



The Seven Women Project: Your Personal Guides to Success in Work, Play and Dress

Karen McCullough, Meredith McCullough

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National keynote speaker, Karen McCullough thought she knew all she needed to know about women and success. Then she started to collaborate with her Gen X daughter, Meredith McCullough, and the real adventure began. The results of this cross-generational endeavor are captured in *The Seven Women Project: Your Personal Guides to Success in Work, Life and Dress* (Willard St. Publishers 2010). With a creative twist on finding and celebrating your authentic self, *The Seven Women Project*, is destined to reshape how we calculate success, think about happiness, and define what it means to be a woman today. This mother-daughter writing team boldly asserts that inside every woman there are seven women, each with an abundant reserve of strength, talent, passion, knowledge, female ingenuity and fashion sense. Whether these women are seen as fashion personalities, female archetypes, or personal avatars, they are part of each of us, and they are ready to help women recognize and reinvent themselves through all stages of life. *The Seven Women Project* offers up an entire team of vibrant women, each ready to help navigate, coach success and boost the happiness quotient in each of us.

Meet the Seven Women. They are: Classic Kate, Zenful Zoe, Dramatic Donna, Hanging-Out Hanna, Trendy Trudy, Girlie Girl Gwen, and Super Sophia. Each woman has her own chapter filled with playful yet practical guidance and insider tips on career, success strategies, fashion, and the art of balancing the ins and outs of a busy life. In an increasingly complex and demanding world, women across the country are challenged to tap into their most empowered selves in order to make a positive impact on their own lives and the lives of those around them. *The Seven Women Project* offers useful, insightful, and powerful tools for meeting those challenges head on, while having a little fun in the process. It gives readers a new language, playful ideas and a forum for women to continue to share and celebrate their talents and strengths as they encourage, support, and inspire each other to live their best lives.

Karen and Meredith McCullough bring to the project combined years of experience and training in fashion retail, business acumen, executive coaching, government consulting, public policy, yoga, and national keynote speaking.

Read the book, subscribe to the blog, and find us on Facebook and Twitter to become part of our vibrant and growing community.

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