



SMALL BUSINESS

DESERVES

A BIG DAY!

Surprise! Now's the Perfect Time to Grow Your Business – Learn How

Workshop Leader:

Rhonda Abrams

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Believe it or not, there's a lot of upside potential in a down economy. Sure, there are tremendous challenges, but when the economy goes into a tailspin, there are also tremendous opportunities. History proves it -- more than half the companies making up the Fortune 500 started in a recession or depression. Many of the companies that are now household names took advantage of bad times to grow.

It's not a fluke! In this session, Rhonda Abrams shows you how you can seize on the key factors to grow your business in a challenging economy. She'll show you the strategies that companies have used to start, survive, and thrive in poor economic conditions, explains the opportunities that downturns present, and helps you understand how to succeed even in lean times.

About Rhonda Abrams

Rhonda Abrams, small business columnist for *USA Today*, is passionate about small business. She's helped hundreds of thousands of people successfully start their own companies. Her first book, *Successful Business Strategies: Secrets & Strategies* became America's best-selling business plan guide. Her books -- including *Six-Week Start-Up* and *What Business Should I Start?* -- have sold more than a million copies and been translated into over 30 languages. An entrepreneur herself, she owns her own company: The Planning Shop. Learn more about Rhonda by visiting her website: www.theplanningshop.com