



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

When women run the show, they create new markets, new classes of customers, new product categories and an expanding economy. Think Spanx.

### THE WOMAN'S PLAYBOOK

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Stay tuned for news and advice for women entrepreneurs. And, check out the podcasts.

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"I attended a business conference right after graduate school when it suddenly occurred to me that I had to stop thinking about women as victims and to start seeing them as really powerful players. It was a new way of thinking about economic development and the role of women as key economic contributors."

- [Elizabeth Vazquez](#), CEO, [WEConnect International](#);  
Coauthor, [Buying For Impact: How to Buy From Women and Change Our World](#)

[Michelle Crosby](#) launched [Wevorce](#) to help couples through divorce. The online mediation platform offers access to a team of legal, psychological and financial pros who provide customized plans and advice. Motivation? " [My parents had one of those War of the Roses-type divorces](#). I was on the stand when I was 9, and the lawyer asked me if I were stranded on a desert island, which parent would I choose to be with. It was horrible."



A luxury market entrepreneur, [Jody Barrett](#) founded [Seriously Funny Gowns](#) in 2013 after experiences as a hospital volunteer. Her line of quirky hospital wear lightens the mood for patients, offering comic relief when people need it most. Motivation? " [After living through years of grief and heartache watching and caring for two parents](#) slowly slipping away concurrently with Alzheimer's, I discovered that in order to endure the horrors of what I was dealing with that I needed to come up with a plan that I now refer to as "self-preservation...."



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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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