

Secrets Fortune 500 Companies Know that Every Woman Can Steal

Houston, Texas—Women today face monumental challenges in their work and home lives whether they own their own businesses or work for others. Connie Rankin, a successful real estate entrepreneur, best-selling author and sought-after conference and keynote speaker for Fortune 500 companies, is making it her mission to give women the wings they need to soar above obstacles.

Among the tools she offers women are secrets she gleaned from Fortune 500 companies—lessons she learned from her former mentor, John R. Green, who at the time was Americas real estate manager for Shell Oil Company. She says any woman can apply these Fortune 500 company owner's secrets to her life:

Toot your own horn. Rankin says there is no better person to tout your successes than you, a fact that women often ignore. Not singing your own praises, which is something Rankin used to avoid, may result in a missed promotion, raise or lost business opportunity.

Don't disqualify yourself. Women who don't have all the qualifications sought in a request for proposal (RFP) should not withdraw. Instead, they should focus on what they do know about the task and either get help for what they don't know or get themselves up to speed as quickly as possible.

Stay in the game. Suit up and be ready to play when your skills and products are needed; be fully prepared for client meetings.

Never fall in love with a deal. Be able to walk away when things are not right and your needs are not met. Not having a deal is better than having a bad deal.

Rankin will be speaking at the 2017 Greater Houston Conference for Women on April 20, in Houston. Her talk is entitled "From Fear to Faith: You'll Be Astonished at What Women Can Achieve." Details and registration are available

at <http://ghwcc.chambermaster.com/events/details/2017-greater-houston-conference-for-women-3150>.

Credentials: A nationally recognized leader in female empowerment and sought-after media guest in Houston, Rankin is president of CRES, a commercial real estate firm. In her new book, *God Gave Us Wings: A Journey to Success: Theirs, Mine, and Yours*, published by Morgan James, she shares the stories of 10 powerful women, including herself, who have survived incredible challenges, learned to thrive and completed the circle by giving back to others.

Availability: Houston, nationwide and via telephone

More Details on the Book and Author: <http://GodGaveUsWings.com>

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