



# Shift into Rich: Navigate the 9 Roadblocks to Small Business Success

*Diana Lidstone*

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## **Shift into Rich: Navigate the 9 Roadblocks to Small Business Success** Diana Lidstone

Despite the fact that more Canadian women are starting small businesses than ever before, a whopping 79% of them earn less than \$22K a year; Statistics Canada reports that fewer than 5% earn more than \$100K annually.

For business mentor Diana Lidstone, this just isn't good enough. Time and again over the past 30 years, she has watched in frustration as countless women started a business full of hope, only to sink into despair as the family finances evaporated and the debts mounted.

Diana's own career trajectory, fueled by an outrageous determination, has seen her to build five highly profitable businesses, and she has faced first-hand—and navigated around—the unseen roadblocks that threaten the success of all entrepreneurs. She has distilled her wisdom into a different kind of business book, one that is dedicated to ensuring that other women can generate the results they desire and deserve.

Shift Into Rich is about results. It takes readers on a “road trip” that sees the entrepreneur as the driver of a vehicle: you know your business's starting point and you have some idea of where you want to go. Diana fills in the points in between, outlining the nine major roadblocks that get in the way of an entrepreneur's success, and providing powerful action steps to avoid them.

Shift Into Rich provides the GPS you need in order to avoid the unexpected detours, potholes and roadblocks that are slowing you down on your business journey. It will help you save time and money and ensure you reach your destination ... wherever that may be.

Advanced Praise: .... A must-read for any entrepreneur or small business owner...”

“...an easy to follow road map of how to plan, implement and succeed in your business”

“...an incredible too that every entrepreneur should have in their library....”

“... I loved the book.! It's a great resource for any business owner...”

“...great easy-to-read book with key concepts for any entrepreneur!”

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