

# Women & Finance

## Web Site Launched For Women Entrepreneurs

(NAPSA)—With the influx of women entering the ranks of entrepreneurship in recent years, the nation's leading resource association for microbusiness owners launched a new section of their comprehensive Web site, focused on this emergent sector of the small business community. The National Association for the Self-Employed (NASE) recently unveiled <http://Women.NASE.org> as a source of targeted business articles and expert advice for startups and growing enterprises.

Women.NASE.org targets the needs of this ambitious group of women, with unique features geared toward the female business owner. Developed as part of the NASE's Women Entrepreneurship Initiative, the site incorporates the input of current members, including the association's Women's Advisory Council.

Visitors to Women.NASE.org have an opportunity to learn about fellow entrepreneurs, see how they have tackled new business experiences, and read the seasoned advice of NASE consultants and members. The site also includes exclusive resource articles on accounting and investing issues faced by entrepreneurs, advocacy updates, and highlights of NASE benefits.

By incorporating a new theme each month, the site's content will stay fresh and up to date. Most of the site will be viewable by NASE members and nonmembers alike, with archived articles from previous months available only to NASE members.



**A Web site has been launched that targets the needs of an ambitious group of women**

### **Women.NASE.org features:**

- New themes each month
- Unique articles on finance and accounting
- Profiles of fellow microbusiness owners
- Seasoned advice from NASE members and consultants
- Advocacy updates on the issues that impact you
- Highlighted benefits to help run your business and personal life
- Links to helpful resources.

The NASE is the nation's leading resource for the self-employed and microbusinesses, bringing a broad range of benefits to help entrepreneurs succeed and to drive the continued growth of this vital segment of the American economy. The NASE is an important partner in the explosion of microbusinesses in the United States.

For more information, visit [www.nase.org](http://www.nase.org) or call 800-232-6273.