



Barbara Babbit Kaufman

PRESIDENT, CO-FOUNDER, CHAPTER 11, THE DISCOUNT BOOKSTORE

DEDICATION AND ENTHUSIASM HAVE MADE Barbara Babbit Kaufman and her Chapter 11 bookstores a major player among booksellers. Publishers and authors are paying attention to the chain of neighborhood discount book stores dotting metro Atlanta.

"It's selling," says Kaufman with her contagious enthusiasm. "Basically, everything in life is selling: yourself, an idea, a project, a product. And if you are enthusiastic, you can sell better."

Her retail success is proof positive of her belief. But her secrets of success and her advice to entrepreneurs goes further. "NEVER" — she speaks in capitals — "take 'no' for an answer. Look at 'no' as a challenge, then go back and rework what you have until you get a 'yes.' Add to that the knowledge of your own potential, and don't settle for anything less."

Kaufman is equally enthusiastic about her hometown. "I thank my lucky stars I was born in Atlanta! If you know what you want, and you go after it, you can achieve it here." — JS