



SPECIAL REPORT



Fast Track Your Goals



Fast Track Your Goals with **SUCCESS TEAMS**

by Linda Hollander, the Wealthy Bag Lady

What people are saying about the Wealthy Bag Lady...

“Take it from someone who has gone from living in my car to living in a 5,000 sq. ft home, Linda Hollander knows what she is talking about. She cleverly guides you into unlocking your sleeping powers and getting rid of your hidden fears, helping you to achieve goals far beyond your expectations. This is must read for all women!”

--Georgia Durante, author of *The Company She Keeps*, owner of The Performance Two Driving Team www.performancetwo.com

“Linda Hollander never ceases to amaze me. She must have been born inside an atomic bomb! There seems to be no end to her energy and brilliant ideas. She has made the world a better place to live by helping women. Thank god she had the courage to do it. Way to go, girl!”

--Cordell Vail, CEO, Golden Mailbox

“Linda's wise words and personal stories have empowered me to begin my 4th career at the age of 66! The Wealthy Bag Lady gives you a road map to entrepreneurial success. Watch out world, here comes a Daring Dame!”

--Sandra Schrift, The Business Professional's Speech Coach
Author, *Speak Like a Pro for Profit* (e-book) www.schrift.com

“Linda Hollander is one of the most astute businesswomen I have ever met. She is a rare combination of beauty and brilliance. Her passion is empowering women in their business and personal lives. She helps women and the men who love them”

--Joel Christopher, CEO, www.MasterListBuilder.com

“Linda Hollander is a genius and a woman of pure brilliance. The Wealthy Bag Lady has personally assisted us in creating the company we have today. She goes the extra mile to help you achieve your success. She truly is one of the greatest gifts to walk this earth.”

--Joan Ambrose and Joan Marie Whelan, authors and lecturers
www.joanmariewhelan.com/index.html



ABOUT THE AUTHOR

Linda Hollander is known as the “Wealthy Bag Lady”. She started out worse than broke. She was buried in debt and couldn’t find a way out of the poverty trap.

She and her best friend, Sheryl Felice, used their girl-power to the max. They launched a packaging business called “The Bag Ladies” which sells custom-printed paper and plastic bags to leading-edge companies. She has become the industry leader in teaching entrepreneurial women how to go from *Bags to Riches*.



Linda talked to the nation’s leading business experts and decided to create her own success formula for starting and running a successful business. Her powerful success strategies will change your life forever.

Her company, The Bag Ladies, was formed in 1988. She devised a sales and marketing plan which made the fledgling business profitable in a very short amount of time. Disney, Cisco Systems, Mattel, Universal Studios, Nissan, Yamaha, Sony, Revlon, CBS, Robinson’s May, Edison, Variety, Ocean Spray, Sears and Infiniti are some of her clients.

Having written the book, *Bags to Riches by the Wealthy Bag Lady*, she is a popular international speaker and has learned from the nation’s top business experts. Her passions are business, investing, promotion and packaging (she is a “Bag Lady”, after all).

As the founder of the *Women’s Small Business Expo*, she has engineered massive empowerment events that take place every year all over the country. Linda has over 20 years of business experience in sales, marketing, design, promotion and creating lifetime customers.

Linda Hollander owes her success to the wonderful people in her life: Her parents, Bob and Blossom Hollander, Rhoda and Howard Goldie, and her best friend, Sheryl Felice. She lives in Los Angeles, California with her husband, Leslie Greenfield, and their two cats, Carmella and Sneakers.

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“You can have anything in the world you want if you’ll just help enough other people get what they want.”

- Zig Ziglar, Sales Trainer, Author, Motivational Speaker

Benefits of Success Teams

1. Accountability to yourself and others
2. Generating dynamic brainstorming sessions
3. Accelerated goal attainment
4. Tapping into resources, skills and knowledge of others
5. Developing ideas and gaining feedback
6. Cultivating strong relationships
7. Increasing self esteem and personal power
8. Finding solutions to challenges
9. Sharing your dreams, goals and desires in a safe environment
10. Creating a third mind
11. Creating synergy
12. Sparking imagination and creative energy
13. Destroying the feeling of isolation
14. Bringing forth your brilliance
15. Having fun

One of the best ways to accelerate your goal achievement is the Success Team. The concept of the success team is based on the master mind alliance, described by Napoleon Hill in his brilliant book, *Think and Grow Rich*. The success team is a collection of minds gathered together in perfect harmony for a definite purpose. Having more than one mind working on a topic creates an invisible energy in a think-tank environment which opens up new insights for members. Being amongst successful people who have confidence in you and who are actively working on behalf of your success instills more confidence and initiative.

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Surrounding yourself with those who balance out your strengths, weaknesses, experience, and expertise helps widen your horizons as you gain a different perspective on issues. The best success teams develop strong relationships and increase self esteem and personal power.

The success team brings out the human potential in its members. Marriage and business partnerships are the ultimate success teams. With a great and supportive partner, you can accomplish more than just the power of one mind. Synergy is created when the whole is greater than the sum of its parts. When you experience breakthroughs, your group is working on the synergy level.

The people closest to you may not be totally enthusiastic about your entrepreneurial endeavors. It's not that they don't love you, but that they don't want to see you fail and become hurt. But they don't have your vision. These individuals lack your sense of adventure and may have their own agendas.

If you're still working as an employee, you may not be able to share your entrepreneurial dreams with your co-workers. To quell rumors of you leaving the company, it may be necessary to keep your business plans a secret from your workmates and your boss. This is why you need to form success teams with like-minded visionaries who have a passion for free enterprise and creativity.

The success team becomes a positive addiction. When you talk to the members of your team, you are elevated to your highest and best self. Successful people never go it alone. Once you start your success teams, you'll wonder how you ever got along without them. The group intelligence activates imagination and creative energy, which are vital to your achievements.

The success team creates dynamic life change. It will fast track your accomplishments, motivate you to become your highest and best self and increase your power of attraction.

Don Foster Gutridge, one of the countries leading experts on success teams, recounts a story of his real estate firm. His office was producing lackluster sales. In fact, his real estate office was last in their area. Don's manager asked him to form a success team within the office. The team was formed the results were miraculous. Their firm was propelled from last to first place. Word spread of the awesome success team that was created and top producers from other offices were attracted to join the team. Achievement is truly a team sport.

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Brainstorming

Success teams will help you find solutions to your challenges. According to Albert Einstein, “Problems cannot be solved at the same level of consciousness that created them.” With the group intelligence you can tap into resources, develop ideas, gain feedback and bring forward your brilliance.

Your success team can also give you a fresh perspective on projects that you are extremely close to. When you are deeply and intensely involved with a venture, you lose objectivity. Your brains become fried. Creative thinking comes to a screeching halt.

If you have a project, such as a business plan or marketing piece, that needs time for review, send it to the group members in advance of the meeting. The quality of the brainstorming tends to be higher when people have had time to evaluate your project and write down their suggestions in advance.

When I first came up with the idea for Women’s Small Business Month, the first people I ran it by were the wonderful members of my success team. They were encouraging, straightforward and wonderful. They told me about the holes in my idea and asked me some really important questions that I hadn’t even thought about. Sometimes you are so close to your business or project, that you don’t see what’s immediately obvious to others. That’s where your success team partners are awesome. Large companies pay megabucks for focus groups to give them quality feedback, but you have your success team. These people are straight shooters. Everyone respects the other person’s ideas, but they don’t give rubber stamp approval to everything that’s presented. They challenge you and inspire you, as you do them.

Creation of the Third Mind

The third mind is something that is created by the group dynamic. The third mind is reached through the coordination of mind, body and spirit. The third mind can be considered the universal storehouse for group intelligence.

You can probably remember the times when you met someone and you just knew intuitively that you would be friends for life. There were other times when you met someone that instantly repelled you on a visceral gut level. This is also the third mind in action.



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Reach Your Goals

Individuals tend to let down themselves before they would let down their esteemed colleagues. The accountability factor is a tremendous force in moving members of the success team along their path towards their goals.

Whenever I teach, I try to hook up success team members. People who were strangers become friends for life. Two of my students, Ellen Schultz and Jana Collar, met by phone at one of my teleclasses. Both women are coaches and live in different parts of the east coast. They formed a success team that met by phone every weekend. According to Ellen, her success team with Jana gave her more focus and brought her closer to her vivid vision. Both women got each other on track when they veered out of alignment. Being non-judgmental, they challenged each other, but meeting challenges meant that they had to confront their fears. Ellen's dream was to have a coaching practice in Spain. She discussed it with Jana and wrote it in her success planner. Ellen and Jana finally met in person a year later at a dog show. Brimming with excitement, Ellen told Jana that she met a man who lived in Spain and had a thriving coaching practice. This man was willing to take Ellen under his wing. Because of the awesome power of the success team, her dream was now coming true.

Give, Then Receive

Occasionally, selfish people may invade your success team. After their needs are met, these parasites will abruptly leave the group. The other members feel used and betrayed. Before new members are considered, let them know that the group philosophy is to give, then receive. This will filter out the takers who only want something for themselves.



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Commitment

For the success team to function at a higher level, you need a higher level of commitment. Members must be pre-qualified and do some work before joining the group. Instead of just asking what they can get from the success team, they have to write their individual mission statements and tell what they will bring to the group. People have a greater respect for groups if they have to do some work to join them.

Team members may come into the alliance with their own agendas that may conflict with the mission of the group. Making people qualify for group membership will flush out their hidden agendas and bring about alignment with the group purpose.

It is critical to have commitment from all members in order to be effective. Without priority given to attendance at the meetings the synergy is broken. Other members feel let down when the turnout dwindles and the enthusiasm subsides.

Destroy Entrepreneurial Isolation

At times business owners operate in a vacuum. This is especially true if you are running a home based business. Sometimes there are no grown ups to brainstorm with. Your kids and pets are cute, but sometimes you need mental stimulation from other motivated adults. To avoid this seclusion, it's best to meet in person with other motivated entrepreneurs regularly.

Negativity

There will be no negatives brought into the success team with one exception: If one person in the group names one of the "walls" they need to break down on their way to success, and asks the others in the group for help in breaking down those walls. Even in the era of positive mental attitude, it is okay to have negative thoughts. The success team will help you release those negatives and move past them in a positive way.

Confidentiality

The success team gives you a safe forum to share your dreams, goals and desires. In order to keep the members protected, confidentiality must be respected. What is said in the group stays there. The only exception is if team members give you permission to share the ideas, goals and breakthroughs that happen in the team meeting. Even if the success team starts out with the goal of fast tracking business accomplishments, you will become friends with your group members. An incredible bond is created when there is perfect harmony and definiteness of purpose. It is also important that the privacy of each member is respected, so that everyone will feel free to be honest and share their deepest thoughts and fears. People will reveal their core values, fears and motivations, but only if they feel safe to do so. If any of the success team members breaks the group trust, they should be removed.

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Weight Watchers and Alcoholics Anonymous are great master mind alliances for abolishing food and alcohol additions. But they only work if there is a code of confidentiality that allows people to open up and share intimate revelations with each other during meetings.

Structure

I've been on success teams with people I've never met in person. We just talk on the phone in regular intervals. But some people need to meet with their success team partners in person. Weekly or bi-weekly meetings work best.

Think of a name for the team. The name should reflect the common interests, goals or values of the group. Four to six people is the right number for a success team. If your group has dramatic results, word will spread and others will want to join, but it is best to keep the group small so everyone can get their share of personal attention and brainstorming on their projects.

For small groups, telephones with a conference feature can be used. Inexpensive conference lines or bridge lines can be rented for many people to be on the line together. Even if you meet by phone, plan some time in the year to actually meet personally. It helps strengthen the bond and achievements of the success team members.

It's a good idea to time the meetings, so that people have some sense of structure. One to two hours is usually the proper amount of time for your meetings. In one of my groups, there are members in California and Illinois. We get together for weekly meetings on the phone, but our Chicago member is two hours later. If our call starts at 6:30, it is 8:30 at night for him. It is important for our Chicago team member to know that we will respect his need for sleep and family time and keep the meeting to only one hour.

Prospective new group members should be nominated by someone in the group. Then the success team members vote on whether or not to let in new members.

During meetings, success team partners share their accomplishments on their goals from the last meeting, state their new goals and say how they need help from the group.

One success team I had was with three men and me. I loved being the only woman in the group. It made me feel like the Queen Bee. When they needed a woman's perspective, they came to me. One of the members lived in Germany, so we met on the internet and talked through a computer microphone and speakers.

Members will need assistance from the success team on certain projects. The person who gets their project reviewed is in the "hot seat". To be fair to the other members of the group, rotate the hot seat so that everyone gets the advantage of the group brainstorming.



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Jump Start Your Success

Write Your Success Team Purpose Statement Here



Purpose Statement

One of the best ways to run a success team is to develop a group purpose statement that is read at the beginning of each meeting. The purpose statement will be constantly growing and evolving according to the visions of the group members. Here is an example of a success team purpose statement.

“To help each member get more focus in less time, more growth with less effort and more profits with less stress. By elevating and stimulating the minds of each member, we will all live well, have fun and help each other achieve their own personal success by transforming other people’s lives. The team members will give first, then receive. Each success team partner understands that the power of the group is greater than the sum of its parts. Each member of the success team will be encouraged to be their highest and best self.”

Team Leader

Having a team leader is probably the best way to conduct your success teams. The leader will moderate the session, read the purpose statement, monitor each person’s contributions so that nobody monopolizes their allotted time. The team leader will also assign action items for the next meeting and wrap up the session with a conclusion.

To create a sense of fairness, rotate the role of team leader. The leader can moderate the meeting and then pass the torch to another member for the next week, or the leader can moderate the meetings for four weeks and then let another member lead the team for four weeks.

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Types of Success Teams

Most books on masterminding talk about one team, but you need a cadre of different success teams for different purposes:

You Can Do It Team. This is your group of friends, colleagues and associates who believe in you and push you to achieve excellence. This includes the business associate that you call with your problems or your girlfriend that you meet with for Margaritas and guacamole. These little dears are your special cheerleaders. They believe in you and will hold your dreams in the light. They have a special talent for motivation. When you wanted to quit, these extraordinary individuals told you to raise the bar for yourself and not settle for the ordinary. Sometimes they know you even better than you know yourself. The structure of the “You can do it” team meetings is informal and casual, usually consisting of telephone calls in-between daily tasks and casual lunches and dinners. Gutridge tells the story of a man named Bob that caught wind of a rumor that his company was going to let him go. Because of the encouragement of his you can do it team, Bob turned the situation around, bought the company, sold it, and retired extremely wealthy.

Family Team. Your marriage, primary relationship and family are the ultimate success teams. The interactions of the family success teams are intense, relaxed and heart-warming.

Iris Rainer Dart would call her cousin Sandy when anything important happened in her life: a new job, her boyfriend proposing, and the birth of her son. Iris and Sandy went through school, boyfriends, jobs, parenting and life. All of their triumphs and tribulations were shared together. If you hurt one woman, the other would come to her defense. Inspired by her marvelous success team with her cousin Sandy, Iris wrote a great book about two women who became lifetime friends. She created the memorable characters, C.C. Bloom and Hillary Whitney, in her poignant novel *Beaches*, that was made into a major motion picture with Bette Midler and Barbara Hershey.

Professional Team. These are paid professionals that help you with your success,--accountants, lawyers, insurance agents, consultants and coaches. For this success team, you need to take out your wallet, dust off the cobwebs, and invest in your success. Even though you pay professional advisors, they don't cost you money. They save you money. According to Victoria Lowe, CEO of Alert Staffing, a multi-million dollar company, any knowledge that you don't have it a gap that you need to aggressively close. These professionals will help you create a fortress around your business. Knowing how to tame the tax beast is essential for survival in the business world. A great accountant will show you how to minimize your taxes and will more than justify their fees. The structure of the professional team meetings is formal. Time is definitely money here. Appointments are made and fees are charged by the project or by the hour.

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Investor Team. Every business needs capital to start, grow and thrive. The investor team members are the people who prove that they believe in you by opening up their wallets. The folks who advise you on how to raise capital are also part of your investor team. The investor team allies have strong financial knowledge and power. These are the angels who lend you money such as bankers, individual investors or people in your inner circle that have empowered you financially. Investor team meetings are official and consequences are of great magnitude.

Mentor Team. These visionaries are playing at a higher level than you. They are where you aspire to be. These luminaries may also possess skills and knowledge that you want to tap into. The company board of advisors is a classic mentor team.

Jack Canfield, the co-author of the *Chicken Soup for the Soul* books, recounts a story of a man who was highly successful by society's standards. He was making a million dollars a year. But even someone at this level had aspirations. He wanted to produce even more income, so he formed an alliance with individuals that were making at least five million dollars a year.

Jump Start Your Success

List Success Team Members for Your Various Teams



You Can Do It Team Members _____
Family Team Members _____
Professional Team Members _____
Investor Team Members _____
Mentor Team Members _____



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Success Team Superstars

General Electric

GE has held the top spot on the Fortune Magazine's list of the Most Admired Companies for five years in a row. The reason that GE is so popular is its long history of creating revolutionary success teams. These teams established a corporate culture of entrepreneurship and achievement.

GE's charismatic CEO, Jack Welch believes in leading people and then getting out of their way. Welch heard one of his employees say, "They used our hands and feet for years, but the dummies at the top never realized they could have had our brains for free." Now at General Electric every brain counts. The opinions of the line workers are just as important as the big shots in top management. GE's "Work Out", a process for creating ideas without bosses around to dampen them, has become part of everyday life at the company.

Jack believes in tearing down bureaucracy, getting rid of slumbering businesses within the company, and bringing out the highest and best potential in his teams. His focus on developing talented people is legendary and he rewards his star performers profusely.

Jack is also humble. He never pretended to know it all, but instead listened to those that actually did the work. He rolled up his sleeves, joined in their success teams, helped them stretch their goals and propelled their accomplishments.

WealthyWomen.com

Paige Grant of WealthyWomen.com did not have parents who taught her about money, so she "married well". Unfortunately, her fairy tale marriage crumbled and ended up in divorce. Paige vowed to take back her power and get smart about money. To help other women live financially free, she created a brilliant concept called "prosperity circles". A prosperity circle is a group of like-minded women who are committed to achieving financial certainty by supporting each other. The prosperity circle members meet regularly and are accountable to themselves and each other.

Women will do more for others than they will for themselves. In the prosperity circle, you are assigned a partner who you will speak to each week to see if she needs any support in accomplishing her goals, and she will help you with yours. Your partner will hold you accountable when the circumstances of your life seem to be conspiring against you. This revolutionary approach is helping women all over the world achieve all their financial and personal goals.

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Disney

Walt Disney formed a success team with five animators in 1935. These creative innovators studied the movements of real people, even bringing them into their studios, posing them and taking thousands of photographs. Success teams were the energy that fueled the creation of the animated film classics we grew up with: Snow White, Dumbo, Bambi and Pinocchio.

Disney used the concept of success teams from the inception of the company. According to Ken Kerr, creative director and project manager of Disney's EPCOT Center, the team leaders would get people together in a "war room" to brainstorm new ideas. Everyone's ideas would get tacked to the wall and moved around various parts of the room or discarded.

The number one rule in Disney success teams was no negativity. Even a simple rolling of the eyes was grounds for immediate expulsion. They realized that negativity is poison to creativity and forward thinking. Some of the greatest cartoon characters, entertainment and merchandise came out of these magical sessions.

When Michael Eisner, CEO of Disney, accepted an award for excellence he recounted, "Disney concluded that synergy can be the single most important factor contributing to the profitability of a creatively-driven company." Disney even has a Vice President of Synergy.



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NOTE FROM THE AUTHOR

I would love to hear from you...



I hope you were elevated and inspired by this special report. I've dedicated it to the winning spirit of women just like you.

Please don't copy or give away this special report. Many hours of my personal time were put into writing it. If you have associates who are interested in the Wealthy Bag Lady special reports on small business success, please refer them to my site: www.WealthyBagLady.com.

If you have any comments, questions, insights, breakthroughs and stories that you would like to share, please e-mail me at info@WealthyBagLady.com. You can also call 1-888-286-0602 or write to Wealthy Bag Lady, P.O. Box 83639, Los Angeles, CA 90083. Please note that any stories submitted may be used in a future publication. Individual stories may or may not be acknowledged. However, as in this publication, names and other details will be camouflaged to protect your privacy.

The entrepreneurial passion has been enflamed. You've got outrageous goals and visions. You've researched your business, thought about it...dreamed about it. Now it's time to take action. Go for it, girl!

I wish you the best of luck with your business. Live well, have fun, discover your greatness, and share your gifts with the world!

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RESOURCES

Education for Women on Raising Capital

American Women's Economic Development Corporation (AWED)

216 E. 45th Street, 10th Floor

New York, NY 10017

www.awed.org

Capital Connection

www.capital-connection.com

Springboard

Springboard Enterprises, www.springboard2000.org

c/o GWU at Mt. Vernon College/Somers

2100 Foxhall Road, NW

Washington, DC 20007

Tel 202-242-6282

www.springboardenterprises.org

Women's Business Development Center (WBDC)

8 South Michigan, Suite 400

Chicago, IL 60603-3306

Tel 312-853-3477

www.wbdc.org

U.S. Small Business Administration (SBA)

800-8-ASK-SBA

www.sba.gov

SBA Women's Business Center

www.sba.gov/womeninbusiness

To Find the Nearest SBA Small Business Development Center

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Internet Marketing and Ecommerce

www.1shoppingcart.com/app/default.asp?pr=1&id=40826

World Wide Web Hosting

www.Internexions.com

Wealth Training for Women

<http://www.MillionaireWomen.com>

<http://www.WealthyWomen.com>

Women Online

www.Ivillage.com

www.Oxygen.com

www.Women.com

Women's Associations

American Business Women's Association (ABWA)

<http://www.abwa.org>

eWomenNetwork

www.eWomenNetwork.com

National Association of Female Executives (NAFE)

www.nafe.com

National Association of Women Business Owners (NAWBO)

www.nawbo.org

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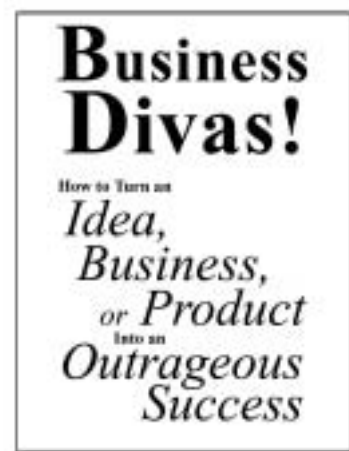
Break through those obstacles that have been holding you back. You'll discover amazing tips and strategies as Linda Hollander, the Wealthy Bag Lady, shares her 7 success secrets to starting and succeeding in your own business. You'll learn how to train your brain for success, pump up your sales, and master Octopus Marketing©, a strategy that will give you the edge over your competition.

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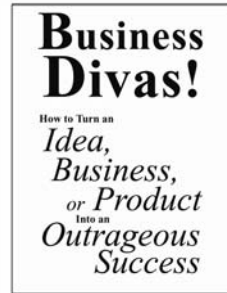
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