



## WCEC Quantum Progressions

### Presents

## The Woman's Advantage® Forum

*Enabling You to Create a Multimillion-Dollar Business*

The Women's Center for Entrepreneurship [WCEC] has partnered with The Woman's Advantage® [TWA] Forum to provide the foundation for the WCEC Quantum Progressions – Facilitated Growth Program for small business,

### What is The Woman's Advantage® Forum?

The Woman's Advantage® Forum is a radical new opportunity for women who own small businesses to receive the structured training and support they need to grow their businesses dramatically. Each Woman's Advantage® Forum is limited to a maximum of 14 non-competing women business owners.

### What do participants say about The Woman's Advantage® Forum?

Here are direct quotes from participants:

- "The Woman's Advantage® is helping me move my great idea to a real business."
- "As a direct result of what I learned in the first four months of The Woman's Advantage® Roundtable, I was able to land the largest contract to date for my business."
- "I learned the difference between being self-employed and being an entrepreneur. I have had a shift in mindset about the importance of getting others involved in my business."

### What is the format of The Woman's Advantage® Forum?

Participants meet once a month for a highly-structured, three-hour educational meeting.

Each meeting consists of:

- Discussion of pre-assigned reading material and work book exercises, focusing on how to specifically apply it to your business
- Discussion of current challenges or opportunities you are dealing with in your business
- Establishment of a focus for each participant for the upcoming month
- Accountability check on each participant to ensure that she completes her monthly focus item.

### **Is The Woman's Advantage® Forum a networking group?**

The purpose of this group is to grow your business with the support of other women business owners, while helping them to grow theirs. The program is about sharing ideas and learning together rather than gaining new customers from within the group. Although participants may buy from each other, you should not join the group with the primary goal of selling to other participants. However, participants are encouraged to introduce fellow participants to prospects who could benefit from their offerings.

### **What materials will be provided?**

As a part of your participation, you will receive *The Woman's Advantage®: Structure Your Success* book and *The Woman's Advantage® Workbook*. Every month, you will read one chapter of the book and answer the accompanying workbook questions. Rather than case studies or "busywork," you will apply the readings and workbook answers to your own business and discuss your answers at the following meeting. You will also receive *The Woman's Advantage® Newsletter*, as a part of your participation.

### **How will participants be selected?**

Each Woman's Advantage® Forum will be limited to a maximum of 14 local women business owners.

Due to the confidential nature of the meetings, no direct competitors will be allowed. Applications will be numbered as they are received, and direct competitors will be given consideration according to their placement in the queue.

### **What is the cost of joining The Woman's Advantage® Forum?**

The program cost is \$1600 per year, which may be paid in full or quarterly. This includes all the meetings and programs defined in the "format" above, and all books, workbooks and weekly newsletters.

### **What is the time commitment?**

The Woman's Advantage® Forum meets once a month for three hours. To gain the full benefit of the program, you should commit to attending at least ten of the twelve sessions. In addition, unless you're well-versed in financial issues, you should take advantage of the additional financial sessions, as well.

### **Will The Woman's Advantage® Forum have officers or committees?**

Unlike other women's organizations, The Woman's Advantage® Forum has no committees or officers. The sole purpose of the organization is to help you grow your business and you will not be asked to perform any duties that do not directly relate to growing your business.

### **How do I learn more?**

For more information, contact Michele Maybaum at [mmaybaum@rem-co.com](mailto:mmaybaum@rem-co.com) or 212-944-4433 extension 2519.