

4 Success Tips for International Working Women's Day

Women are exponentially expanding their businesses in 2014. In honor of International Working Women's Day on March 8th, below are tips to guide business owners to success.

(TAMPA, FL) March XX, 2014 – Women business owners are finding new ways to improve and expand their businesses each year. This year, there is no doubt women will continue to play an important role in the economy. Here are some success tips to consider this year.

1. Understand that women and men network differently. Use the differences as an advantage. Many authors and entrepreneurs have discussed this topic. *Business Networking and Sex (Not What You Think)*, is a book written by Dr. Ivan Misner, Hazel Walker, and Frank De Raffe. The book goes into great detail about the differences between men and women in regards to networking and also gives insight. The book gives insight on how to build better relationships, close more sales, and give better customer services by understanding the gender opposites.
2. Write down business goals. A well thought out business plan can keep female entrepreneurs on track. Put aspirations in writing and keep them visible. Successful people are more likely to achieve their goals when a detailed plan is established.
3. Articulate exactly who you are and what you want. Per *Business Networking and Sex (Not What You Think)*, women are fantastic at developing relationships. However in this book's statistical research, women tend not to be specific with who they are and what they want in the spirit of accomplishing their business goals. We can enhance our success as women by more consciously stating what our goals are.
4. Collaborate. Focus on our strengths, women tend to be much more effective at collaboration. With your business goal in mind, contemplate how to effectively generate results through collaboration.

On International Working Women's Day this year, be honest with yourself and your business. You have a great business, be open to discovering ways to improve and expand. Women have a lot of power and these tips are a great way to enhance and hone in on that power!

About BNI and Tom Fleming:

BNI is the largest business networking organization in the world. BNI provides a positive, supportive, and structured environment to exchange quality business referrals. The organization offers members the opportunity to share ideas, contacts and most importantly, business referrals. BNI is a business and professional referral organization that allows only one person from each profession to join a chapter.

Tom Fleming is the Executive Director for BNI in West Central Florida and the Referral Institute. When Tom acquired the region, BNIWCF had one chapter comprised of 13 members. The region now has 45 chapters with 1,900 members passing over \$113 million in business to each other in the past year alone. Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. He is a contributing author in two best-selling books on referral based marketing, and has been recorded on many educational CDs produced from his speaking engagements. Prior to beginning his career as an entrepreneur, Tom worked for various Fortune 500 firms, and earned an MBA from Babson College, as well as a Bachelor's Degree in business from Boston University. Visit BNI West Central Florida at www.bniwcf.com.

###

Media Inquires:

Tanya Cielo

Sky Strategic Marketing

954-682-75213

www.skystrategicmarketing.com