



Entrepreneur, Author & Host
Joanna L. Krotz

check out the podcasts.

I'm moving ahead with my book:

**THE WOMAN'S PLAYBOOK
How to Find Purpose, Passion
and Parity by Launching the
Business You Love**

[Learn more about the book](#)

**Stay tuned for news and advice
for women entrepreneurs. And,**

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Experts and pundits like to bemoan the lack of role models for women entrepreneurs, claiming that explains slower growth or solopreneur status for women in business. Think again.

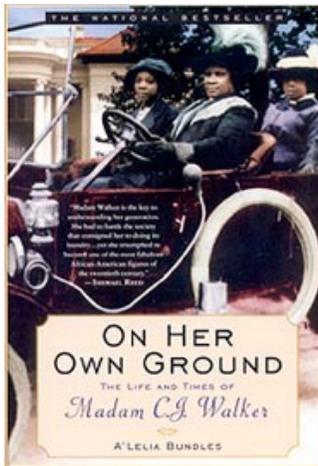
"Men tend to start a business to be the boss and grow the business as large as possible; women start businesses to be personally challenged and to integrate personal and business goals."

- ["Launching Women-Owned Businesses on to A High Growth Trajectory," The National Women's Business Council](#)

Here's my nod to our outstanding forebears.



Myra Colby Bradwell was born in 1831 to Vermont abolitionists and moved around the Midwest as a schoolteacher. In 1868, settled in Chicago after the Civil War, Bradwell founded the *Chicago Legal News*, serving as both editor and business manager for the region's first weekly law journal. It became a must-read for the local legal profession while also covering news of women's rights and the growing suffragette movement.



Madam C. J. Walker, born in 1867 in Louisiana to former slaves, became a legendary self-made millionaire by creating, manufacturing and marketing Madam Walker's Wonderful Hair Grower. "I got my start by giving myself a start," said Madam Walker. Her story survives today only because great-great-granddaughter A'Leia Bundles spent decades researching family archives to write Madam Walker's **biography**.

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

THE WOMAN'S PLAYBOOK, by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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