreams an enjoyable reality.

5. Write down positive things that happened to you during the day. These are things that you are to be thankful for and writing them down just before bedtime will allow you to ruminate on them during the night and wake up feeling more upbeat the next day.

For more chic success, do one thing every day that will increase your level of optimism. If you have time, do more. A focus on getting your mind in an affirmative place is never a waste of time. With the expectation of a good outcome comes a good outcome. It's that simple and it's that much more important to focus on in your daily life.

**Chapter Seven:
POSITIVELY CHIC**

Chic Entrepreneurs know that success comes with visions of success. No one starts a business thinking that they will fail. However, many people start their business with trepidation and, through an outlook of fear and negativity, fail to look at the bigger picture to the larger degrees of success they could obtain. The Chic Entrepreneur hones certain traits that keep her positive and result in her ultimate success. Everyone can tell when an energetic, positive, confident person steps into a room. This persona comes more naturally to some, but can certainly be attained by others. Here are five ways that you can be a Chic Entrepreneur and up your positivity quotient:

1. Arrest negative thoughts and replace them with positive ones. Chic Entrepreneurs work on this skill daily by using motivational and meditation CDs or MP3s to keep their thoughts positive. Keeping these and other positive materials in your car and in your house and use them when a pessimistic mindset is at hand. They can lift your spirits and ward off negativity that can infect your workday.
2. Listen to the things you're saying to yourself in your mind. Chic Entrepreneurs are constantly assessing their own internal attitude and external outlook to make sure that their thoughts and ideas are not hindered by negativity. One way to stay positive from morning until night is to think of things to be thankful for and write them down. Doing this each night in a notebook that can be kept in a nightstand is one way to go to bed with a positive mindset and wake up feeling fresh and rejuvenated for the day.
3. Deliberately use words that focus on constructive, affirming truths about yourself and others. Every entrepreneur knows that they need to be able to discuss their business in a positive light. That's what taglines were invented for. However, Chic Entrepreneurs know that they need to self-promote and to believe in the positive attributes that they attribute to themselves. Make sure that you are never self-deprecating. This habit, while it can

be humorous, can be detrimental to your ultimate business strategy. Chic Entrepreneurs are also extremely generous with compliments and positive critiques of others. Sharpening this characteristic can breed many strong business relationships for you in the future.

4. To help you stay positive, surround yourself with people who'll encourage, inspire and believe in you. If you have a positive attitude, you'll be able to see the potential that lies within you. Sometimes Chic Entrepreneurs have to separate the wheat from the chaff. If you find that the company of certain business associates, employees or friends is becoming a drag on your positivity, distance yourself from these people. Of course, it may be difficult to distance yourself from negative family and lifelong friends, but Chic Entrepreneurs know that they need to make associations with people who will boost their spirits and positively influence them while keeping other negative relationships in check.

5. Chic Entrepreneurs set goals for themselves and work with integrity and diligence to make those goals become their own business reality. Make your next goal living your personal and business life more optimistically and you will become the Chic Entrepreneur that you are capable of being.

CONCLUSION

Now you've read the lessons that I deem important to my own chic success. The question now is how can you apply these lessons to your own business model? Your own success can be affected by applying these ideas in your everyday life as an entrepreneur or business leader.

The great thing about being an entrepreneur is that you are in the driver's seat. You control your own destiny. There is no one to blame and there is nothing to fear. If you follow a strategy, use a plan and measure your results, and continue to listen and learn along the way, you will find your path to success.

Keep moving forward!!!

If I let setbacks detour me on the way to my dreams, then I would have missed out on my current accomplishments.

We each have our own definition of what success is, so don't feel like you have to conform to someone else's. Be true to yourself. You have everything you need to achieve your goals within you. They are what you've come here to do. Your goals are your birthright.

The real secret to your success is you. It's your strengths, your passion, your drive and motivation and your sense of purpose. Enjoy your journey along the road of entrepreneurship, and keep the [chic community](#) posted of your success. We are here to support you, as are all your friends, so reach out for help when you need it. Sometimes it takes a village to raise a business, too.

Stay focused. Stay motivated. Stay true to yourself and, of course, stay chic!

Elizabeth W. Gordon