



**THE
WOMAN'S PLAYBOOK**



Entrepreneur, Author & Host
Joanna L. Krotz

Increasingly, women entrepreneurs grow business by getting involved in the community. That's fueling a new triple bottom line:
Mindshare. Money. Meaning.

THE WOMAN'S PLAYBOOK

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Worldwide, more than half (55%) of consumers would pay extra for products and services from companies committed to positive social and environmental impact, up from 45% in 2011.

More than four out of 10 (42%) North Americans surveyed would spend more for such products, up from 35% in 2011.

-- [Cause Marketing Forum](#)

Women owners pursue growth with revenue, reputation and role models on their to-do lists:

[Heidi Burkhart](#) founded New York-based commercial realtor [Dane Professional Consulting Group](#) to focus on affordable housing brokerage and consulting. She also launched [Saxon/Hart](#), a cause marketing firm for what she calls "[DIG](#)" or Direct Impact Giving marketing. Saxon/Hart brings together health, beauty and fitness marketers to donate to worthwhile causes: "The ultimate goal is to be a worldwide brand known for our giving forward initiatives."



[Dominique Callimanopulos](#) is founder of Boston-based [Elevate Destinations](#), an eco luxury travel company that customizes worldwide journeys while caring for local conditions and people. She just launched a travel marketing first called "[Buy A Trip. Give a Trip.](#)" Every trip organized through Elevate now supports a trip for local children to visit tourist sites in their home country. Think of Cape Town kids visiting Mandela's jail cell. "Traveling with kids is the best way/place to connect with locals," says Callimanopulos.

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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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