

# BUSINESSWOMAN

## Author Guides Women to Success

**B**efore becoming a top-selling author on Amazon, Susan Urquhart-Brown, MA, sat by the phone waiting for it to ring. When a career counselor who was overbooked enlisted her help, Urquhart-Brown “fell into” starting her private practice. She didn’t have a clue how to market her services. Now she’s passionate about helping women jump-start their business and get up to speed fast.

Urquhart-Brown is Principal of Career Steps Consulting, a business coaching service in Oakland. Her book, *The Accidental Entrepreneur: Practical Wisdom for People Who Never Expected to Work for Themselves*, is considered a practical, encouraging, no-nonsense guide designed to take the mystery out of running a successful small business.

“As a catalyst for positive change, Career Steps helps clients create the business that satisfies and inspires them even when they feel stuck, overwhelmed or afraid of becoming a bag lady,” said Urquhart-Brown. “Career Steps has a method to help clients weave their dreams into a business that truly serves their ideal customers.”

Most people find they can’t do this for themselves, observes Urquhart-Brown. “They may have gone into business ‘acci-

dentally’ or on purpose; either way, Career Steps’ guidance, resources, and coaching gives them a process to put their entrepreneurial dreams into action.”

Statistics show that 56 percent of Americans dream of having their own business, but only 10 percent actually take the leap. Urquhart-Brown knows that it takes courage to make that leap, as she was an accidental entrepreneur herself. Her clients say they value the practical ways to break the process down into small, bite-sized pieces, making it easier to move beyond their fear to get results.

One service Career Steps offers is the “Business Success Master Mind Group.” This ongoing monthly interactive group of six to 10 solo business owners offers coaching to help new business owners become entrepreneurially fit and beat the 50 percent business failure rate by strategically planning and marketing their businesses successfully, avoiding costly mistakes, and maximizing resources and strengths. It also helps business owners avoid one of the most common pitfalls: being a lone wolf and not asking for help when they need it.

As Sara Rankin of Alma Acupuncture said, “Susan has a wonderful way of helping small business people change their dreams into reality in a way that is



*Susan Urquhart-Brown*

both fun and insightful!”

With a background in education and program management and as program manager at the Haas School of Business in Berkeley, Urquhart-Brown brings 20 years experience to Career Steps. Urquhart-Brown has a MA in Career Development from JFK University and enjoys traveling the world as much as possible. ❁

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