

F O R I M M E D I A T E R E L E A S E

# She Inc.

*A woman's guide to maximizing her career potential*

**Kelley Keehn**

*Become the CEO of your own personal corporation—You Inc!*

In today's fast-changing economy, with occupations appearing and disappearing like fashion trends, a woman will change her career an average of five times over the course of her working life. This means that the only corporation you will stay with is—you.

By seeing yourself as a corporation and your employer and colleagues as your clients and customers, you will dramatically increase your effectiveness in your working and personal life. Author and financial expert Kelley Keehn shows you how to take control of your career and your finances, empowering yourself and giving you a valuable edge in the modern, precarious business world.

From the basics of money and budgeting to investing and management strategies, Keehn shares the secrets of the effective businesswoman. Whether you are an employee, company owner, entrepreneur, or re-entering the workforce, this book's tips, exercises, and strategies are for you.

*Kelley Keehn is the author of six books including The Woman's Guide to Money and The Prosperity Factor for Kids. She is also a regular contributor to CNBC and a sought-after corporate speaker and educator. In her career as an investment advisor, she managed millions of dollars for one of Canada's biggest banks and then for high net work clients. She lives in Edmonton, Alberta.*

**October • ISBN: 978-1-897178-64-5 • Business/ Career Development  
\$19.95 • Trade paperback**

**For more information, contact:  
Gillian Urbankiewicz • (416) 504-6270 • [books@insomniacpress.com](mailto:books@insomniacpress.com)**



**INSOMNIAC PRESS**

192 Spadina Avenue, Suite 403, Toronto, ON, Canada M5T 2C2 • p 416 504-6270  
[www.insomniacpress.com](http://www.insomniacpress.com) • [mike@insomniacpress.com](mailto:mike@insomniacpress.com)