Improve Your Business By Marketing To Women - New Distance Learning Course Reveals What You Must Do To Better Reach And Serve The Women's Market

Purchases by women now total trillions of dollars annually, accounting for roughly 80% of all consumer expenditures. Most mind-body businesses in particular rely on female clients for their survival. Reaching out to women more effectively should therefore be the number one priority for your business.

(PRWEB) October 19, 2004 -- "How To Grow Your Business By Focusing On Women" is a new distance learning course distributed by NAMASTA, the North American Studio Alliance. It helps mind-body business owners see their brands through a woman's eyes, unlocking the secrets to developing products, services, and marketing strategies that truly resonate with female buyers.

The course was developed by Andrea Learned, a women's market expert, a Pilates teacher and the co-author of the best-selling book "Don't Think Pink: What Really Makes Women Buy - And How To Increase Your Share Of This Crucial Market" (AMACOM, 2004). "How To Grow Your Business By Focusing On Women" builds on Learned's in-depth research into women's experiences and perceptions, and reveals:

- How listening to women earlier and more often leads to more powerful strategies.
- How to use market research to gain a greater understanding of female clients.
- How to gain a bigger share of the purchasing power of women.

Andrea Learned takes you through an easy step-by-step process to grow your business and gives you practical examples and reminders to assimilate the material. She also shows you how to avoid common traps. Whether you are a man or a woman, whatever branch of the holistic or healing arts field you are in, there's probably no question that women are your main clients. How to grow your clientele by focusing on women helps you gain concrete business ideas to grow your business to the next level.

The North American Studio Alliance (NAMASTA) is the independent organization that serves professionals in the mind-body, bodywork, gentle movement, holistic and healing arts fields. Services include access to health benefits and liability insurance for Pilates, yoga, massage and Tai Chi professionals, member rates on supplies and marketing services, free business consulting and a referral service. Besides "How To Grow Your Business By Focusing On Women", NAMASTA offers additional distance learning and training courses on how to build a website, how to grow your business with PR and how to organize a successful retreat. Ordering information at www.namasta.com.

Andrea J. Learned is recognized expert and author in the marketing to women field. In addition to co-authoring Don't Think Pink: What Really Makes Women Buy - And How To Increase Your Share Of This Crucial Market (AMACOM, 2004), she is a Senior Contributor for marketingprofs.com, and has used her observation and analysis of the women's market to write for consumer fitness and health magazines such as Pilates Style and CarbLite, as well. Andrea spent 15 years in marketing and public relations in a wide variety of industries, including the outdoor sports and fitness industries. A certified Pilates instructor, Andrea writes and consults from her home in Burlington, Vermont. Her web log, Learned on Women: The Women's Market, Deconstructed, can be found at andrealearned.com
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