



Contact: Rachel Scott
Office: 949-400-6936
Email: pr@girlsceoconnection.com

FOR IMMEDIATE RELEASE

**IT TAKES MORE THAN A GOOD BUSINESS PLAN AND MENTOR FOR
TEENAGE GIRLS TO BECOME SUCCESSFUL ENTREPRENEURS**

*Traits, Skills, and Behaviors Women Entrepreneurs Know are Essential for Girls to Learn on
Their Entrepreneurial Journeys*

LAKEWOOD, CO January 18, 2018... Teenagers primarily learn about entrepreneurship through business clubs and youth organizations. They listen to stories from experienced entrepreneurs to inspire and encourage them to follow their passions and visions. The teens are then taught how to write a business plan and sell their products or services. For some reason the advisors and instructors forget girls and boys learn differently. This includes the way they think, communicate, and lead. The same advice is given to both the boys and girls on how to start and grow a business. However, the girls aren't introduced to the essential traits, skills, and behaviors that accomplished women entrepreneurs attribute to success.

“ I've had the opportunity over the years to work with and for highly successful women entrepreneurs. During our conversations, many told me they wish they'd learned these qualities early in their businesses. In fact, some felt it would have been great if the knowledge had been given to them in high school. If these women think the topics are important for them or for other women to understand at the start of their businesses, then they are important for high school girls to grasp on to as well. It is essential high school girls have the keys to become accomplished and influential as the trailblazers ahead of them. These young entrepreneurs represent the generation that can be an inspiration for girls across the world to become entrepreneurs; to become the ones to find solutions to problems and create new products to make a difference in the lives of others.”

Sylvia Scott is a leading advocate for young female entrepreneurs. Sylvia advises teenage girls and college women on attributes that will impact their future endeavors and relationships. She creates programs and the Realizing a Vision conferences to guide the young women on the path to fulfilling lives as entrepreneurs and leaders. She is serious about introducing Generation Z high school girls to all the skills, traits, and behaviors.

(more)

Realizing is Vision, Words of Wisdom for Young Female Entrepreneurs is a guide for high school girls who understand there is more to being an entrepreneur than a good business plan. The chapters cover the soft skills needed to grow their businesses. However, the content is much more those skills. It goes more in-depth with behaviors and traits of accomplished female entrepreneurs. For example, branding for women is more than how they brand themselves. It encompasses how their personal brand connects with their business brand. The importance of plugging into people may come easy for females yet few teenage girls are taught the importance and difference between networking and connecting. Learning how to be open and see new opportunities for business ideas do not usually come easy for young entrepreneurs. Yet that quality can be learned from both young and seasoned female entrepreneurs.

The first-hand knowledge shared in the book can be a powerful tool for growing a business of any size. In each chapter, the reader will be shown how to develop specific traits, skills, or behaviors. The reader is introduced to young women who have built exceptional, innovative, and profitable businesses as teenagers and in some cases beginning as tweens. There are stories of girls who needed to change directions on a business or even wait until a better time. The written exercises are designed to help the reader see where she needs to learn more if that is the case. The age of the reader or the stage her business is in doesn't make a difference. There are valuable strategies everyone will walk away with to increase their ability to achieve a worthwhile venture.

For more information on *Realizing a Vision, Words of Wisdom for Young Female Entrepreneurs* contact the author and Girls' C.E.O. Connection founder Sylvia Scott at 949-400-6936 or by email at Sylvia@girlsceoconnection.com. Girl's C.E.O. Connection's mission, programs, and activities can be found on its website at www.girlsceoconnection.com. The Facebook Page is www.facebook.com/girlsceoconnection. Other social media includes Twitter@GirlsCEOconnect; Instagram at www.instagram.com/girlsceoconnection and YouTube at <http://bit.ly/1AFfkRY>. Enterprising Young Females Podcast is on iTunes at <http://apple.co/2fw9zbn>.