

Dear Entrepreneur,

I love my business! Probably like you, I began it with wide eyes and big dreams. What I learned over the years is that being an entrepreneur is a much bigger ***mental and emotional challenge*** (as well as a financial and physical challenge) than I ever expected. This workbook addresses those challenges—and more.

As a graphic designer I often create logos for small businesses. Part of the process of logo design is to interview the business owner and get a feel for the features and characteristics of the business. Often, the owners themselves don't have a clear picture of what they do or who their clients are. I found many entrepreneurial women without a business plan or road map for their own success.

When they heard about my annual process, they encouraged me to write the *Entrepreneur's Retreat Workbook* and share my planning technique. Congratulations on the decision to use this book on your path of fulfillment.

This book is an expression of encouragement from me to you as an entrepreneurial woman. You *can* do it. I know it's not easy. I have been afraid, been depressed and even been told by an SBA business consultant, "You don't have the 'character and emotional resources' to make your business succeed." Yet after shedding a few tears and with a little bit of help and a lot of tenacity, I persevered.

Whether married or not, rich or poor, educated or dropout,



*Every businesswoman must
take time for reflection
about her life and business,
a.k.a. an Entrepreneur's Retreat.*

Reflection is an essential element of your success. It is mandatory. I guarantee you will reap many, many benefits when you do it regularly.

The ***Entrepreneur's Retreat Workbook*** and this retreat concept, is intended to be a positive, enriching experience. The following exercises are to encourage and renew you, *not* to chastise you. So please do not discourage yourself in your answers. By being an entrepreneurial woman, you are doing a wonderful thing and I support you wholeheartedly. You will return from your Entrepreneur's Retreat refreshed, renewed and excited about your future. ***Go forth and grow your business!***

Warmest regards,

A handwritten signature in cursive that reads "Louise".

Louise Holder

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ps: This retreat is intended for individual reflection. However, I do facilitate individual and group retreats (one- or two-day) where exercises are split between individual quiet time and group brainstorming and discussion. Contact me for pricing and other details, louise@holders-ink.com.