



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

As demand rises for affordable green products, women are creating sustainable, child-friendly and nontoxic products that reflect their needs and values, often postponing profits to get those products right.

THE WOMAN'S PLAYBOOK

[Learn more](#)

Stay tuned for news and advice
for women entrepreneurs.
And check out the [podcasts](#).

[LISTEN TO THE WOMAN'S PLAYBOOK PODCASTS ON ITUNES](#)

"An intersection is coming where society will expect corporations to fill the void in the face of government cuts, and, likewise, corporations will expect their societal influence to increase as their social capital becomes the force of change in communities, countries and even entire global industries."

- [Jeffrey Puritt, TELUS International](#)

An expert in ecosystem emerging markets, CEO [Bettina von Hagen](#) helped launch [Ecotrust Forest Management](#), a for-profit investment firm that focuses on ecological forestry in the Pacific Northwest. "[We offer investors the unique opportunity](#) to own ecologically significant and commercially valuable forestland.... We acquire industrially managed forestlands and transition them towards more sustainable long-term ownership."



[Kristen Graf](#) leads the Brooklyn-based nonprofit [Women of Wind Energy](#), which has twin goals of advancing women's leadership and promoting renewable energy initiatives and education. "...In order to have a successful renewable energy industry [we must see more women at all levels and in all sectors of the field](#). We believe that building the renewable energy future ...will require as many diverse talents and voices as possible."

Sign up for the [newsletter](#) or check timely advice-in-progress [@JoannaLKrotz](#) and [Facebook](#) as I write and report.

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.

Download [podcasts from iTunes](#), anytime.



Like us on Facebook 

Follow me on  **twitter**

View my profile on  **Linked in**

**Email comments and ideas about women entrepreneurs
for my book and upcoming radio shows!**



[About us](#)



[Forward this email](#)



[Listen to the
shows](#)