

(continued from front flap)

insightful vignettes from women who have found their niches and are succeeding financially.

If you're wondering how to finance your small business, Wilmerding steers you toward success in obtaining SBA loans and other financing. Finally, if you're considering partnering with others to share the risk and the fun, she prepares you for partnership success, and explains the importance of good advisers and mentors.

The goal of this book is to get you started on the path to a successful career in the small business world, a world that needs experienced, smart, versatile women like you to join its ranks. *Smart Women and Small Business* is the ultimate professional guide for mid-career, business-minded women who want to achieve the same independence and success as their entrepreneurial male peers—but in their own way.



Photo: © Peter Efford Photography

**GINNY WILMERDING** is a small business consultant and former small business owner. She has held senior executive and management positions in high-tech start-ups, low-tech small companies, and large corporations. She has negotiated the purchase of small businesses and worked as a professional author of business plans, private equity placement memorandums, and business cases. She is a former research associate at Harvard Business School.

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Praise for  
**Smart Women and  
Small Business**

"*Smart Women and Small Business* is filled with new thinking, ideas, and inspiration for any woman who dreams about becoming a small business owner. A must-read for women looking for life options that include economic success while balancing family obligations. This thought-provoking book provides a wealth of information to kick start any entrepreneur into owning a small business without having to start from scratch."

—Betsy Myers, former director, Office of Women's Business Ownership, U.S. Small Business Administration and Executive Director, Center for Public Leadership, John F. Kennedy School of Government, Harvard University

"This is a remarkably useful book. The advice and information offered in *Smart Women and Small Business* shows women the avenues and venues where their entrepreneurial aspirations can flourish. Wilmerding is particularly adept at blending action plans with stories and resources, giving the reader a clear picture of the journey ahead as the owner and proprietor of a successful small business."

—Sylvia Ann Hewlett, economist, author, and President, Center for Work-Life Policy

"*Smart Women and Small Business* is a wonderful guidepost for any woman seeking an entrepreneurial career. The book's no-nonsense approach, from a female perspective, provides practical wisdom to successfully navigate the adventures and pitfalls of building your own business."

—Melody Hobson, President, Ariel Capital Management, LLC and regular financial contributor for *Good Morning America*

"Wilmerding has filled a major void in the literature of entrepreneurship by demonstrating the significant opportunities offered by acquiring an existing business instead of starting from scratch. *Smart Women and Small Business* is chock-full of essential resources and sound guidance for smart choices, and leavened with personal stories. It's both inspirational and practical. I recommend it highly!"

—Beth Polish, founding CFO of iVillage, Inc., author of the DROOM™ (Don't Run Out of Money) Primer series

"Wilmerding has written a comprehensive and insightful book, stressing the importance of small, closely held concerns and the opportunities inherent in those operations for ownership by women. Small businesses truly are the backbone of our economy. When a woman is considering reentering the job market or changing careers, ownership opportunities should definitely be on her list of options. *Smart Women and Small Business* can serve as a guide in exploring these options."

—Linda Purcell, CBI, CBC, SBA, Fellow and former chair of the International Business Brokers Association (IBBA)



Wilmerding

Smart Women and Small Business

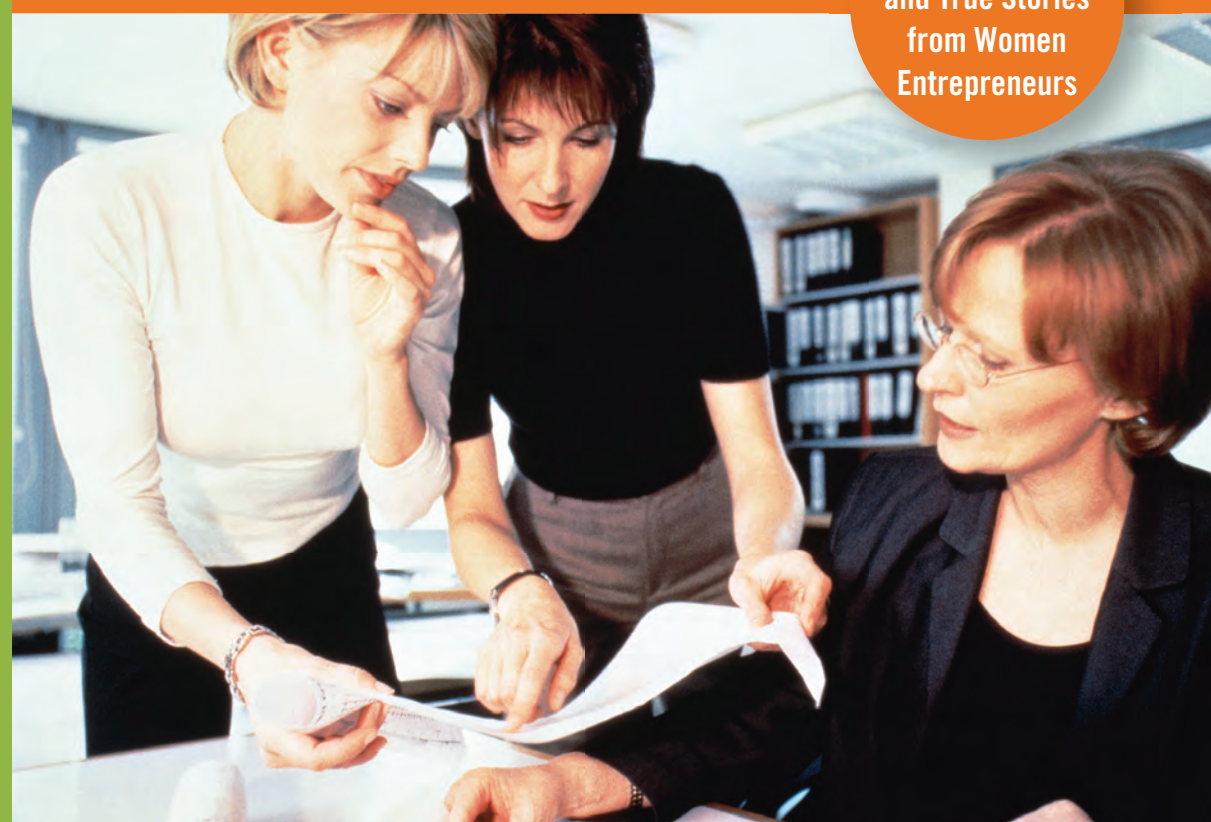
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Ginny Wilmerding

# Smart Women and Small Business

How to  
Make the  
Leap from  
Corporate  
Careers to the  
Right Small  
Enterprise

Includes  
Insights, Advice,  
and True Stories  
from Women  
Entrepreneurs



\$22.95 USA/\$29.99 CAN/£14.99 UK

Are you one of the many women out there who needs a brand-new model for your business career? Are you looking for entrepreneurial alternatives to the world of big business, but aren't sure where to start? A transition into small business is a natural progression for countless women who have invested the first phase of their careers in large companies. Many mid-career women dream of starting their own businesses, but until now there hasn't been a book that gives them the sense of multiple choice that helps them find the right entrepreneurial fit—options that go beyond starting a venture to include buying an independent business or a franchise, joining or consulting for small businesses, or working with partners.

There's a confusing array of how-to books out there with general advice about starting a business, conducting a job search, or balancing work and family. But what entrepreneurial women really need are the strategic tools for choosing and growing a business that will not only make them money, but make them happy as well. Women need direct, gender-specific advice about succeeding financially in their businesses; they also crave the feeling that their work matters, and they want flexibility and control over their professional lives in order to achieve a healthy work-life balance. This book offers them the women-friendly business advice they need and numerous true-life role models to identify with and emulate.

Author Ginny Wilmerding opens women's eyes to the advantages of buying, joining, or consulting for existing small businesses, fully explaining the alternatives to starting from scratch. If you lack an original business idea, this book will give you the confidence you need to get excited about pursuing a business idea other than your own. But if you do want to start a company from the ground up, there's plenty of food for thought for you here, too. Wilmerding not only shares her own stories and outside experts' advice but also includes

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