



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## ASU

ALABAMA STATE  
UNIVERSITY

College of Business Administration  
SMALL BUSINESS DEVELOPMENT CENTER

## Women in Business Workshop Series II PLANNING FOR PROFITS WITH A.C.T.I.O.N

### Date & Time:

**Tuesday, April 23, 2013 @ 9 a.m. -1 p.m.**

### Location:

**Dunn-Oliver Acadome Banquet Room  
1595 Hatch Drive, Montgomery, Al.**

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### WORKSHOP DESCRIPTION:

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**Is your passion for your business overflowing but your profits falling short?** In this informative session, discover the top three reasons why more than 40% of women in business fall short of the profit growth experienced by their male counterparts. Identify the negative consequences that undervaluing and underpricing has on your bottom line, and learn how the A.C.T.I.O.N. Plan will grow your client base and your bank account! Additionally, participants will learn how to:

- Stop allowing FREE to be your default mode
- Develop confidence in your fees
- Convert prospects to customers without a tone of desperation
- Overcome feelings of doubt and hesitation that drive prospects away

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### WORKSHOP PRESENTERS INCLUDE:

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#### **Cheryl Wood**

*Award winning speaker, trainer, author & business coach and  
Founder of Women Entrepreneurs Partnering for Profit (WEPP)  
Baltimore, Md.*

#### **Dr. Gwen Butler**

*Executive Director, Oasis Consulting Group  
Norcross, Ga.*

***This is a free event and open to the public.***

***Registration is required. Please RSVP 334-229-4138. Lunch will be provided.***

**The registration deadline is April 19, 2013**

***For more information, please contact:***

***Andrea Price at 334-229-4138 or by email at [arprice@alasu.edu](mailto:arprice@alasu.edu)***



The Small Business Development Center at Alabama State University is a specialty program of the Alabama State SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Andrea Price, 915 S. Jackson St., Montgomery, AL 36104, 334-229-4138 or [lpatrik@alasu.edu](mailto:lpatrik@alasu.edu).