



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

Call it the triple myth-buster:

- (1) entrepreneurs are [40 years old, on average](#), not youngsters;
- (2) women start more companies than men do;
- (3) women see opportunities men don't.

THE WOMAN'S PLAYBOOK

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More than half (55%) of women startup owners report a "[great work-life balance.](#)" Want to guess that percentage for women climbing corporate ladders?



Based in Oakland, CA, [Judi Henderson-Townsend](#) founded [Mannequin Madness](#) in 2001 to sell, rent, repair and recycle mannequins. She got started by accident after trying to buy a mannequin to put in her garden from a Craigslist ad . The seller was shutting down so on impulse she bought the entire 50 mannequin inventory for about

\$2,500.

[Ashley Hicks-Rocha](#) (left) and [Toni Carey](#) founded nonprofit [Black Girls RUN!](#) in 2009 to combat the epidemic of obesity in the African-American community , which now boasts 160,000 membership. The group offers support and resources to both new and seasoned runners, with a mission of "encouraging African-American women to make fitness and healthy living a priority."



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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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