



# Real You Incorporated: 8 Essentials for Women Entrepreneurs

*Kaira Sturdivant Rouda*

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## **Real You Incorporated: 8 Essentials for Women Entrepreneurs** Kaira Sturdivant Rouda

*Real You Incorporated* empowers women entrepreneurs. The book provides insights for women on how to discover and love their personal brand, and how to bring it into the market as a real business—unique and different. In the first section of the book, *Find It Within You*, readers will learn how to express internal personality, passions and essence to define the internal brand. In the second section, *The Competitive Advantage*, readers learn how to extend the internal message into the world—to their partners, employees and ultimately their customers.

Part branding—the author is a nationally known marketing expert—and part business inspiration, *Real You Incorporated* includes case studies of real women entrepreneurs from a variety of industries: manufacturing, retail, restaurants, real estate, publishing and many more. Their stories bring the book to life, adding inspiration and role models. The book also includes a visualization tool in the form of a chart that women entrepreneurs can complete and keep with them, to remind them of their Real You, no matter what phase their business is in.



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