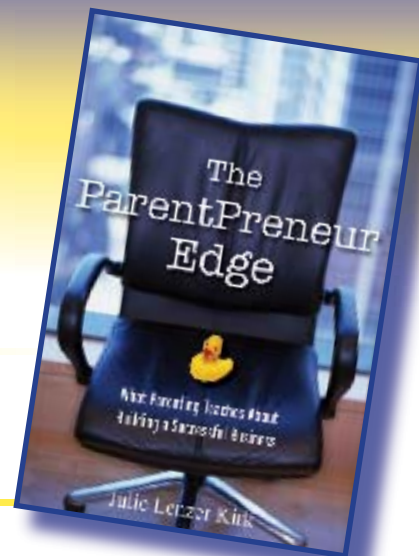


For Immediate Release

## *Book Empowers Women to Thrive in Business*

*Women who start a business take control of  
their life!*



Starting your own business can be empowering. Many women have found freedom through business ownership -- freedom from racial discrimination, welfare, a dead-beat husband, or being told they would never be worth more than \$40,000 per year. In her upcoming book, Julie Lenzer Kirk provides tips for the 177M people who have said they want to take control of their life by starting their own business. By using familiar analogies in her upcoming book, “[The ParentPreneur Edge](#)” (John Wiley & Sons), she makes business concepts, from starting a business, to growing it and finally exiting it, accessible to anyone who has been a parent or part of a family.

Kirk can also address the two main reasons women hesitate about acting on their business ideas: 1) they don't believe they have the skills and 2) they don't want to sacrifice their families and lose their work/life balance. Kirk has worked many women through those issues and can provide real-life examples as well as solutions to those concerns and motivate women to action. She can also evaluate their business ideas by asking a series of simple questions and provides them with a “Boot in the Butt™” to pursue their dream of starting a business and find their freedom.

### *About Julie Lenzer Kirk*

Julie Lenzer Kirk is an award-winning entrepreneur and mother of two. She grew her business to multi-millions in revenues while raising her family. She cashed out of her company after selling to a business partner and now teaches entrepreneurship at the University of Maryland, writes a column for *Enterprising Women* magazine, and is the entrepreneurial “Ask the Expert” on *Working Mother Magazine's* website. She is a sought-after speaker on topics of entrepreneurship, business management and leadership, and balancing work and family.

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## [The ParentPreneur Edge](#)

In bookstores June 22, 2007

