



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

Nine out of ten times, women entrepreneurs must win approval from male clients, lenders and investors. Yet studies continue to show that men do business with both overt and unintended bias. We need more women to pull up chairs at all the tables.

## THE WOMAN'S PLAYBOOK

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for women entrepreneurs.  
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" I can tell you that in basketball, like in politics, if you want anything said, ask a man. If you want anything done, ask a woman."

- [Sheila C. Johnson](#)

Owner, Washington [Mystics](#), Washington [Capitals](#),  
Washington [Wizards](#)

CEO and founder, [Salamander Hospitality](#)

Cofounder, [BET](#) (Black Entertainment Television)

When Australian founder [Nikki Durkin](#) sought bridge financing to keep her [99dresses](#) ecommerce startup afloat, she said, "I'd be invited to cocktail parties full of VCs where I'd don my painful sky-high heels because I'd split-tested heels versus flats, and for some reason a 5-foot 11-inch woman in seven-inch heels commands more talking time and attention from investors than one in the comfy flat booties I wear to work."



A 2014 nationwide bank funding study by Northeastern professor [Jamie Ladge](#) "found that women received less money even when they could show all the same measures of success as the men-owned firms.... What's driving these inequities...are deeply entrenched stereotypes." Lenders think, "Oh women go ... into business as a lifestyle choice." They don't really need capital. "I've heard this called 'the cupcake stigma.'"

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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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