



## NEWS RELEASE

**For Immediate Release**

*"You've already built a business. It has survived, perhaps even thrived, but you're now wondering what to do next...." GroYourBiz eGuide provides the essential "tools" for growing your business.*

**Vancouver, BC, October 25, 2013** – GroYourBiz, the Canadian business peer advisory initiative, today announced the launch of an e-Guide for existing small business owners who want to learn how to expand their business while minimizing their risk.

In this new edition of the "GroYourBiz" e-Guide\*, the authors explore strategies to help build a sustainable and thriving small business. Many governments, economists and key stakeholders acknowledge that small businesses are the fastest growing sector of most economies. Small businesses are the job and wealth creators—they are the driving engine to **grow sustainable** economies worldwide.

Taking your business to the next level can be very challenging, and GroYourBiz eGuide assists entrepreneurs by answering some key questions such as:

- What is the growth trap and how do I avoid it?
- Should I sell my business or grow it?
- How do I get more money to grow?
- How do I hire the right team?
- Should I diversify?
- Should I export?
- How do I overcome my fears of growing my business?
- What are the problems and pitfalls to avoid?

The 200-page guide contains robust information, exercises and analytics including an overview of strategic planning, market development, human resource development, technology straight talk, and financial management.

GroYourBiz eGuide was written collaboratively by co-authors Barbara Mowat and Ted James, an educator for over 30 years and published author. Contributions are also from TELUS, and Bill Erichson, noted speaker, trainer, consultant and business planner.

Mowat is the President of GroYourBiz an initiative which was developed to assist women entrepreneurs in small to medium enterprises who want to take their business to the next level. Women meet monthly to draw upon the skills, expertise, inspiration and energy of like-minded entrepreneurs; offering practical solutions to attract customers and address expansion needs.

"With 11 GroYourBiz chapters in Canada, demand has escalated quickly from women entrepreneurs who wanted to grow their business to the \$1million plus in revenue level", said Mowat. We felt that it was time to provide the GroYourBiz peer advisory groups with a practical hands-on eGuide written by entrepreneurs for entrepreneurs".

GroYourBiz chapter meetings also include advice from top business experts and analysts from an alliance of leading businesses and organizations such as BMO Bank of Montreal, Fasken Martineau DuMoulin, TELUS, WEConnect Canada and UnitedSucces Global Network, all working together to foster and support women business enterprises.

“As the founding and leading—“Partner in Development”—for GroYourBiz, BMO Bank of Montreal has witnessed the positive impact on women business owners in these chapters who meet regularly in small groups sharing and receiving highly beneficial legal, accounting, financial and marketing advice,” said Joanne Gassman, BMO’s Senior Vice President, BC and Yukon Division. “The GroYourBiz eGuide further provides valuable analytical tools and comprehensive information for entrepreneurs for real-world results.”

**Internet:**

[www.GroYourBiz.com](http://www.GroYourBiz.com)

[www.WEConnectCanada.org](http://www.WEConnectCanada.org)

[www.UnitedSucces.com](http://www.UnitedSucces.com)

\*To download a FREE e-Guide chapter on “Tech Talk: The Straight Goods”, go to: <http://groyourbiz.com/about/free-chapter/>

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**GroYourBiz Testimonials:**

*“I came to GroYourBiz as a way to expand my company and have been a cheerleader for what is accomplished through GroYourBiz by impacting our companies with the facilitators’ wisdom, leadership, intelligence and her ability to dig deep and ask hard questions that need real answers! The deep discussions with business women who are struggling with the same issues is essential to our growth as women entrepreneurs and each little success is shared and applauded within our group! I cannot begin to place a value on what I have learned and I look forward to continuing to “Gro my Biz” with each businesswoman in the group.”*

**--Tracy Dueck, Tracycakes Bakery Café, [www.tracycakesonline.com](http://www.tracycakesonline.com)**

*“I met Barbara Mowat for the first time when I joined the WPO. Barbara Mowat exceeded my expectations in the role of facilitator; skillfully directing our group to focus on learning and growing professionally, with the intention of each one of us achieving the goals we had set for our businesses. It has also been an extremely delightful association.”*

**--Marla Kott, CEO, Imprint Plus; GroYourBiz Advisory Board Member, [www.imprintplus.com](http://www.imprintplus.com)**