

# Emma Wimhurst - Small Business Super Hero and self-made Millionaire Mumpreneur now available as a media resource

Submitted by: Sue Blake Media

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## PRESS RELEASE

NEW for 2009!

The EMPwr.co.uk 2-day Workshop

for Entrepreneurs by Small Business Super Hero and self-made Millionaire Mumpreneur

Note: EMPwr.co.uk also run 1-day workshops for franchisees/agents and young entrepreneurs

January 2009 - Whether you're just about to launch a fresh business or you want to take your existing enterprise to a new level, cutting-edge innovative business mentoring will be the answer, according to Emma Wimhurst, the High-Energy Business Mentor, self-made millionaire businesswoman and now founder of [www.EMPwr.co.uk](http://www.EMPwr.co.uk).

More and more people - whatever their age - are seizing the 'business bug' and the UK is set to see a significant increase of start-ups as the recession hits, employed jobs reduce and more people are eager to discover new sustainable ways to unleash their creativity for a business they can call their own, to be their own boss and to reap their own rewards.

The problem for entrepreneurs is: How do you convert all of your experience, energy, commitment and potential in your idea and within your organisation into real results with clear bottom-line benefits for your brand? How do you take your enterprise from where it is now to where you want it to be - fast, effectively and sustainably? What are the disciplines that successful business people follow?

**THE SOLUTION:** Emma Wimhurst's EMPwring Entrepreneurs 2-day Workshop. With Emma as your presenter, you can be assured of a high-energy, action packed, dynamic, motivational, inspirational and interactive hands-on day with a sought-after and proven MILLIONAIRE entrepreneur!! You'll come away with clarity and enthusiasm for your business idea, you'll know what to organise and consider and you'll feel you are on the right road to success!

Day 1 - the delegates meet in a small group to work through Emma's 7 Business Disciplines designed to plan, implement, launch and grow a business. Along the way you'll discover everything from successful strategy and marketing planning to finance management and recruitment.

Day 2 - taking place a few weeks apart, the group gathers to review how the practical knowledge already delivered has been implemented in a business. Emma responds as to individual delegates to refine their unique approaches to drive successful enterprises! Emma's 7 Business Disciplines are:

1. EMBark - If you don't have the vision how can you see where you want to be? Include visionary thinking in your strategic planning and it will be yours.
2. EMulate - Risk-taking, mistake-making and ultimate business failure may ensue if you overlook business

planning.

3. EMerge - Are you shouting about your business to potential customers or keeping it hush-hush? Your marketing planning will ensure you emerge ahead of the rest.

4. EMaster - Do you account for every penny or is your head-in-the-sand over figures? Practical finance planning pre-empts problems!

5. EEmploy - Are you tearing your hair out over attracting, retaining and motivating your team (however small)? Employ the right people management skills!

6. EEmbrace - Proactive about customer care or is it a case of crossing your fingers and hoping? Embrace loyalty with customer commitment.

7. EEmbolden - Who tells you "job well done", motivates you to do better, to reach higher, to achieve more? EMPwring Mentoring will embolden you to achieve vital personal growth.

All EMPwr Workshop & Mentoring enquiries, including open & in-house workshops to: emma@EMPwr.co.uk and 01202 830653. www.EMPwr.co.uk

To book Emma as a keynote/conference or seminar presenter contact Sue Blake on 0208 979 5220, sue@sueblakemedia.co.uk

FOR PRESS: If you would like to meet Emma for a one to one press session to explore feature ideas or are interested in joining a small group press workshop, please contact Sue Blake.

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All enquiries to Sue Blake Media on 0208 979 5220, 07949 856544, sue@sueblakemedia.co.uk

Notes to Editors:

Emma Wimhurst spent 10 years in-house at Revlon covering everything from product development to brand management before embarking on her own entrepreneurial journey in 2000 when she created Diva Cosmetics. As a Mumpreneur, initially working from home and with her firstborn on her hip, Diva went from nothing to a £1 million turnover (with healthy profit margins) in its first year. Turnover then rose to virtually £3 million by the end of the third year thanks to Emma's unique 7 Business Disciplines.

Emma has been referred to as the 'Sarah Beeny of start-ups!' She describes herself as 'an ordinary woman who achieved extraordinary results!'

She is also an international motivational speaker and workshop/seminar presenter. She is currently writing her first book (a business self-help novel: semi autobiographical) and is in development of a number of exciting initiatives for her own business development internationally, TV and Radio.

As a busy Mumpreneur, Emma, aged 41, now has 3 children under 10 years, is married to Mark and lives in Dorset.