

# Book Abstract

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## ***Real You Incorporated: 8 Essentials for Women Entrepreneurs* by Kaira Sturdivant Rouda**

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***Real You Incorporated* is a book about empowering women in business.**

Once a woman can love and discover her personal brand, she can bring it into the market as a REAL brand, one that is powerful and different than a man's.

Within *Real You Incorporated*, you'll find some business self-help, a bit of work-life balance and naturally, a little memoir to set the stage. But predominantly, this is a book about women and celebrating their natural entrepreneurial bent.

After reading *Real You Incorporated*, you should better understand your personal brand and be able to deliver a more sincere, sustainable and richer message to your customers and the business community.

Women bring a unique perspective to the world. Each needs to be shared. *Real You Incorporated* shows you how.

Every 60 seconds, a woman starts a business. When I talk about my business, invariably a woman will ask me how to do it right. They don't mean how do I buy a billboard or a banner ad. They mean how do I position my company? Differentiate? How do I win? They also want to know how I manage four kids and a business. The answer is being real: personally and through your company. Creating a culture that fits you, and your dreams. That is why I wrote this book. *Real You Incorporated* answers your questions.

What does it mean to be real? It means your values—and your personality—are in sync with your business's operations and its people. It means you surround yourself with people who think and act like you—true believers—inside and outside the workplace. It means you nurture your passion with a network of mentors, friends and activities. It also means you reach out and give back.

*Real You Incorporated* is for women business owners or those who are considering it. Read it before your first or next hire, and before you find your first, or next, advertising or marketing agency. *Real You Incorporated* teaches that your brand isn't just what consumers see—it's also what they don't see. Branding isn't just advertising or public relations. It's identity.

At my company—Real Living, one of the nation's fastest-growing real estate firms—we were into real branding long before *Real Simple*, Oprah and Dr. Phil. These brands know women are their audience and are in tune with our collective need to find real meaning in our personal and professional lives.

Most business and marketing books talk to women about how to fit into and play the games of the predominantly male business world. Many teach about how to network or how to infuse real emotion into the workplace. Others focus on the work-life and family-life overlap. Those aren't secrets to women.



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What's the answer? Women need to acknowledge their collective power and the fact we are making the rules. We want workplaces that are authentic, family-friendly and rewarding. We want to communicate those same values to our employees and customers. And we know we aren't there yet. We've been trying to be part of the "boys club" for too long, reading books about the same. It's time to change. And we have the power to do just that.

**Consider these facts:**

- Every 60 seconds, a woman starts a business.
- One out of every 11 adult women is an entrepreneur.
- Women are starting businesses at twice the rate of men, employing one of every seven workers in the United States.
- Women-owned businesses are growing three times faster than other firms.
- Women are world-class consumers.
- American women are the largest national economy on earth—we are 52 percent of the population, but we buy 85 percent of everything.

It's time for real women to create real brands. *Real You Incorporated* contains eight Real Facts, along with life lessons and success stories, to help women do just that.

Real people and real brands win.