



21st CENTURY WOMEN'S ENTREPRENEURSHIP, LEADERSHIP, POSITIVE PSYCHOLOGY & MENTAL HEALTH SUMMIT (EDITION 7)

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Many potential business owners today believe that starting a business is easy and will make them financially independent in a year or two, or even sooner. The answer lies within you: "How hungry are you in terms of making it work?"

Others believe that just about anyone can start a business. Once you have filled out a few forms in your State, get the permits or licenses needed, pay the State fee, offer a great product or service, advertise your services/product, and build a website..... Then you are a business owner. (True ___False ___)

Growing up as a young girl in the Caribbean, my mother always had her own business. In those days working at home for yourself you wouldn't be recognized as a business owner, but in today's world. You are a business owner!

Running a successful business is entirely different than working a 9-5 job. In running a business, there are no timeclocks to punch in/out, no lunch break, leave exactly five o' clock, no managers or supervisors, no 15 min breaks, you are pretty much running the show. Running a business is totally your responsibility to make things work out right, which includes looking at your profit or bank statement monthly.....or however you set up your long-term goals and vision.

I will discuss how long and short-term goals are critical to the success of your business, meeting deadlines, what business success looks like, focusing on the customer experience, offering value to your customers, being consistent on quality product or services, network development, sales and marketing, hiring the right dream team, collaborating with other B2B, and what makes a business successful? We will also touch on: "The Seven Pro Tips for Running a Successful Business.

Being in business for over twenty years, running a successful business takes more than an idea, a product or service, permits or a license, website etc... It takes a lot more than that. Entrepreneurs/business owners need to invest time, energy, money, research your competitors, build the right

SEVEN PRO TIPS FOR RUNNING A SUCCESSFUL BUSINESS IN TODAY'S COMPETITIVE WORLD

Dr. Gloria Trueh

Founder, CEO, United Women Leaders Global Network, Inc., USA

team and some networking in order to ensure that your business succeeds.

It is crucial to understand some of the key factors that can make your business successful. The world is changing quickly, so some of the strategies and habits that worked in the past don't guarantee your success today.

Revenue, gross profit, cash flow management, and teamwork impact the present and future of every business. In order to create and sustain value, businesses need to visualize their own definitions of success.

You can enjoy your dream or the American dream by being authentic, have a great business plan, work smarter not harder, be resilient, focus on your business goals, and offer the best product or services to your customers or client. Offering value and excellent customer service to your customers, can reel in (25% more profit) for your business. Then you will be on the road to becoming a successful business.

Biography

Dr. Trueh is a dynamic force in the business world, known for her resilience, innovation, and trailblazing spirit for breaking barriers building bridges for women globally to become business owners. She helps women transition from the corporate world to becoming a successful and profitable business owner.

Dr. Trueh is a Business Coach and Consultant, International Best-Selling Author, International Speaker, Mentor, Entrepreneur, Pastor, and Overseer of Strength of a Woman Marketplace Ministry which she started during the COVID-19 Pandemic. She is enthusiastic, dedicated, and passionate about helping women live and experience the American dream, which has given her the title of Start-Ups Queen.

Armed with a background of entrepreneurship, and 20 plus years of experience in business and leadership training, facilitating business workshops, seminars, summits, conferences, and virtual platforms for women to be seen and heard. Dr. Trueh is on a mission to change women's