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## **Real Living President Kaira Sturdivant Rouda Publishes New Business Book for Women Entrepreneurs**

***Real You Incorporated: 8 Essentials for Women Entrepreneurs Available Nationwide Feb. 15***

*"Kaira knows what it's like to be in a man's world, but still accomplish things her way. She's the real thing, and after reading this book, you'll feel more confident of being your REAL YOU."*

**--Keith Ferrazzi, Bestselling author of Never Eat Alone**

**COLUMBUS, Ohio (Feb. 15, 2008)**—It's a fact. Every 60 seconds a woman starts a business. And while women represent a dominant force in the ever-growing business economy, the stigma of needing to fit into the corporate "boys club" is still pervasive. But in **REAL YOU INCORPORATED: 8 Essentials for Women Entrepreneurs** (Wiley; February 8; Hardcover; \$24.95), **Kaira Sturdivant Rouda** reveals the secret to building a successful brand, and thus a successful business, is in doing exactly the opposite. It's in being YOU. The real you.

**REAL YOU INCORPORATED** offers women a bold and refreshing message: to truly get ahead, and to really resonate with your customers, your brand has to be genuine. It means being true to yourself in every part of your business—from how you promote your talents to how you interact with the people in your office and everything else in between.

"This is not your father's business book," said Rouda. "I wrote Real You Incorporated to inspire women to combine their personal brand with their business brand and bring a unique competitive advantage to the market. That's the only way to have a real business that customers can connect with. To me, there's no such thing as 'work-life balance.' It's about integration."

Rouda's lively book provides readers with a helpful **REAL YOU INCORPORATED** chart, capturing the most essential elements of your business: you and your passions, brand, positioning, culture, customers and gifts. After your brand has been defined, by you, the author's advice on how to use it as a competitive advantage will prove invaluable, long after you create your own.

Each chapter includes profiles of successful entrepreneurs and provides inspiration and cautionary tales for every business woman. Full of new ways to look at age-old problems—including such things as a Snark Scale—**REAL YOU INCORPORATED** empowers you to join other women who are changing the face of business by developing an authentic and unique personal brand simply by being real.

Whether you're just graduating, about to launch your own entrepreneurial venture, sick of the corporate world, or launching the next phase of your own business, **REAL YOU INCORPORATED** is a must-read.

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**About the Author**

**KAIRA STURDIVANT ROUDA** is a nationally recognized branding professional with more than 20 years of experience in marketing, brand building and entrepreneurship. She is currently president and co-owner of Real Living, one of the nation's fastest-growing real estate firms, where she created and continues to manage the company's brand and culture. She is also a newspaper columnist, a fiction writer and a frequent speaker on the topics of marketing and the power of women in business. She resides in Columbus, Ohio, with her husband, Harley, and their four children.

For further information, please visit: [www.RealYouIncorporated.com](http://www.RealYouIncorporated.com).

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**REAL YOU INCORPORATED: *8 Essentials for Women Entrepreneurs***

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