
For Immediate Release

“Wealthy Bag Lady” Shows Women Entrepreneurs Success is in the Bag

Author Shares Top 7 Tips for Women in Business



Linda Hollander, the “Wealthy Bag Lady” shares success secrets for women in her book, *Bags to Riches*, and her event, *Women’s Small Business Expo*

Linda Hollander, known as the “Wealthy Bag Lady”, was terrified to go down to her own mailbox. “I knew there were bills in there I couldn’t afford to pay. It was a constant reminder of my financial failures.” She was worst than broke. She was deep in debt, with no light at the end of the tunnel.

She got out of the poverty trap of dead-end jobs and abusive relationships by starting her own packaging company called *The Bag Ladies* with her best friend, Sheryl Felice. Bag Ladies produce the custom-printed paper and plastic bags you see at trade shows and shopping malls. Hollander and Felice turned the fledgling company into a very profitable business in a short time. Their clients include Disney, Mattel, Sears, Ocean Spray, Sears and Nissan.

Break Out of the Bag

Linda Hollander teaches women about proven success principles and strategies in her book, *Bags to Riches: 7 Success Secrets for Women in Business*. Hollander interviewed hundreds of multi-millionaires, celebrities, psychologists and the top business leaders for her book. After the book became a #1 Amazon.com best-seller, women entrepreneurs contacted Hollander and said they wanted to be in a live empowerment forum where they could be mentored by the top business experts. In response, she founded the Women’s Small Business Expo which takes place this April in Los Angeles, California.

Hollander noticed that many women-owned businesses were struggling every month to stay afloat. These women lagged behind their male counterparts in both revenue and growth. She found that it wasn’t money problems, but attitude problems. Women put themselves in a bag that’s too small. They put artificial ceilings on what they can earn and achieve. These self-imposed limitations have terrible consequences. Business failures leave women bankrupt and utterly devastated.

The Bag of Tips

According to Hollander, “Only 20% of all businesses succeed. I want to give women the edge to be part of that 20%.” Here are the Wealthy Bag Lady’s top 7 tips for women business owners:

- 1. Dream Big:** Don’t let the negative people convince you not to go for your dreams. They will never have your vision. Greg Bonnan pitched a show called *Baywatch* to the networks for 10 years before anyone would even talk to him. *Baywatch* became one of the most successful shows in the world. Children were even saved from drowning because their parents learned life-saving techniques from *Baywatch*.
- 2. Be Willing to Practice Lifetime Learning:** Success is assured with the proper training. Stop pinching pennies and pay for books, courses, coaches and consultants. Learn from the masters. School is never out for the pros.
- 3. Know Your Mission:** Write your Mission Statement. It could be as simple as a few sentences. Hollander’s mission statement is “To live well, have fun and help others achieve their greatness.”
- 4. Build Your Success Teams:** Your success team is a group of people who want to help you achieve your goals. These mentors will balance out your strengths, weaknesses, experience and expertise. They will expand your horizons and accelerate your success.
- 5. Bounce Back from Failure Easily:** Most successful people had a string of failures. According to Hollander, “The difference between a winner and a loser is that the winner has failed more.”
- 6. Be Honest with Yourself and Others:** Honesty, trust and integrity are magnetic. Other successful individuals will be drawn to you and help you build your life of dreams.
- 7. Value People More Than Money:** Helping others and nurturing relationships are vital to success. Through your business success, you can make a better life for your friends and family. Dedicate yourself to giving back and use your business as a fulcrum to make a difference in society.

For more information about the Bags to Riches book, go to www.WealthyBagLady.com

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