



Growing Your Organizing Business in 2010 – EXPLORING WHAT WOMEN WANT AND NEED In the New World

Looking for a huge market opportunity? Know what market is growing faster than India and China combined?

Well, check out the Harvard Business Review's article on "The Female Economy", September 9, 2009. Women now are the most potent, and fastest growing, segment of the entire world market. In fact, they now constitute close to \$20 trillion dollars in spending annually. That figure is expected to soar to \$28 trillion within the next five years, even in these recessionary times.

Exploring what women want and need is now "the question". Who better to get close to women than professional organizers, skilled in asking questions efficiently, about both personal and professional needs?

What the authors' of "The Female Economy" discovered was that women are largely an untapped opportunity. They desperately need new services and products designed to meet their unique needs, recognizing that women still carry the brunt of both domestic and work-related responsibilities.

As organizers, there are a number of ways we can tap into this market and feel very good about doing so. Within your own communities look for ways to offer brainstorming at local libraries, women's groups, community centers, physical fitness and wellness centers, parent groups, senior citizen groups, community colleges to develop ideas that not only help women identify specific and practical support systems, but grow your business at the same time. There is always power in numbers and you may find yourself a key resource with the basic and advanced skills only you can offer.

It's worth a try. Read the full article on line and see where you see yourself. Remember, you have to organize yourself in order to help others. We will explore more in this area in later editions of "Solutions" but wanted to lay the idea before you immediately. Tell us what you think.....

You can read the research yourself at [The Female Economy](#)

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