



Entrepreneur & Host
Joanna L. Krotz

**You're invited on Thurs., June 12,
@ 12 - 1 pm EDT to
Talking Alternative Broadcasting**

THE ASK

**What women need to learn about
perfecting the pitch**

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

Women entrepreneurs typically start businesses with about a third less capital than men, content to bootstrap while dialing down bank loans and other funding. They hire fewer staff than men, try to do everything themselves and, as a result, often end up with smaller companies and less revenue.

Bottom line: You can't build a business without asking for what you need.

So what's the story with women? Lack of confidence? Fear of rejection? Confusion about what to ask for? Inability to delegate?

The 6/12 show boldly takes on why women so often duck the direct approach while offering tools and techniques they can develop to prepare and practice the pitch.

Next show:

[The Ask](#)

June 12, 12 - 1 pm EDT

Tune in to meet an internationally successful fundraiser/asker and an award-winning young entrepreneur poised for next-stage growth:



[Laura Fredricks](#), author of four [go-to guides](#) for fundraising and business success, is an attorney-turned-philanthropic advisor who has achieved high-profile, multimillion-dollar asks and pioneered practical strategies for getting what you ask for and deserve.



[Madison Maxey](#), winner of a Thiel Fellowship, works on the cutting edge of fashion and technology. She is the founder of [CRATED](#), a design consultancy for wearable materials and research, and was named "Female Founder to Watch" by Women 2.0.

BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

Tune in to [THE WOMAN'S PLAYBOOK](#) on [Talking Alternative Broadcasting](#) every Thursday @ 12 - 1 pm Eastern, to hear entrepreneur and author Joanna L. Krotz and nationwide guests offer practical advice and real-life strategies that help women succeed in today's markets.

Or download the show [podcasts](#), anytime.



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