



Sexy Boss Inc. Shows Women How to Quit Whining From the Sidelines and Start Playing With the Big Boys of Business

In conjunction with her soon to be released book “Sexy Boss: How the Empowerment of Women is Changing the Rule Book for Money, Success and Sex,” Entrepreneur Heather Havenwood this week launched Sexy Boss Inc., a multi-layered educational platform designed to help women shift the male-dominated business paradigm by acquiring the necessary mindset and skills to grow or start their own business. Havenwood arms women with the transformational tools necessary to break through stereotypes and experience the seductive power of outsmarting and outwitting the boys club on the road to professional awesomeness.

AUSTIN, Texas, October 16, 2012 – Heather Havenwood, CEO of Havenwood Worldwide LLC, announced the launch this week of [Sexy Boss Inc.](#) her inspired new entrepreneurial training movement designed to educate, enlighten, and empower women to grow or start their own business.



Heather Havenwood, CEO of Havenwood Worldwide, LLC

SexyBossInc.com is a multi-dimensional educational and coaching platform that helps women to shed old conventions while planting a swift, enlightened kick in the rear of those who dream of starting and growing a business, but can't get past their own self-defeating limitations.

Havenwood, a respected authority on Internet marketing and entrepreneurial startups, has instructed, coached, and promoted hundreds of entrepreneurs down the path to successful careers.

Havenwood's first rule? Grow a pair, ladies. Her second rule: Suit up to compete by learning the right skills to win in the virtual business world.

Sexy Boss Inc. is Havenwood's guided journey for women looking for a no-nonsense playbook to outsmart and outwit the “boys club” in the male dominated business world. Havenwood describes a true Sexy Boss as any self-empowered woman who is ready to play smart in a man's arena and unafraid to get her Louboutins dirty. She's waited too long for the ‘permission to launch’ that can only come from within; she's ready to learn what the men have known all along, right down to their testosterone-fueled rules and refusal to accept defeat.

A Sexy Boss is ready to start living her dreams by shedding her excuses.

“Sexy Boss is more than just a website,” Havenwood says. “It's a movement geared toward leveling the psychological and educational playing field of the male-dominated business world, so that women can leverage their own awesomeness and become unstoppable with the latest cutting edge internet marketing skills.

“The Sexy Boss woman is savvy, talented, and has mastered the cutting-edge skill sets necessary to dominate the virtual world. She combines focus, fearlessness, and a fierce drive to succeed.”

Havenwood has spent her career coaching businessmen, and operates her own business teaching men how to deconstruct the way women think and operate. Through Sexy Boss, she’s flipping the paradigm by revealing to women the secrets and psychological triggers that guide the boys club’s climb to financial and entrepreneurial success.

“Sexy Boss Inc. is all about empowering women by redefining how the rules for business and money apply to them,” Havenwood says. “You rarely hear men complaining about obstacles when it comes to succeeding in business, you don’t find men asking for permission - they just do what’s necessary to win.

“Before she was a Sexy Boss, her skills were stunted only by her unwillingness to stop complaining about perceived limitations and wishing her proverbial ship would come in.”

Users can access the [Sexy Boss Inc. Manifesto](#), a public declaration of the principles and goals of Sexy Boss Inc., on the Sexy Boss Facebook page or at www.sexybossinc.com. The Manifesto defines what it means to be a Sexy Boss and inspires women entrepreneurs to adopt the principles and ideals as their own.

Sexy Boss launches just prior to the release of Havenwood’s newest book, “Sexy Boss: How the Empowerment of Women is Changing the Rule Book for Money, Success and Sex,” (available on Amazon November 1, 2012).

Sexy Boss Inc. is scheduled to grow rapidly over the next year, beginning with the Sexy Boss Inc. Start-Up Guide, a comprehensive how-to manual on growing or starting a new business written for women, by women.

The Sexy Boss Inc. Start-Up Guide will soon come alive with tutorials, webinars and lesson plans in the Sexy Boss Virtual Learning Hub. Quarterly, day-long VIP Mastermind Events will provide ultimate learning, networking and action plan-generating opportunities from Havenwood and other successful and notable women entrepreneurs.

Sexy Boss Inc. will unveil the Virtual Mentoring and Mastermind Magnet (VM3), an online community with opportunities to develop JV affiliations, seek or offer mentoring and coaching, learn new techniques, brainstorm, problem-solve and much more from Havenwood and other community members.

The Ultimate Start-Up Course will be offered in major cities nationwide, through a series of two-day immersion seminars on how to grow or start a business, and how to be a Sexy Boss.

For more information on becoming a Sexy Boss, visit www.sexybossinc.com, or the Sexy Boss Facebook page and [take the Sexy Boss pledge](#) to join the community of fearless, fabulous and fierce women committed to acquiring the knowledge and power to succeed in business and make some serious money.

About Heather Havenwood:

Serial entrepreneur Heather Havenwood, CEO of Havenwood Worldwide, LLC and Chief Sexy Boss is a highly regarded authority on internet marketing. Since marketing her first online business bringing together clients and personal coaches back in 1999, she has played an active role in the world of online marketing.

Havenwood has been dubbed the “Icon Creator” and the “Wizard Behind the Curtain,” by industry insiders having instructed, coached and promoted hundreds of successful entrepreneurs. She has produced and managed more than 350 seminars and events, and hosted tele-seminars with many top online business visionaries including Tom Antion, Joe Sugarman, Tony Blake, David Lakhani, Robert Shemin and many others.

Before turning her energies to Sexy Boss, Havenwood coached men on how women think. Now it’s time to teach women how to play with the big boys in business.

Havenwood is the author of “**Sexy Boss: How the Empowerment of Women is Changing the Rule Book for Money, Success and Sex,**” (available on Amazon November 1, 2012); and “**The Game of Dating and How to Play it: A Rule Book for Divorced Men Stepping Back into the Game.**”

About Sexy Boss Inc.:

[Sexy Boss Inc.](#) is the brainchild of entrepreneur and business coach Heather Havenwood, who saw a need for women to get off the sidelines and learn how to play the boys’ game for themselves. Sexy Boss is based on the principle that women will do well to adopt the rules already established in the male-dominated business world and acquire the necessary internet marketing skills that will help them outsmart and outwit at the boy’s own game. The newly armed and enlightened Sexy Boss will be red hot, fearless, and ready to achieve the fulfilled lifestyle that has seemed just out of their reach for so long.

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