

# Tony Shap Announces New Program to Help Women Jump-Start Their Own Consulting Businesses

WESTLAKE VILLAGE, Calif., Oct. 17, 2017 (SEND2PRESS NEWSWIRE) – Acclaimed marketing consultant and innovator Tony Shap today announced a new initiative designed to help women achieve their goals in the fast-paced marketing industry. The program from Tony Shap Consulting is the first ever of its kind to focus on women specifically and will allow female entrepreneurs to play to their strengths and achieve greater success.



Send2Press® Newswire

By taking an individualized approach to the training process, Tony can provide individualized assistance to women in the early stages of their consulting careers. This can result in faster growth and a more effective approach to acquiring clients, growing their businesses and generating profits in this highly competitive sector of the economy.

Tony has long been a champion of women in the marketing field, stating, “In my experience over the years, women achieve success in consulting more quickly because they tend to take calculated risks in their business dealings.” This measured approach can be a powerful tool for women in

reaching their target audience and making a connection with potential clients.

The new initiative will deliver practical help for women interested in starting their own consulting businesses. By drawing on the knowledge derived from Tony's years of experience and his proven expertise in the marketing industry, the program will offer actionable information for participants in the program to foster a hands-on approach to the entrepreneurial experience.

This pragmatic approach to marketing has allowed Tony Shap to achieve remarkable success. With multiple appearances on the Inc. 500 list of fastest-growing companies and an established reputation for innovation and growth in the competitive marketplace, Tony has proven himself a solid performer as a consultant, chief marketing officer and chief revenue officer for numerous companies across the U.S.

Tony's inspiration for the new initiative comes from his own family. "I had a real 'aha' moment on the day that my 14-year-old daughter opened up her first account at Chase. I was so proud to have the opportunity to talk about finances with her, and to discuss her future as a successful entrepreneur in her own right. That was the moment I knew I had to take a stand for women in our industry."

**About Tony Shap Consulting:**

Tony Shap Consulting offers expert services for companies of all sizes and at all stages of their development from start-ups to established corporations. Tony Shap also offers his services as a remote Chief Marketing Officer and Chief Revenue Officer on an as-needed basis, allowing companies to manage these activities in the most cost-effective and practical ways. Tony's proven expertise is the driving force that keeps Tony Shap Consulting at the top of the marketing field and at the forefront of innovation in this fast-paced industry.

More information: <https://tonyshap.com/>.

**Media Contact:**

Tony Shap  
President and CEO  
Tony Shap Consulting  
805-870-5025  
pr@tonyshap.com