WOMEN | INDUSTRY | PROFESSIONAL DEVELOPMENT | LEADERSHIP | TEAMWORK

The Emerging Economic Power of Women

They have emerged from the shadows with a vigour and ferocity of a lioness

by **David Feinstein**

1101 words | 4 pages

The power of women since 1926 has tremendously changed everything from government to home life. ***They have emerged from the shadows with a vigour and ferocity of a lioness,*** they have infiltrated governments, private business, own businesses and have shaped the way for the future of many races and cultures around the world.

What is the reality of a woman in the world today? They are a force that makes deals and breaks hearts. Women have a stronger networking power than men and they can use these networks to build a vast empire.

The days of one sex domination reign is over. **The days of women CEO, Presidents, business owner, life coaches and much more are here**.

They can reach audiences on a different level than a man can and relate on an emotional level.

They are intelligent and have the power to make business or break it, the reality of their influence is felt on a global basis.

Their ability to take a struggling business and make it profitable is due to their ability to listen and act upon sound advice.

They work harder and strive further because they want it more and this makes a large difference.

Their ability to save for future events gives them economic power that does not have a rival.

A good example, a woman will save for a new purchase but may settle for a second choice if the price is right. This does not always mean they will not show favouritism but it shows they know how to find the right deal and at the right price. The ability to save for a rainy day benefits their family and themselves, translating into the business sense, this could save a company thousands of dollars on a monthly basis. When they are given full access to training, resources and support, women are a dangerous creature to cross. **They can bounce a company from second class to first class in a matter of time.**

Some women are impulse buyers but this does not mean that they will not cover their bills. **They can empower a network to move a product while making a profit,** even if they run a special. Most business women hold back and they should not if they can help the company generate good recruits and profits. Investing into intelligence of a woman is a great way to appreciate her value to the team. Besides the obvious respect that it shows, their resources and ties to friends run deeper than a guy's ever will and they can use these elements to their advantage. This can bring in new prospects and shoppers if they can network on social media and at conferences for the industry. Most women are powerful speakers and have the human dynamics working in their favour due to their natural ability to befriend almost anyone.

A well rounded business woman is a great ally in any industry.

Their influence and networking power is by far underestimated due to past stereotypical sexist thinking. Given the chance, a woman business owner can and will often outshine their male counterparts. They have a

ton of charm that men cannot hope to use and this is on an ethical basis only.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
>
> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
>
> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."*
>
> *They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."*