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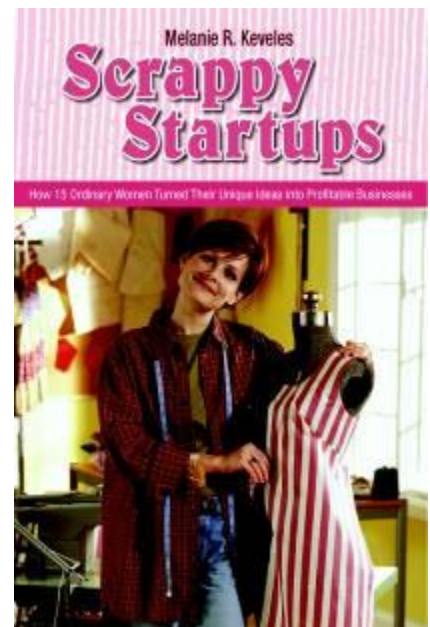
FOR IMMEDIATE RELEASE

***Scrappy Startups* Launches and So Can New Biz for 2010**

Life coach and 15 'scrappy' women start something from nothing

(Superior, Wis. – December 2, 2009) They range in age from early 20s to mid 60s. They began with as little as \$1,000, and created highly successful enterprises in fields ranging from cars, clothing, food, and music. They are women entrepreneurs here to share their stories of turning their dreams of business into the businesses of their dreams. They are here to let other women know the best time is now and don't let the economy scare you. The New Year and new beginnings are just around the corner.

In *Scrappy Startups: How 15 Ordinary Women Turned Their Unique Ideas into Profitable Businesses* (Praeger, November 2009), (Amazon.com, \$27.96) acclaimed author and highly successful career coach Melanie Keveles presents the stories women looking to start their own businesses need to hear—stories of women just like them who realized their entrepreneurial dreams while discovering their own greater creative capacities. *Scrappy Startups:*



- Presents interviews and case studies of 15 remarkable women entrepreneurs
- Offers numerous coaching questions and exercises to help would-be entrepreneurs establish businesses
- Outlines a comprehensive resource section of books, web sites, and podcasts to help entrepreneurs get started



- Presents a helpful model of success: “Dream, Courage, Action” that Keveles developed to demonstrate the process of bringing an idea to fruition

Keveles says “scrappy” is defined as “full of fighting spirit,” and “*Scrappy Startups*” conveys a meaning of “consisting of scraps; fragmentary; lacking unity or consistency. Making something from nothing; scraps.”

Martha I. Finney, author of *Rebound: A Proven Plan for Starting Over After Job Loss*, says *Scrappy Startups* is “lyrical and lovely...and best of all, extremely practical. You can get started on your own dreams today and join this awesome group of women.”

Still need more push to get out of the gate? Readers may sign up for a complimentary coaching session with Keveles and receive her e-book *Humble Beginnings*, by clicking here: <http://www.startingfreshcoaching.com/scrappy> .

Scrappy Startups is currently available for purchase on Amazon.com for \$27.96. Not in bookstores.



Melanie Keveles, M.A. is president of Starting Fresh Coaching, LLC (www.startingfreshcoaching.com) and coauthor of *Fired for Success: How to Turn Losing Your Job into an Opportunity of a Lifetime!*

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