



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

for women entrepreneurs. And,
check out the podcasts.

Too many investors and entrepreneurs --
women as well as men -- assume there's no
room for having kids in a women-led
startup. But men don't put personal lives on
hold. Women shouldn't either.

THE WOMAN'S PLAYBOOK

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"Men can't separate women's business lives from their personal
ones."

[Joanne Wilson, angel investor](#)

[Darla DeMorrow](#) is the founder of [HeartWork Organizing](#), a home organizing service based in Wayne, PA. When she became pregnant in her late 30s after starting the business, "[I felt very alone.](#)" she says. There was tons of advice for pregnant working women but zilch for women business owners, who have very different priorities. "Two years later, when I was expecting my second child, I still couldn't find any books on the subject," says DeMorrow. So she wrote [The Pregnant Entrepreneur](#).





Hard-charging [Kate Matsudaira](#) is the founder of [Popforms](#), an online platform with tools to help technology managers bolster leadership. After becoming pregnant, Matsudaira dialed down, fine-tuned her diet, and openly talked about her pregnancy with clients. "[We aren't resources, or robots....](#)" she wrote in a blog. " People have hiccups. People need extra time. If you don't open up though, no one is going to know why you have slowed down...."

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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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