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**15th June 2021**

**BOOK LAUNCH: Adelaide entrepreneur celebrates becoming a bestselling author, sharing her inspirational story of using childhood trauma to drive business success**

* ***Sian Burton chosen by international publishers to feature in global bestselling business title ‘When Women Heal’.***
* ***Chapter reveals how Sian uses her experiences to coach other female entrepreneurs across the world.***

One of Australia’s leading independent marketing specialists has this week announced her involvement in a hard-hitting new business book entitled ‘*When Women Heal’*. Sian Burton, owner of Lotus Consulting based in Adelaide, relaunched her marketing practice during the pandemic to support smaller businesses and is on track to deliver a million-dollar turnover in the next 12 months. In her chapter, Sian bravely shares her experiences of overcoming personal childhood trauma and how she has used this to influence and drive her own business, while supporting clients across the world to do the same.

Within hours of its release, *When Women Heal* has become a bestseller on the Amazon book charts, launching straight in at number one on the bestseller list, with pundits predicting the title to be a success across multiple countries. For the creation of *When Women Heal*, the publisher carefully selected 16 successful female business entrepreneurs to contribute, each with an inspiring story on achieving success in the face of adversity. Launching in June and available to purchase on Amazon, all profits from the sales will directly support the National Association for People Abused in Childhood (NAPAC), a charity that supports survivors of childhood abuse.

Sian Burton, Marketing Specialist, explains what prompted her to get involved with the launch: “I was extremely honoured to be asked to co-author such an important book. The other contributors have inspired me. Each of their stories would be powerful on their own but together, make for an extremely unique publication with the sole aim of educating other like-minded women on how they can use adversity and past trauma to channel positive growth.”

Sian continued: “Having spent many years carrying the weight of imposter syndrome around with me, consumed by the insecurities and self-doubt it created, I now have a deep understanding and empathy for where many women find themselves in business. It took me a long time to link by childhood trauma with these feelings and I hope that by sharing my story, others can see there is a way through. Being a part of this book has been a healing process in its own right, but knowing that my legacy will be there to help others, is incredible. The strength you already have from dealing with your past can not only help to shape you personally but could also drive your business success.”

*When Women Heal* is a rollercoaster read of emotions, featuring honest accounts of childhood abuse, domestic violence, early widowhood and near-death experiences.

For more information about *When Women Heal*, or to order your copy, please visit [https://www.amazon.co.uk/dp/B095YZD2NZ](https://www.amazon.co.uk/dp/B095YZD2NZ?fbclid=IwAR25MjgImHLifg93rw8Z9Y5nHRis5T9HAEYMFNZFTG33THsmcZsLfWX1gxo)

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**About Sian Burton:**

Sian Burton is a coach and marketing consultant who helps women in business across the globe to find and attract their dream clients. After relaunching her marketing consultancy during the pandemic and pivoting her strategy, in the past 12 months alone, Sian has helped her clients increase their revenue by over $5m. Having recently been nominated for multiple awards, including the Telstra Small Business Awards, Sian is focused on empowering female business owners to not sacrifice their career dreams or family life for success.

For more information, please visit:

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