

## WHAT'S GOING ON? WHY AREN'T WOMEN MAKING THE BIG BUCKS?

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### According to the women presidents' organization for women whose businesses annually gross over \$2 million:

- About 43% of all women-owned businesses have revenue of \$10,000 or less per year.
- Over 70% have revenue of less than \$50,000.
- Only 3% have revenue of over \$1 million (compared with 6% of men-owned businesses).

Why aren't women making the big bucks? What three things are women doing wrong?

**Albert Einstein** wrote, *The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.*

1. **They dismiss their intuition.**
2. **They wait for approval and ask for permission.**
3. **They think something is wrong with them.**

What four things can women do to get in the \$50,000 range?

1. **Look *outward* for support. Look *inward* for guidance.**
2. **Understand the Heroine's Journey**
3. **Just say "yes."**
4. **Stop with all the positive thoughts and affirmations.**

### Next Steps

- Download a free copy of "Doing What You Love: Multiple Streams of Passion," chapter 5 from my book: *Discovering Your Inner Samurai: The Entrepreneurial Woman's Journey to Business Success*.  
<http://www.discoveringyourinnersamurai.com>
- Sign up for a free 30-minute business consultation session. Just put "I Want To Make The Big Bucks" in the subject line of your email to me.  
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