



WBDC conference forum panelists, l. to r., Barbara Levy Kipper, **Mary Ann Jackson**, Barbara Proctor and Frances Lear.

thing at the same time."

"Men are getting off the fast track, too," says Kipper. "A healthy family is important to being a healthy employee."

Good advice was everywhere in the air.

"I approach everyone like a student," Kipper explains. "Everyone deserves to be heard...the more opinions you hear, the better quality decision."

"Put a different spin on

failure," Proctor advises. "The concept failed, not you."

"Make sure it's a good idea," Lear says.

"Make sense and be pragmatic," Von Furstenberg concludes.

## Women's intuition on marketing

Short on cash but long on dreams? Four experts shared their low cost marketing strategies with entrepreneurs attending seminars given by the Women's Business Development Center Sept. 17 during its Sixth Entrepreneurial Women's Conference.

Next to a paid expert, you are your own best spokesman, was the consensus opinion of a panel made up of Sharon Leigh, publisher of *Today's Chicago Woman*; Cheryl Cwiklinski, president of CCB Personnel Services; Hazel King, president of H.A. King & Associates; and Chris Ruys, president of Chris Ruys Communications.

The discussions turned out a formula for a marketing plan—the right mix of advertising, public relations, promotion and direct mail, the exact blend of which will vary from business to business. Strategies suggested included making yourself available as an expert in your own right and becoming part of a speakers bureau, or teaching an adult education course in your field.

Other advice on acquiring professional help with your marketing:

If you decide to hire a public

relations or advertising professional "make sure there's the right personality mix between you," suggests King.

"Get the names of two or three people," advises Leigh. "Some pros are events-oriented and others are writers. Make sure they have experience in your field and you'll shorten the learning curve and get a fast start on your program. There really are no promises with public relations that you'll get published as with paid advertising. A good PR person has longevity and knows when to call and how to court editors."

Finally, these businesswomen suggest that the emerging and established business owner who is about to embark on a marketing plan set aside a realistic budget and not be shy about discussing it. While some agencies are fee based, others work on commission. Some agencies have a substantial overhead that makes it impractical to work at less than a certain amount of billing.

A good pro will tell the business owner if they can work with that budget and, if they can't, refer you to someone who can.