Emerald Coast Women In Business Takes Part In Small Business Saturday

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Black Friday is now a global event, and one that is heavily protested. People are starting to feel that mass-consumerism is not a good thing. This has been demonstrated, once again, by the injury and deaths of several people on Black Friday 2016. In response to Black Friday, Small Business Saturday is an effort that has been launched to ensure that a focus can be placed on small, local businesses instead. Emerald Coast Women in Business (ECWIB), an organization in Destin, FL, is empowering businesses to join the Saturday, and particularly those owned by women. People are encouraged to visit https://www.meetup.com/emerald-coast-women-in-business/members/5778133/ for more information about this.

Debby McKinney, co-founder of Emerald Coast Women in Business, says: "As a woman with many decades of experience operating in a man's world, there is one huge thing I have learned, and that is that women do business differently from men. Maybe I am biased, but I think we do it better. Small Business Saturday is an attempt to put the focus on small enterprises, and I want to further specialize that by emphasizing small enterprises ran by women."

McKinney is the best selling author of Business Breakthrough Coach, which is an offline to online guide. She is also a very successful real estate investor. She is now looking at connecting with others who want to improve their business. She has recently finished another best selling book, co-authored with Kevin Harrington of The Shark Tank.

"Are you entrepreneurial minded, a sales professional or small business?" asks Debby McKinney. "ECWIB is the place to empower women. Join us. I help business owners leverage and grow their brand and customer reach."

Debby McKinney's latest Meetup Group is a culmination of her efforts to bring people, businesses ideas, and great energy together. She considers herself as a business matchmaker. Famous for her priceless insights into business efforts started and ran by women, she aims to build a group of positive, uplifting, empowering

women who are all on a mission.

Women in business are encouraged to contact McKinny as soon as possible or visit their website to learn more about their Small Business Saturday efforts.

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