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3 Reasons Women Make Great Entrepreneurs

Ann Arbor, MI June 16, 2009 – “As more people are looking at alternative forms of income, we are seeing more and more women make the leap towards being an entrepreneur,” says Josephine Nicholas, Chief Operating Officer of [Published Daily](#), a technology company that help professionals better communicate and market to their networks. “There are three key reasons women make great entrepreneurs.”

#1 – Women Have Natural People Skills

“Women have a tendency to ask the most personal of questions in a natural way, and this sets the stage for relationship building,” continued Josephine. “True relationships with clients, vendors, and peers, are the foundation of any successful business; and relationship building is an essential skill for an entrepreneur. Women seem to have an affinity towards putting at ease those they come across in business, and this will help them in any venture they undertake.”

#2 – Women Are Natural Multi-Taskers

“You have to be able to wear many hats when you’re an entrepreneur,” says Josephine. “It’s not that men don’t have the ability or aren’t able to multi-task, it’s just that most women seem to have a natural affinity towards doing more than one thing at once; and, they do them all well.”

#3 – Women Don’t Shy Away From Risk

“According to studies, women entrepreneurs showcase that, contrary to popular opinion, women are not averse to taking risks,” continues Josephine. “In fact, when they are free of external structure, they gladly take the risk. They see the risk as their responsibility, and they find the most creative way to carry that risk out. This is exactly what entrepreneurs do well.”

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