



Introducing a NEW Commonwealth Forum for Sole Proprietors



- *Who do you talk to when you want to test a new marketing idea?*
- *What are the benefits and risks of setting up strategic partnerships?*
- *How do you create pricing models that work for you and don't scare your clients away?*

The new **Commonwealth Forum for Sole Proprietors** will give you a chance to discuss these topics and work out any issues you might have with a small group of women entrepreneurs in non-competitive setting.

The Sole Proprietor Forum will give 8-10 women a chance to increase the effectiveness of their businesses by exploring new ideas and addressing issues that other sole proprietors may already have faced. Participants will include consultants, lawyers and other professionals from industries as diverse as marketing, legal, accounting, HR, high-technology, manufacturing, and retail. The group will be led by Barbara Marx, of Insight Media.

This **Sole Proprietor Forum** will create a powerful and enduring support network for both your growth as an entrepreneur and as an individual. Consider it your personal advisory board. Applicants will be required to have a phone conversation or personal meeting with The Commonwealth Institute's Director of Business Development and the forum leader prior to acceptance into the group.

Requirements:

- Commitment to expanding your business
- At least two years of doing business as a sole proprietor
- A minimum one-year commitment to participate in the forum
- A passion for growth and learning

Commonwealth Forum for Sole Proprietor - \$1,500/year:

- Meets every six weeks for half-day meetings (once per month for the first two months)
- Valuable access to resources and connections
- Confidential forum of peers (Your personal Advisory Board)
- A safe, interactive environment to discuss critical business issues and gain support in your decision-making



As a Forum Member you will join over 250 other TCI Members and receive these additional member benefits:

- Complimentary invitations to most TCI's annual programs, including:
 - Million \$ Circle programs and roundtables
 - Midsummer Networking Event
 - Top 100 Women-Led Businesses in Massachusetts Celebration
- Discounted registration rate for Breakfast of Champions and other Signature Events
- Ongoing opportunities to market your business online and at Signature Events
- Inclusion in, and unlimited access to, our online membership directory
- Opportunity to include an article in our e-newsletter

**About Forum Leader
Barbara Marx**



Barbara Marx is CEO of Insight Media a marketing strategy firm that helps large and small companies with branding, positioning, message development and competitive market differentiation -- all with the objective of helping clients drive revenue.

Over the course of her career she has been engaged by some of the world's leading companies including AT&T, Digital Equipment, Lotus Development, Scientific-Atlanta, N.V. Philips and Ziff Communications. Prior to starting her own firm she was Vice President of Strategic Marketing for Fidelity Investments' 401(k) business. She has held a variety of executive positions including Vice President of Corporate Marketing for Computervision and SVP & general manager of Hill and Knowlton (H&K) New England. Barbara serves on the current Board of Directors of The Commonwealth Institute.

For more information please visit www.commonwealthinstitute.org or contact Abby Tracy at atracy@commonwealthinstitute.org or (617)859-0080 x204