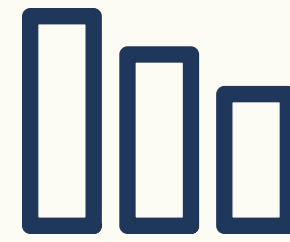


# THE 2017 WOMEN ENTREPRENEUR'S RESOURCE GUIDE



Marketing



Growth



Communications

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# WHAT ARE YOUR BUSINESS GOALS?

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Sales



Partnerships



Design



*Resources You'll Find In This Guide*

# **MARKETING + FUNDING + WOMEN BUSINESS CERTIFICATION + BUSINESS MENTORSHIP + BOOKS + PODCAST + BUSINESS IDEAS**



DID YOU KNOW?

**50%**

## **YOUTUBE**

Number of hours spent by users on Youtube in a month.

## **YEARS**

Number of years it would take to watch every video that will be shared every month until 2019.

**5M**

**6B**

## **SNAPCHAT**

Daily video views on Snapchat, which is a 3x growth from 2015.



# GET STARTED

## WOMEN ENTREPRENEUR RESOURCE GUIDES

DEVELOP A CONTENT MARKETING PLAN



**30  
DAYS**

SET TARGETS

- Study the market
- Pin down the target audience
- Set the voice and tone for the blog
- Create a 3-month editorial plan



**60  
DAYS**

BUILD THE TEAM  
AND THE BLOG

- Publish 5 blog articles
- Implement a link building program
- Reach 20,000 subscribers



**90  
DAYS**

ESTABLISH OUR  
EXPERTISE

- Reach 40,000 subscribers
- Review link building program
- Implement email campaigns
- Create video content



*"I never dreamed about success.*

*I worked for it."*

*Estée Lauder.*



## WHERE TO FIND BUSINESS MENTORS



SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship.

FOR OVER 50 YEARS, SCORE HAS SERVED AS AMERICA'S  
PREMIER SOURCE OF FREE, CONFIDENTIAL BUSINESS  
EDUCATION AND MENTORING.

[WWW.SCORE.ORG](http://WWW.SCORE.ORG)



*"Don't be intimidated by what you don't know. That can be your greatest strength and ensure that you do things differently from everyone else."*

Sara Blakely, founder, Spanx

# Book List

GET YOUR BUSINESS BOOK LIBRARY  
STARTED



## THE CONFIDENCE CODE:

The Science And Art of Self-Assurance. What Women Should Know, by Katty Kay and Claire Shipman

## SHARK TALES

How I Turned \$1000 into a Billion Dollar Business, Barbara Corcoran

## WHAT I KNOW FOR SURE

by Oprah Winfrey



# PODCAST FOR WOMEN ENTREPRENEURS

So Money

Kate's Take

Recode Decode

Online Marketing Made  
Easy





*"Whatever it is that you think you want to do, and whatever it is that you think stands between you and that, stop making excuses. You can do anything."*

Katia Beauchamp, co-founder and CEO, Birchbox.

# WOMEN ENTREPRENEURS CONFERENCES



INC WOMEN'S SUMMIT HOSTED  
BY INC MAGAZINE



INBOUND HOSTED BY HUBSPOT



CIRCULAR SUMMIT IS AN  
INVITATION-ONLY EVENT FOR  
HIGH-GROWTH WOMEN  
ENTREPRENEURS

## SMALL BUSINESS ASSOCIATION

- Office of Women's Business Ownership
- [www.sba.gov](http://www.sba.gov)

## WOMEN OWNED BUSINESSES (WBE)

- Certification details  
[www.mwbe.com/cert/agencies.htm](http://www.mwbe.com/cert/agencies.htm)

## FEMALE FOUNDERS FUND

- An early-stage fund investing in the exponential power of exceptional female talent.  
[femalefoundersfund.com](http://femalefoundersfund.com)





# UFSTSG SUPPORTS WOMEN ENTREPRENEURS

Since 2009, we've helped women entrepreneurs start, manage and operate virtual tax offices. We offer everything you need to get your tax business up and running:

- \*Outsource the tax prep to us
- \* No special license required
- \*Marketing and Sales Support
- \*Work/Life Flexibility
- \* Set Your Schedule
- \*Add \$26K -\$52K to your bottom line each year

We are committed to the women entrepreneurs and communities in which we operate, and seek owners who want to change people's lives while they build their own financial future.

# FINANCIAL FREEDOM

## *YOU ARE GIVEN A PROVEN OPERATING SYSTEM THAT CAN HELP YOU ACHIEVE YOUR GOALS!*

Own A Business That's Always in Demand. As Benjamin Franklin wrote, "nothing can be said to be certain, except death and taxes." There will always be a need for tax preparation businesses, so tax preparation ownership opportunities are the perfect solution..



*Get Started*  
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Start with good plans. Start with us.

