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**Ask Others, Trust Yourself**  
*The Entrepreneurial Woman's Key to Success*  
**By Elisa Balabram**

New York, New York—September 9, 2009--Knowing that you can ask for help to grow your business, and trusting your instincts about the advice you receive, is key to your business success. But not everyone knows where to go, or how to ask for help.

In her new book, *Ask Others, Trust Yourself – The Entrepreneurial Woman's Key to Success* (BookLocker.com, Inc., 2009, \$18, soft cover, ISBN: 978-1-60145-931-2 <http://www.booklocker.com/books/4266.html>) author Elisa Balabram, MBA, reveals how empowering it is to listen to other's advice and weigh all the options available to you.

After years of coaching women in business, Ms. Balabram realized that many were stuck because of the "naysayers" in their lives. She also discovered that many women felt they needed to figure everything out on their own, and would only ask for help when they were in trouble.

So Elisa's first thought was to create a directory of associations and organizations that offer business assistance to women. But when she discussed the idea with others, she realized the importance of teaching women the best ways to ask for help, as well as how to handle conflicting information they may receive.

The book has two chapters to help the readers go inside themselves, see their potential, better understand what's stopping them from moving forward, and understand the importance of trusting their own intuition when making a crucial decision.

The other chapters discuss how, when, where and why to ask for business help. The last chapter presents information on how to ask for help in specific situations: when writing a business plan, creating a marketing campaign, and seeking financing.

*Ask Others, Trust Yourself* encourages women business owners to ask for business advice at any stage of their business, and it demonstrates the best ways to do it.



The book explains in clear, and concise language how to succeed in business by learning to:

- Ask for Business Advice and Help.
- Listen to Others Objectively and Filter the Information Received.
- Transform Criticism, Opposition, and Negativity into Positive Action.
- Move Forward and Do What's Needed to Be Successful.
- Access Free and Low-cost Resources to Help You Succeed.
- Trust Yourself at All Times.

#### **About the Author**

Elisa Balabram is the founder and editor of WomenandBiz.com, an online magazine for women business owners established in 2003. She is an author, business coach and speaker and was named the U.S. Small Business Administration New York District 2008 Women in Business Champion of the Year, "*For significant contributions to, and dedicated support of, small businesses.*" Prior to moving to New York, Elisa Balabram assisted in running her family's business (Coffee shop and chocolate business) in Brazil. She holds an MBA in Entrepreneurship Management from Zicklin School of Business at Baruch College, CUNY, and a Bachelor's degree in Civil Engineering.