

THE WOMEN'S CODE

PRESENTS:

The Successful
Creative Entrepreneur

It's tough being a creative entrepreneur . . .

While serving clients is invigorating, if certain business challenges are not addressed they can turn quickly into obstacles. Beate will share **5-Steps to Finding More Clients** so that you can pinpoint your perfect client with great accuracy, resulting in **more opportunities, referrals, and income**. While most business owners struggle and strain to sell themselves to the world, Beate has uncovered German-engineered efficiency systems that make your clients hungry for everything you have to offer.

This is workshop is right for you if:

- You feel that **your day-to-day obligations take all your energy** - instead you want to feel energized again.
- **Your creative ideas that led you to entrepreneurship are no longer flowing like they used to**, or you rarely **have enough time** to implement them.
- **You want to run your business** instead of it running you and **have time for a balanced personal life**, too.

You will:

- Walk away with your ideal customer profile so that you can laser focus on attracting the right clients!
- Know how to **speak with more confidence** to prospective buyers.
- Create your own work-life balance plan that takes you **from overwhelmed to awesome**.

DATE

March 23, 2016
9:30 AM - 12 PM

LOCATION

Wilde Auditorium
University of Hartford
200 Bloomfield Avenue
West Hartford, CT

REGISTER

www.hartford.edu/beate



At her lowest point, Beate Chelette was a single mom with \$135,000 in debt. Just 18 months later, she sold her image licensing business to Bill Gates in a multimillion dollar deal. Passionate about Creative Entrepreneurship and Women Leadership, Chelette is a nationally known 'gender decoder,' respected speaker, career coach, and consummate entrepreneur, who has appeared on more than 60 radio shows.