



Bags to Riches: 7 Success Secrets for Women in Business

Linda Hollander

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Stuck in a dead-end job with mounting debts, Linda Hollander took the biggest risk of her life when she launched a custom packaging business called the Bag Ladies. Working hard and making mistakes along the way, she managed to grow her business into a successful enterprise. Known today as "the Wealthy Bag Lady," Hollander spends her spare time helping other women build self-confidence and achieve financial independence through small-business ownership. In BAGS TO RICHES, Hollander shares her own and other business leaders' advice for getting a small business off the ground, including practical tips for finding a mentor, securing financing, turning contacts into contracts, and providing five-star customer service. More than just your typical "how-to" business book, BAGS TO RICHES explores one of the most difficult aspects of starting your own business—deciding to go for it. Filled with success stories of real-life entrepreneurs, BAGS TO RICHES will inspire women to take that frightening first step to launching a business and realizing a dream.

- There are currently more than 9.1 million women-owned businesses in America.
- Women are starting businesses at twice the rate of men.
- Thanks to Linda Hollander, October has officially been named "Women's Small Business Month."

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