

STARS AND STRIPES®

Military Spouse Entrepreneur Guide 2021

September 2021

BROUGHT TO YOU BY THE ASSOCIATION OF MILITARY SPOUSE ENTREPRENEURS (AMSE™)



GROW YOUR NETWORK

THE CHECKLIST TO SUCCESSFUL PARTNERSHIPS

YOUR BEST MARKETING ASSET

TIPS FOR BUILDING AND GROWING YOUR EMAIL LIST

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Note from the CEO



Photo of Monika M. Jefferson, Founder/CEO of AMSE™
Photo By Brittany Harmening Photos

If you are already an AMSE member, I am so glad you are part of our family! We know entrepreneurship is far from easy. That is why my team and I are committed to accompanying you on your journey and providing you with the resources to help you start, scale, and sustain your business!

greatest asset. Milspouse entrepreneurs need to know that they are not alone and that if others can do it, so can they.

We know that you will love this guide and hope that you continue to support one another, inside and outside of AMSE. Because when one milspouse succeeds, we all do.

There may be changes at AMSE, but our core mission of community remains the same. Our networking and community support is our

- **Monika M. Jefferson**

Founder/CEO, Assoc. of Military Spouse Entrepreneurs

Hello readers!

It feels unreal that we are now on the 3rd issue of the Military Spouse Entrepreneur Guide with Stars and Stripes. We are so proud to be partnering with this historic publication to bring this beneficial information to military spouses. One of the main goals when launching AMSE was to be on bases around the world, and this guide is making that happen.

watching videos and tutorials; researching and reading information; and troubleshooting to find the correct information. AMSE always wants to take away that struggle and provide our community with these resources. Whether you are looking to enhance your marketing strategy, revamp it entirely, or need help with marketing effectively, these articles were written to support and educate you.

easy to use and navigate with a sleek design and exciting features. Members can create a profile and access curriculum, downloads, and masterclasses all in one place while networking with other milspouse entrepreneurs. This is a huge support to know that you are not alone and that if others can do it, so can you. Our community supports one another and encourages their everyday actions within and outside their business.

This edition is more than just another milestone for AMSE. It is a way to bring economic impact to our community with information and resources all in one place.

This guide will help you stand out from the crowd and be strategic with your time, money, and effort. We could all use this in our business!

We also celebrated the launch of five new AMSE Community Chapters, including our first overseas chapter! These groups are our boots on the ground to help milspouse entrepreneurs with real, local resources. Every chapter provides connection, collaboration, and support on a local level.

This edition also comes on the heels of even more exciting changes at AMSE!

Entrepreneurs are bombarded with so much information. As a new business owner, I spent hours upon hours

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MARKETING STRATEGIES



Photo of Chandra Gore, Owner of Chandra Gore Consulting
Photo courtesy of AMSE

The 5 W's of Marketing

By Moniek James, AMSE Writer + Owner of Renegade Creative Media Group

Reading time: 2 minutes, 5 seconds

What is marketing? Marketing is the action of promoting and selling products or services, including market research and advertising. With the various options available for marketing online, defining your marketing strategy and tactics can be challenging. As you think about marketing activities to grow your business, it's essential to ask yourself some questions.

#1 Who are you and the people you serve?

Marketing succeeds when there is clarity. Do you know what makes you unique? The unique combination of your experience, expertise, and personality is your "secret sauce" and can help you stand out in a crowded online space. When you allow your marketing messages to display those attributes, you give yourself a competitive advantage.

On the other side of this question is your intended customers. Do you know who they are? Do you understand the desires, motivations, and interests that will allow your marketing to resonate with them? Being clear on your originality and the intersection with your intended customer's attention is the foundation for marketing conversion.

#2 What are you selling?

When you share the attributes that make your product unique and valuable, you create the environment

to confidently present your product in a way that illustrates how you help create transformation better than anyone else. Knowing your customer as much as possible will shape how you offer your solution; you'll lead with the benefits your product brings, which your customers care about most.

#3 Why are you here?

Entrepreneurship is an emotional rollercoaster, so why do you do it? What's the deeper reason that your business exists? What fuels you to keep showing up when the journey gets difficult? In the book "Start With Why," Simon Sinek wrote that discovering his "why" renewed his passion and gave him a filter to make better decisions. When you're clear on your own "why" you become inspired to inspire and create more success for your business.

#4 Where will you market your business?

Where will you share your marketing messages to connect with your intended customers? There are a plethora of options: social media, email, video, audio; and many more. Which ones will you choose to use? Identifying the platforms to share your content with your ideal audience will help you build awareness, establish credibility, and get paid from your marketing.

#5 When or how often will you conduct marketing activities?

How often will you show up on your chosen platforms to support sales? With the battle for attention and algorithms constantly changing online, allowing your data to lead

can be helpful. Pay attention to peak engagement times for your audience to find your ideal balance between relevance and annoyance.

Whether you're a team of one or building an empire, organization is vital. Having a roadmap to guide your marketing will keep you focused on what matters and help you commit to achieving your goals every day. As

your business grows, your answers to these questions may change a bit. But as long as you're following your plan every day, you'll be on the right track.

AMSE Action Item: Go to the Frameworks + Templates in the Member Dashboard for free downloads on developing your marketing plan, identifying your customer persona, and more!

READY TO ELEVATE YOUR BRAND?

Imagine saving 7,541 hours not trying to figure out how to brand your business.

Learn how to use design aesthetics to sell, leverage color psychology to connect, and amplify your mission with proven systems to manage your brand.

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MARKETING STRATEGIES



Like, Know, and Trust Factor

Photo of Amie Glazier, Co-owner of The Military Mom Collective
Photo courtesy of AMSE

By Christinna Kitchaiya, AMSE Writer + Owner of CK Connections

Reading time: 1 minute, 33 seconds

I'm sure you have heard the saying that a business is only as good as its brand. Though this may not be 100% true, it does hold some weight.

NOTES

Branding establishes the identity of your company and can help you to stand out from competitors. It also helps to create an emotional connection with your customer base, which helps to increase loyalty.

With the average attention span at eight seconds, grabbing your audience's attention is even more challenging than before. Audiences are introduced to new brands every day. Standing out in the crowd is critical for the survival of your business.

A solid visual is essential

Your company's logo, color scheme, and message should be recognizable and easily identifiable in all your content. You need to have a consistent message across all of your marketing channels, strengthening the customer experience. Ensure that your employees, team members, volunteers, and anyone representing your organization are on the same page about messaging and share the same voice when representing the company—especially products in public forums such as social media, blogs, press interviews, etc.

The most important thing is consistency! The way people

will remember who you are and what you do will come down to how often they see it—this means being out there talking about yourself at every opportunity.

Consistency

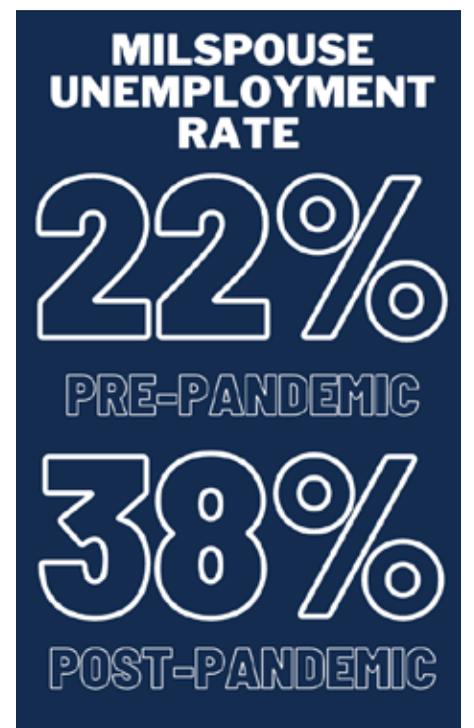
Clear, consistent messaging is what we all look for when deciding to follow or buy from someone. It speaks to the legitimacy of the business. When choosing a product or service, it is more likely that we would trust and connect with an organization with straightforward messaging and consistent content than one with little to no effort that only shows up when they have a great sale. When you are consistent, it shows potential customers or clients you are trustworthy and credible.

As you can see, the brand is the vein for any business to be successful. It helps to establish your company's identity and create an emotional connection with your customer base. Build that like, know, and trust factor for your audience's desires.

Graceful Reminder: Building the LKTF takes time to master, so do what works well for you. Play with logos, colors, and messaging. It is OK to change things if

you find they are not working. You will know when it's right, and your audience will respect you for it.

AMSE Action Item: Check out the "Essential Items for Branding" download in the Member Dashboard.



Share and Store Wisely with Your Team

By Christina Etchberger, AMSE Writer
+ Founder of It's a Military Life

Reading time: 2 minutes, 41 seconds

Do you remember being told as a young child, "sharing is caring?" Are you someone that shies away from apps or digital platforms to stay safe with your trusty but dated catch-all folder on your desktop?

Well, we are all grown up now, and it's still true! As entrepreneurs, business owners, and overall leaders, we need to share and store what we share smartly.

Smart storage and sharing across your team are vital for a successful business and organization. There are so many ways to practice this in a professional work environment, especially considering the many tools available to us virtually.

It's time to step back and check out the virtual tools that will allow you to run your business or organization more efficiently.

Google Drive is Step One

Not ready to give up storing on your hard drive? It's okay! It's always good to have a backup, but Google Drive has you covered.

1. Create a folder for your business or organization.
2. Within that folder, create subfolders for various subcategories.
3. Share the entire folder with your team or share the subfolder that relates to a specific department, team member, or partnership.
4. Lastly, transfer all your files from your hard drive to these specific, organized folders (this is a great time to declutter your hard drive at the same time).

The beauty of storing and sharing via Google Drive is that you can collaborate within the document by clicking "Share" and also have your team as editors or commenters. Plus, the choices of what kind of documents you are working with are excellent and have Office equivalents:

- Google Drive - Microsoft 365
- Google Docs - Microsoft Word
- Google Slides - Microsoft PowerPoint
- Google Sheets - Microsoft Excel
- Google Forms is another great way to share information with your team, and nothing compares to the efficiency of Google Forms' ability to collect data through its incredible survey feature.

Slack Integrates Everything!

Creating is key for a successful business or organization, but how can the team benefit from the content if it isn't easily accessible to them or there's constant miscommunication about the information shared?

Slack is a workspace that not only provides a space for a team to communicate by topic or direct message, but it also integrates other top-rated and effective productivity apps, such as Google Workspace.

Other storage and sharing apps include Trello, Microsoft Teams, Adobe Creative Cloud, One Drive and SharePoint, Zoom, and more!



Photo of Ashley Weinert,
Owner of Counting Our Heroes Home
Photo courtesy of AMSE

Monday.com is Not Just for Monday - It's an Everyday Tool!

Monday.com is a cloud-based platform that allows anyone from a solopreneur to a packed-out company to manage tasks, projects, and more. This platform can also be integrated into Slack, which works so well when teams are working on projects together.

Monday.com allows you to create boards based on different projects and help team members track tasks across the entire team. Tasks can be assigned individually or in teams, with an incredible scheduling function.

Marco Polo for Those on the Move

Can't always make those team meetings due to schedule conflicts or significant time differences? Marco Polo is the go-to app to get your team together in real-time.

1. Create a group based on department or project.

2. Add your team members by phone number or send a link to them directly.
3. Press record and update your team.

Team members can record, then have a fellow team member watch the recording on their own time. Then, they can record a response back! It is that easy. This is another way you can share and store, but in this case, team conversations can create a more productive experience!

Share and Store Smartly

The tools are there to help you; now apply them to your team. Productivity and team morale will increase dramatically due to better communication. Show your team you care by creating a workspace where they can create, collaborate, and thrive!

AMSE Action Item: 📌 Our partners at Monday.com offer discounts for their services just for AMSE members! Find them in your Member Dashboard under the "Discounts" section.

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7 Tech Tools You Need For Marketing Your Business

By Kimberly Bacso, AMSE
Writer + Marketing Director

Reading time: 3 minutes,
32 seconds

As a military spouse entrepreneur, you may not consider yourself a marketer. I know I didn't. I felt comfortable with content and social media titles. Calls with collaborators and funders, guest blog posts and podcast appearances? Sure. It wasn't until I applied for marketing and communications work that I realized from the job description that I was checking most of the experience boxes for marketer. You probably wear many hats, and if you're communicating with customers, clients, collaborators, and/or investors, you can easily add the marketer hat to your collection.

Here are seven top tech tools you need for marketing and spreading the good word about your business:

PLAN YOUR TIME

Your time is a precious resource and as an entrepreneur with other military spouse responsibilities, you may find yourself spread thin. Here are two tools I love and one that I want to try.

Asana: I love using Asana to manage my time and the work my teams do because users can choose to use a list or board view for projects. A list view is clean and concise for those who like to work through a checklist or for managers to see outstanding work and assignees at a quick glance. The board view is a beautiful choice for seeing what a project is looking like

visually which is great for things like magazine layouts, blog management, or social media planning. There's a My Tasks summary that whittles everything down to show you just your responsibilities and deadlines. The basic version of Asana is free for teams of up to 15.

Google Calendar: I'm an iPhone user and have used the native calendar app for years. My life changed when I started using Google Calendar for personal use as well as work across several teams. That way, I'm able to easily see my entire color-coded calendar at a glance whether I'm at my computer or on the go. It's perfect for managing a complex schedule without letting things fall through the cracks. Google Calendar is free with a Gmail account.

Calendly: Calendly's scheduling hub is perfect for simplifying the, "Let's find some time to talk," process. Rather than having a complex availability conversation with another busy person, give them your Calendly link and they can book some time with you. You simply have to let Calendly know your preferences! I have not tried Calendly yet, but I've worked with people who use it and the process is delightfully simple. I shied away from it when I had a more chaotic schedule because I was afraid I was going to miss something if somebody put a meeting on my calendar with no other communication. But now that I'm on a disciplined nine-to-five schedule, I feel like I could keep up with setting my preferences, especially since Calendly integrates with Google Calendar. A basic Calendly account is free.

CREATE YOUR GRAPHICS

Just as you may not consider yourself a marketer, you may not consider yourself a graphic designer. Still, as an entrepreneur, you're probably creating graphics for your business, and you need solid tools with options for shortcuts.

Canva: Canva is a design platform used by many milspouse entrepreneurs. I loved all of the built-in, customizable templates including everything from premade sizes for social media, pitch decks, one-pagers, and even resumes. I loved having all of my brand colors, logos, and fonts all in one place for me to customize my designs. However, I hated trying to get everything perfectly aligned, and the way Canva saved things seemed chaotic. Through some coaching from one of my teams and some tutorials included on the site, I was able to get to a place of a love-love relationship. Canva has a free option, and Canva Pro is free for registered non-profit organizations.

GoDaddy Studio (formerly Over): GoDaddy's slogan is, "Beautiful design, made easy." I agree with that. It's now available for mobile and desktop, but I started with mobile back in the day before I learned Canva. It stored my brand colors and was intuitive to use. Eventually, Canva was the platform that my team was collaboratively using, so I used it more often. But I started recognizing Canva templates as I scrolled through social media. So, GoDaddy Studio became my go-to when I wanted something special and fresh that wasn't going to be immediately recognized.



Photo courtesy of AMSE

There is a free option, but if you're going to be using it often, I suggest springing for a paid plan option to get more templates, graphics, and fonts.

SCHEDULE YOUR SOCIAL MEDIA

When working with social media, one of the big goals is to get your content in front of your audience. Having a tech tool that can help you decide when to schedule is huge.

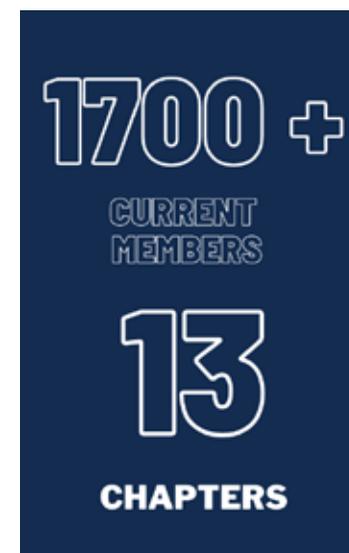
Planoly: This platform has partnerships for scheduling with Instagram and Pinterest. It is intuitive to use, and I love how it lets me see exactly what the Instagram grid is going to look like. While there is a free option, I appreciate the advanced analytics and best time to schedule features that come with the paid options. Planoly takes the guesswork out of trying to figure out when to post. It gets to know my audience and helps me get my content in front of them.

Agorapulse: Tired of toggling between different social media platforms? Agorapulse is your one-stop shop for all your planning, strategy, and analytics needs. Create workflows for team members and reports for investors or

partners with ease. It schedules with Facebook and Twitter and everything in between, saving you time and keeping it centralized in one place.

These are just a few of the tech options out there. You'll want to do a little research to decide what's easiest, most intuitive, and affordable for you. But if you're overwhelmed by options, these seven top tech tools are a great place to quickly start you on your way to becoming a successful marketer of your business.

AMSE Action Item: ■ Get your exclusive AMSE discount for Agorapulse in the Member Dashboard and let tech help you with your business!



MARKETING STRATEGIES



Photo of Nicté Cuevas, Owner of Nicté Creative Design
Photo courtesy of AMSE

Diverse and Inclusive Imaging

By Chandra Gore, AMSE Member +
Owner of Chandra Gore Consulting

Reading time: 2 minutes, 42 seconds

Having inclusive images within your marketing materials and social media graphics can make your audience or clients feel represented. Fostering a feeling of trust and support from your audience is key to being successful. And that starts with the images people see in how you express your message.

No matter what product or service you are offering, the ability to reach your potential audience and to have them feel included will ensure your foundation for long-term success.

Understanding how to correctly add diversity to your marketing materials starts with having a frank conversation with your team or creative director about what images you would like

included in your marketing strategy. When individuals see themselves in the messages, they are more likely to respond and become clients or customers. Having proper representation is sometimes one of the main reasons marketing campaigns become impactful in a positive way.

America as a whole is diverse, and it's vital for businesses and marketers to know and understand their audience. But a key point to remember is that diversity extends well beyond race. Today, promoting revenue and brand image means recognizing and redefining the communication and conversation with your clients or audience as individuals. You should also include people of all ages, socioeconomic classes, and genders.

Pay attention to the community around you.

Location and experiences vary from region to region. Pay close attention

to the various activities around your immediate geographic area. This will allow you to represent and reference images that will align with your current and potential audience.

The ability to penetrate new markets is a sure way to generate more revenue. Including more diversity and inclusion contributes to a better aligned society; your business will target new populations and open the door for an increased response due to the relatable messaging. This will directly increase the bottom line.

Create clarity from the inside out.

Embracing diversity and inclusion means defining them from within your organization and ensuring their components are woven into the organization's core values. Make understanding diversity and inclusion an essential part of your growth, elevation, and innovation. Ensuring

your team has organic diverse thoughts can and will add significant value to your marketing process. Incorporate training and open conversations about your organization's needs; if your team feels included, it will reflect in their work and the world.

Lastly, successful businesses should foster an environment that includes diverse ways of thinking—knowing those ways of thinking stem from open minds and can directly impact creating successful marketing campaigns.

Bottom line: the key to staying relevant and competitive truly lies in providing diverse and inclusive content for audiences in a way that truly represents the current state and culture of your community.

AMSE Action Item: ■ Work more on your business's diversity and inclusion strategies with our article "7 DEI Questions Your Business Needs to Answer" on the AMSE Blog.

PLANNING & IMPLEMENTATION



Photo of Karen Hetz, Owner of Kids' Cake Boxes
Photo courtesy of AMSE

Plan, Prep, Launch - An 8-Week Go-to-Market Guide

By Anna Larson, AMSE Writer + Owner of NomadAbout

Reading time: 4 minutes, 2 seconds

Congratulations! You're about to share your newest fantastic product or service with the world. Welcome to a step-by-step, go-to-market launch plan that will ensure you hit your revenue and profitability goals from day one.

PLAN: CREATE SUCCESS

Your very first step has to be creating a strategic plan. There's no glamour in the planning, but it is arguably the most critical part of a successful launch.

Have you ever heard of the marketing rule of 7? It simply states that a customer needs seven points of contact with your brand before they're ready to purchase. Your launch plan is going to outline all those connections

that will encourage your client to buy! So, what should be in the initial plan?

- Budget for all costs
- Marketing activities including delivery channels for messaging

- Timeline for all launch activities
- Metrics to track and demonstrate you've met your goals
- Assignments for team members or partners

PLANNING & IMPLEMENTATION

It would help if you started planning as soon as you determine you have a viable product or service to take to market. It's never too early to create your plan.

PREP: BUILD THE STORY

Now you have a plan. Let's get ready to build your story.

First, you need a hook—the "gotta have it" offer that will create the buzz and turn cold leads into warm clients.

You can use hundreds of "hooks" to tempt clients, such as freebies, promotional codes, landing pages, giveaways, and webinars. Based on your ideal client, you should know what will grab their attention the most. Start with one hook, but add in more as needed throughout your timeline to maintain excitement and generate interest.

Next comes the launch story—the most effective way to share your message. Your launch story tells your journey over eight weeks to create those seven points of connection with your ideal customer.

Each launch story is going to be unique to your brand. Some might be witty, while others might be scientific. Your brand may want a straightforward sales pitch. No matter the tone the launch story is crafted in, it needs to answer the following questions:

- Why did you create this product or service?
- What are the features?
- What are the benefits?
- Why does your customer care?
- What pain points does this product or service fix for your ideal customer?
- How does it resolve the pain points?
- What proof do you have that it works?

The launch story is not an announcement. It's a strategic method of revealing your product or service in a way that shares brand values and

creates a connection with your target audience. It will inspire, educate, develop emotions, and ultimately, it will be the reason they buy.

LAUNCH: 8-WEEK GO-TO-MARKET GUIDE

You made it! It's time to put all your planning and preparation into action. Over the next eight weeks, you will see all your hard work come together. The following guide outlines every launch plan's commonalities and best practices regardless of your personalized marketing activities, hooks, and product benefits.

Week 1: Break the news!

Week one is all about revealing your hook and sharing it with your target audience. Your delivery method may include emails, social media, landing pages, etc. Announce that you have something unique that they don't want to miss.

Week 2: What are they getting?

Their interest has peaked, so now you get to tell them precisely what they will get. Does it come with batteries? Is it 100 pages of must-know information? Can I buy it in every color of the rainbow? Continue to push that initial hook.

Week 3: Bring the emotion.

Time to talk about pain points. This is where you swap from features to benefits. What problem is your product or service going to fix? If you have a second hook, this would be an ideal time to offer it. Paint points bring out emotions which makes a client more interested in purchasing.

Week 4: Show them the proof.

How are you backing up your claims? Bring out the evidence; both Social proof and scientific proof must be shared. Bring out the testimonials from users and clients, share other companies' research studies, and talk about your personal experiences. Use that data to prove your product value.

Week 5: Back to the pain points.

These last few weeks are when the objections start to surface. This is that point when your client tries to talk themselves out of purchasing. "Hmmm...I don't need that, do I?" Week five is to remind them of exactly why they do need it. Address key pain points and snuff out any last objections.

Week 6: Why do they care?

You've given your target audience all the ammunition. So tell them your "why" again. Reinvest your client into your brand and your product. Tell them why they should care. Remind them of the benefits and how much better life will be once they've invested in your new development. Remind them of the hooks. If you have a third hook, this is an ideal time to introduce it.

Week 7: Make it urgent!

It's your last week before you launch your product or service. There is now an urgency in your offer. It's the last chance they have to take advantage

of your hooks. Will the price go up? Will the deal go away? Will the limited edition be sold out? Create urgency before it's too late.

Week 8: LAUNCH!

Congratulations! You made it. You've launched, and now it's time to keep the momentum going. Be sure to listen to customer feedback, schedule your marketing activities to include your newest product, and watch those metrics.

But most importantly, pat yourself on the back, reward your team for a job well done, and book a spa day. Launching takes a ton of emotional and physical energy, not to mention time and patience. Reward yourself, schedule time to reconnect, celebrate and disconnect to recharge your battery.

AMSE Action Item: 📖 Go read the article "4 Emails Sequences to Up Your Marketing Game" on the AMSE Blog to find out how to create the perfect launch sequence!



NOTES

Avoiding Failure to Launch

By Annette Whittenberger,
AMSE Writer + Owner of A Wild
Ride Called Life

Reading time: 2 minutes, 57 seconds

We have goals, dreams, and visions. We also have fears, distractions, and a clouded mind. Why is it that right when we become motivated, we also become paralyzed?

We become paralyzed by our minds and our fears. We forget one of the most important things that we need to do. That, my friends, is the action and the word GRACE.

Launching a business, a course, or a book is one of the scariest and proudest moments of our lives. So, why are we afraid to launch?

Fear.

Fear can stem from not knowing where to start or what others may think. We lose sight of doing something as minor as confiding in a business coach, our friends, and even our family. They won't understand or even know how to ask for help, both personally and professionally.

One of the scariest things besides going after our dreams is to ask for help. Why are we quick to be there for others but not for ourselves? It's silly when you think about it. It's like practicing what we preach. Most of us don't do it. So, when it comes to being there for ourselves, that has to include reaching out to our community or mental health professionals. It's OK to raise your hand and say, "I am not OK" or "I need help."

Becoming an entrepreneur can be overwhelming and exhausting. It can be lonely and filled with so many emotions. Many never see what happens behind the scenes of running a business.

Our mental health is often put on the back burner as we strive for perfection.

We look past the part of being successful just by making that first step. We let our mindset paralyze us into the fear of not making that first move. Do not let this happen. It is OK

to step away, take a break, and return to it when we are ready. Do not let a time limit distract you from taking that much-needed mental break. We often worry about not posting every day or showing up when we think people expect us to. The truth is, you can't pour from an empty cup. You can only give your best when you feel your best, and that is OK! Remember to give yourself GRACE.

So how do you avoid the failure to launch that big dream of yours?

Be honest and real.

Go for what sets your soul on fire. That burning desire in your heart is the reason you need to go after what has been calling you to launch.

There will always be some fear, disappointment, and bumps along the road. Remember that your journey of creating something from your heart is what will make it even better.

Ask for help.

Asking a friend or hiring outside assistance to help you launch your incredible idea is nothing to be ashamed of. We can not do it all ourselves. Hiring a personal assistant, a virtual assistant, or social media manager can help in ways you never even thought of. As much as we want to hold on to that baby we call our business, sometimes it is best to "let go" and watch it grow into something extraordinary with a bit of help. It does not mean you can't handle it; it simply means that you are meant for so much more.

Also, communicate with your family about how you feel and how they can help take the load off your plate or offer support. Sometimes all we need is reassurance.

Use technology.

Believe it or not, there are apps and software that can help you stay organized and all with the press of a button. What is even more brilliant is

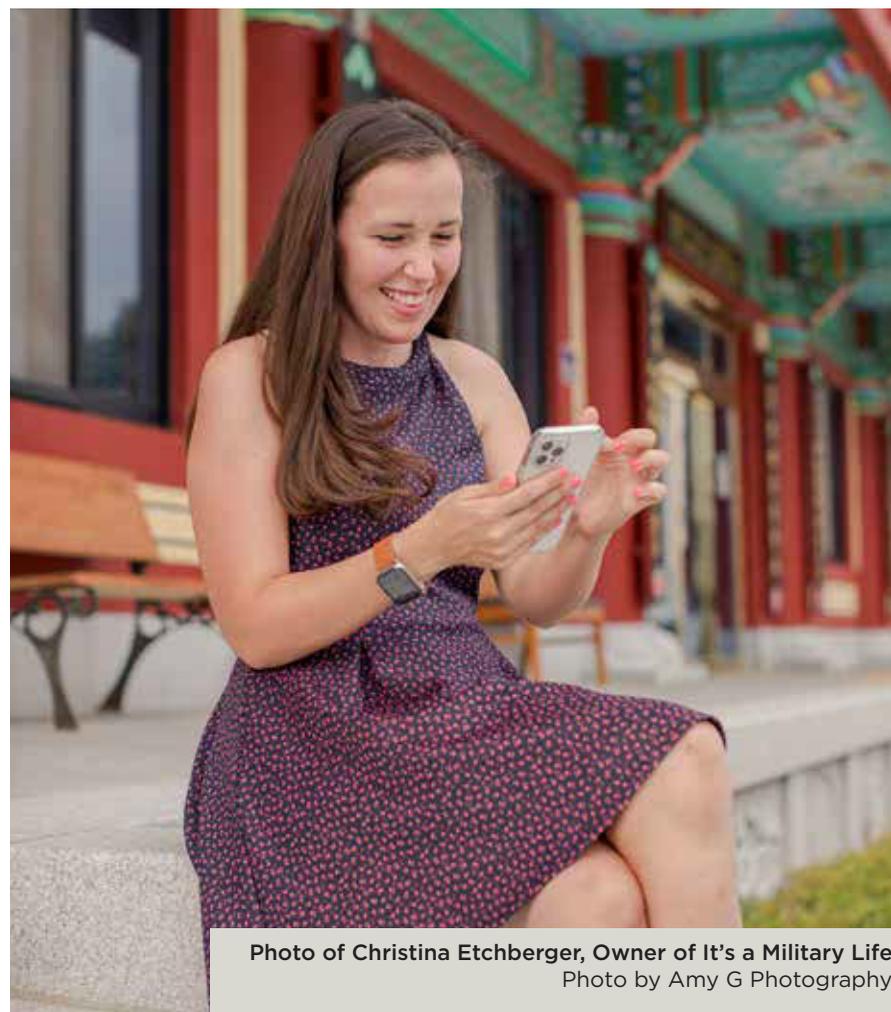


Photo of Christina Etchberger, Owner of It's a Military Life
Photo by Amy G Photography

that some of these new organizational tools are free and highly affordable.

AMSE members have access to discounts on tech tools to help you automate processes, emails, and social media. Members can find their discounts in the Member Dashboard. Reference the article in this guide, "7 Tech Tools You Need For Marketing Your Business," for the tools we use and love.

Lean on your network.

Join a community of like-minded and like-hearted people like AMSE, and I promise that you will not be alone in this. With a private Slack channel for members and virtual events like Group Coaching and Coworking, you will find the support and assistance you need. There are so many others who are most likely asking the same questions that you are asking yourself.

Conquer that fear and avoid that failure to launch.

Never be afraid to ask your friends, family, or even your community for the help that you need. Sometimes all it takes is just to be heard, and you never know what support you will need and receive until you ask.

AMSE Action Item: ■ If you are not an AMSE member, you are missing out on all the benefits detailed in this

article. Get started with your free membership today!



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PLANNING & IMPLEMENTATION



Your Pitch-Worthy Business: Deck Tips for Founders

Photo of Casey Zeck, Owner of Recover to Fit Massage & Bodywork
Photo Courtesy of AMSE

By Laura Briggs, AMSE Member + Owner of The Freelance Coach

Reading time: 3 minutes, 44 seconds

When pitching their company for a grant or funding, most founders spend hours preparing the verbal version of their pitch, but the illustrated version needs just as much work.

While an investor or boardroom is tuned to what you're saying, you want to use your slides and pitch deck to amplify your message, not distract from it. Too many founders giving pitch presentations make them too long, overwhelming or filled with text that the listener tunes out and spends all their cognitive energy trying to read the slides.

Here are some tips on how to make a splash with your presentation deck.

Know What Investors Care About

Your presentation is not about you. While an investor does have to buy into you as the presenter, your presentation is all about the problem and solution.

Investors are looking for a few things when they hear and see your presentation, including:

- Information showing that the problem you're presenting is an actual pain for people and one worth solving
- Evidence that you're the right person or the right team to tell this thing
- Work you've put into getting to know your audience, such as dozens of interviews
- Whether you've gained any traction (AKA sales) since launching
- A clear connection between the problem you've presented and the solution on the table

Suppose you've only got 60 seconds or a few minutes to get all those

things across; every word matters. Be ruthless with your script, and make sure you've covered all these points throughout your talk.

Don't overstate your market or revenue potential, either. It will not pass the investor smell test if you're overselling the possibility by making statements like, "My target market is the entire world!" or "Even though we don't have a single customer yet, we have the potential to make \$3 million in the next year!"

Pro tip: if your "problem" isn't a problem, no investor will even listen to the rest of the presentation. You have to hook them early, so tell them how you know this is a valid pain point for your target audience.

Keep Slides Simple

Do not overload your slides with too many words or images. Let your voice do the talking. Think of the slides as a backup. They are there to draw a verbal-visual connection to your main points. Do not read off your slides.

For example, in a recent slide deck pitch, my slide about market size had only two words on a plain background: 57 million. I said a few sentences while hovering on that slide, but in this way, the slide served as a visual aid to hit the main point about the size of the market home clearly for those listening.

Use Three Pitch Deck Versions and Scripts

If you're a company founder, you should have multiple versions of a pitch deck ready: a one-minute presentation, a three-minute pitch, and a five-minute presentation. These should all be easily accessible and recited by you. That's because you need to know how to make your case quickly and concisely. If you get the full five minutes, don't just add on unnecessary material. Your goal

is to get the most valuable information inside this pitch without wasting anyone's time.

Editing is the name of the game here. Try again if you have not revisited your script and slides at least ten times with an editing eye.

Don't Forget Your Timeline

You can pitch your business without a final concept, but you need to have a schedule in your presentation. You might share things like:

- The status of a patent application
- Your one-year roadmap
- Hiring/finding advisors
- Working with beta testers
- Locating a co-founder
- Building a minimum viable product on your own

The gold standard for any investor is an operating business with traction already, but don't let not having that keep you from pitching if you get an incredible opportunity to do so. You've got to be ready to showcase that you've got a plan and are on track or are engaging the right people to keep things moving. Remember, you're getting listeners to buy into your vision, so showcase it for them on a timeline.

Get it Professionally Designed

Use a template from Creative Market or hire someone on Fiverr to build a professional slide deck in line with your company's logo and colors. Don't make it too busy, and find a designer who has made pitch decks before so you can focus on the most common slides (like your go-to-market strategy and competitor analysis). Please resist the urge to make it yourself. If you want to make a solid impression, this is one area to invest.

Pitch in Front of Experts Before the Big Day

Network with other founders or people who run accelerator programs. Ask them if you can run your pitch by them to get feedback. As a recent graduate of the Founder's Institute, I gave my pitch deck presentations a total of 25 times over the four-month program. My pitch changed a lot, but it got a lot better as a result of this feedback.

Practice, Practice, Practice

You should know each version of your pitch by heart. And if you do get the chance to pitch in front of experts beforehand, consider their feedback. If someone doesn't understand your audience, you can ignore their input. However, having pitched to over 100 founders and investors across various industries. I've rarely found this to be the case. Most of the time, you're going to get a valuable feedback of some type.

AMSE Action Item: Visit the Frameworks + Templates section of the Member Dashboard and use all the downloads and worksheets in the Pitching section. So many helpful tools in one place!

NOTES

PLANNING & IMPLEMENTATION

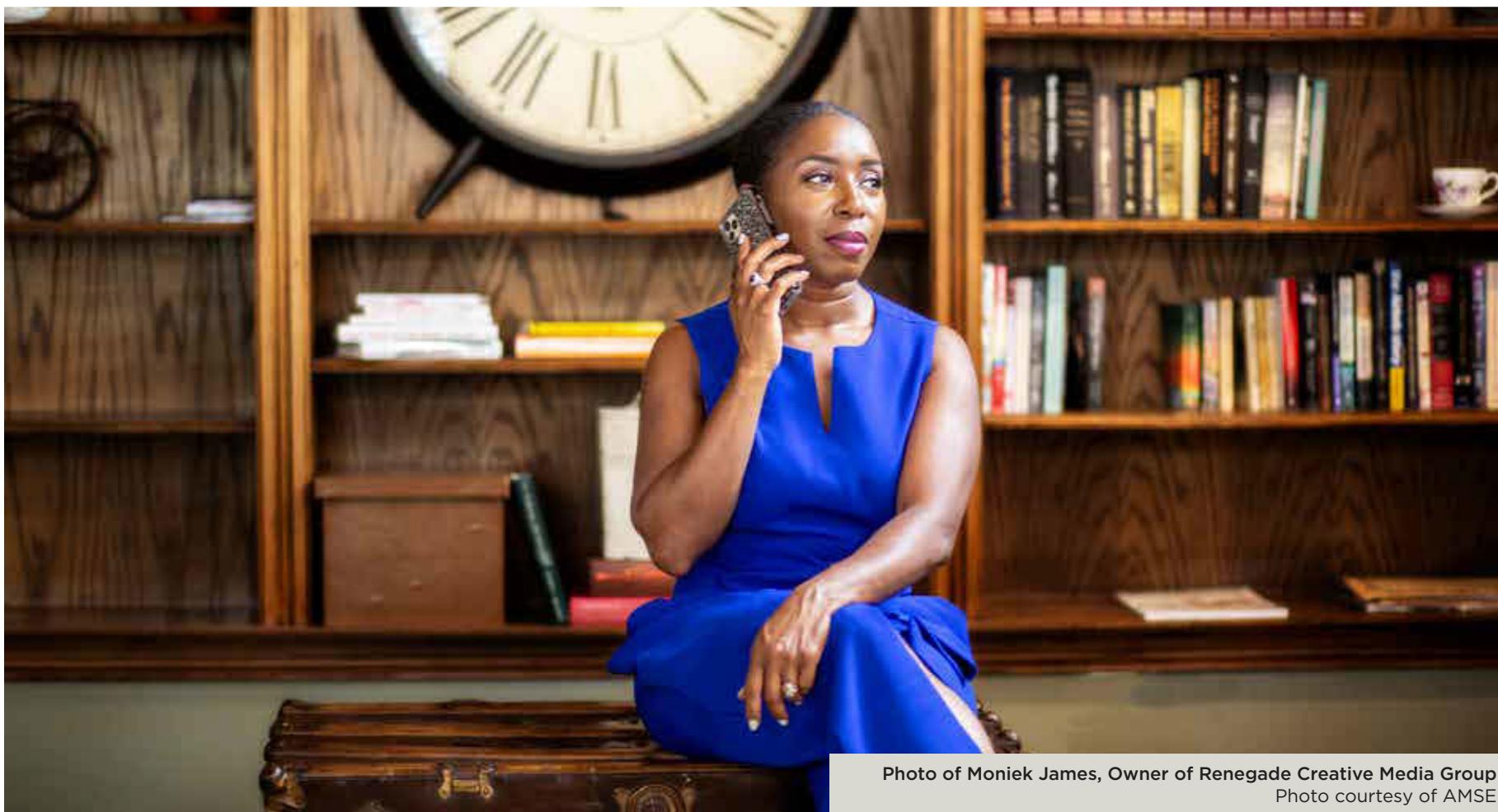


Photo of Moniek James, Owner of Renegade Creative Media Group
Photo courtesy of AMSE

Fostering Fruitful Partnerships

By Chandra Gore, AMSE Member +
Owner of Chandra Gore Consulting

Reading time: 2 minutes, 2 seconds

Startups have been able to gain initial traction by teaming up with other brands. It's a great technique that gets your business or brand in front of an untapped audience of potential customers. Partnering with individuals or brands that have created and nurtured a foundation of support can help your startup gain the traction needed to grow.

Considering a Partnership

You should assess your startup's needs in regards to growth and support. Outlining and specifying what your brand or business needs will significantly increase the return of a good partnership.

When you approach potential partners, be sure to share your mission and vision for your business or brand so they understand it clearly. Defining what you would like your business to look like will assist your partners with aligning goals.

Identify the strengths and expectations from both sides so that a sound

commitment, continued motivation, and mutual success can be achieved. Have each individual of the partnership share their reasons for wanting the relationship. Discussing this will provide insight into each person's motivation and what they are looking to achieve.

Find the Right Partners

You don't want to partner with just any person or organization. As mentioned above, your mission and values should run parallel with a prospective partner. Consider company reputations and read reviews before approaching the business.

So, how do you find these partners?

Start by finding businesses with common ground. Let's say that you own a food truck but do not offer beverages. You could look for similar companies that provide drinks that pair well with your menu, operating hours, and business goals. Think about how both of your services or offerings can work together to be successful for all parties involved.

Use your network and seek out referrals or advice. Business is often about who you know, so leverage those connections and relationships to

assist you. Don't be afraid to ask for a warm introduction!

Foster Fruitful Partnerships

Be clear on what you seek to achieve from a partnership, such as capital, expertise, or connections. Set goals individually and as a partnership. Document and secure a commitment from each individual, and set up accountability to ensure no questions arise about who is responsible for what. Revisit these goals periodically to ensure that you are all on the same page and on track to achieve the goals outlined.

Be sure to express expectations and clearly define the tasks that each will perform and be responsible for. This is imperative before committing contractually and moving forward with a partnership.

Understanding these steps will allow you to create traction within your brand, grow successful and beneficial partnerships, and get you on your way to a profitable business. Partnerships are not easy but are highly rewarding if executed carefully. Turn to the next article to find your checklist for successful partnerships and good luck!

AMSE Action Item: Find partnerships within the AMSE Community! Be sure to utilize our member Slack channel and find similar brands and entrepreneurs to start the conversation.

66%

**OF AMSE
MEMBERS
REPORT
THAT THEIR
SELF
WORTH HAS
INCREASED**

PLANNING & IMPLEMENTATION

The Checklist to Successful Partnerships

By Amie Glazier, AMSE Member + Co-owner of The Military Mom Collective

Reading time: 3 minutes, 24 seconds

Successful partnerships can elevate any business. Both paid partnerships and collaborations can lead to increased revenue and a more significant following. However, there are some basic guidelines to ensure any partnership is successful and mutually beneficial.

What is a Partnership?

A partnership is an arrangement with another business that can be either paid or unpaid. Paid partnerships include an exchange of goods and services (called deliverables) for money. This can also be referred to as sponsorships or advertising. Unpaid partnerships (often called collaborations) involve a mutual trade where both parties exchange goods, services, advertising, etc., in an equal amount, and no money is exchanged.

Is a Paid or Unpaid Partnership Better for my Business?

They both have a valuable place in your business strategy. Paid partnerships bring in extra revenue while unpaid partnerships can grow your audience; both are essential to scaling your brand. In addition, both types of partnerships will build your credibility because when a trusted brand endorses you, their audience will start to trust you.

Examples of Partnerships

Partnerships can be as simple as a social media post and as involved as an event sponsor and everywhere in between. A recipe blogger could partner with a food brand to curate recipes with that product to promote that brand. A candlemaker could partner with a clothing company and jewelry brand to host a collaborative giveaway on social media and cross-pollinate their audiences. A large corporation (or anyone) could partner with an event planner to cover event costs in exchange for advertising at the event. A tech start-up could partner with influencers to review and promote their app. Only your creativity limits the scope of partnerships!

How to Land Partnerships

Sometimes partnerships will fall into your lap and appear in your inbox—however, most of the time, you will need to do your research and give your best pitch. As a general rule, the larger the organization, the longer it will take to land the partnership. But keep in mind that the size of your business or the business you're targeting is not a defining factor on "if" you'll land that partnership. It simply translates to how long it will take to get their attention.

And when you get a "no," often that means "not right now." Continue nurturing that relationship!

Like any practice that involves good networking, it's more about who you know. What do they do in their organization if you have a specific company or brand you want to partner with? Which of your current partnerships or contacts knows someone in that organization? Utilize LinkedIn to track the degrees of separation between you and the Director of Partnerships at that company and slowly build relationships and connections until the point person knows you.

Instagram is an underutilized tool in this arena as well. Tag these businesses in your stories and posts. Make comments about how much you love their products and services. If they "accept" your tags (and comment back!), your direct message asking to connect with their Partnership Director will have a higher likelihood of being seen and well received.

The Partnership Checklist

- Whether your partnership is paid or unpaid, you need to be familiar with Federal Trade Commission (FTC) guidelines and disclose the partnership appropriately. This is relevant to social media and posts made on your site.
- Make sure the partner business aligns with your values and mission. It's OK to turn down a paid partnership! Some partnerships may be of great importance, just not to your audience. A great practice is to refer that brand to someone in your network who would be a good fit for their proposal!
- Do everything in your power to ensure the deliverables are on time. This might go without saying, but it is crucial for your reputation as a brand and for a continued partnership with that business. Sometimes events are beyond your control; communicate that adequately.
- Be sure to set the expectation of communication frequency. Will you check in with them every week? Every month? Whether it is a long-lasting partnership or a short collaboration, ensure everyone involved knows their responsibilities and when each party will report back.
- After the partnership has ended, report back every possible metric available to you. Even if it is a collaboration between multiple brands, share all the information you have access to. Each business might measure success differently or use different metrics than you do. In addition, reporting metrics on a spreadsheet may be quick and easy. Still, you can set yourself apart (and hopefully work towards more partnerships with that brand) by

making something as visually appealing as it is informational. If you need inspiration, Canva has some great templates for free.

Every business can benefit from partnerships. Whether you are the paying partner, the one being paid, or in a collaborative effort between many brands, your business will see growth. Just remember that any size business can have successful partnerships. By following these tips, you can ensure that your partnerships are mutually beneficial and hopefully lead to more paid and unpaid opportunities.

AMSE Action Item: 📺 Check out the replay of "What's Next After the Yes?" on the Member Dashboard for more tips on successful partnerships long term!

48%

OF AMSE MEMBERS REPORT THEIR REVENUE INCREASED SINCE JOINING

Photo of Courtney Ross, Owner of Sawgrass Marketing
Photo Courtesy of AMSE

Social Media No-Nos in Business

By Noralee Jones,
AMSE Writer + Owner of
Mrs. Navy Mama

Reading time: 3 minutes,
6 seconds

Social media has taken hold of the average consumer for better or worse, and it shows no signs of letting up. Therefore, utilizing social media is a crucial factor in running a small business. Whether you're promoting goods or services online, engaging with customers, or directly selling through social media, it's important to have a plan.

Everyone makes mistakes, but committing a major social media no-no has the potential of harming your business's hard-earned reputation.

Whether you're buying advertisements on Instagram, hosting live events on Twitter or Facebook, or selling products directly to customers on Pinterest, it can negatively impact your business if you inadvertently make social media mistakes. A good rule of thumb is, "when in doubt, don't."

Now, I'm sure you aren't guilty of any of these, but just in case, here are seven social media no-nos that you can consciously avoid.

1. Updating Your Accounts Sporadically

It's better not to even have social media accounts if you're going to update them sporadically. Sites like Twitter and LinkedIn move at the speed of light, and if your last update was two weeks ago, you're history—literally. I know it's time-consuming to update your streams (and if you have specific breaks, make sure there is a plan when it ends), but consistency will pay off in the end.

2. Not Having a Posting Strategy

One of the biggest mistakes that any small business can make is twofold. First, inconsistent posting doesn't give your customers or potential customers a way to engage with you. Secondly, irregular posting is very inefficient and likely a waste of your time. A simple solution to inconsistency is using a scheduling tool like Hootsuite, Tweetdeck, or Agorapulse to schedule posts in advance while allowing the flexibility to post on the fly if something comes up or you want to run a sudden promotion.

3. Not Being Selective

There are many social channels out there, and not all of them are a good fit for you to reach your audience. Rather than diluting your efforts, choose a handful (read: 2-3) and put all your energies there. Additionally, make sure you put all that effort where your ideal audience is. You might like the idea of Instagram, but if your customers aren't spending time there, you're barking up the wrong tree. Figure out where they are hanging out, and go there.

4. Only Promoting Yourself

If you're doing this, it's probably time to rethink your strategy. Social media is about engagement and conversation—not your latest promotion. Although it's essential to promote yourself, make sure that everything is not only about you. Join groups of like-minded entrepreneurs and focus on community over competition.



Photo of Candra Burns, Owner of Talking Forests
Photo courtesy of AMSE

5. Only Publishing Sales and Promotions

Most businesses tend to focus on self-promotional content such as sales. Counter-intuitively, this works against them. People are bombarded daily with advertisements, pop-up promotions, email, newsletters, and other obnoxious distractions. That much promotional material turns off potential customers. Limiting sales to about a quarter of your feed frees you up to inform, educate, and build rapport with fans. Memes, gifs, jokes, and funny videos are much less aggressive ways to chat up real people and make solid impressions.

6. Don't Buy Followers, Fans, or Likes

It may be tempting to make social media a numbers game. It is common to hear that

the more followers or "likes" you have, the more trusted, desirable, and marketable a brand you must be. However, the point of social media is to build relationships with legitimate potential and current customers. It's all about quality over quantity. You may have 1 million followers, but if half of them don't exist or don't give a hoot about your brand, you may as well have none. Focus on increasing the quality of your content rather than increasing your numbers, and you'll build a solid strategy and fan base.

7. Don't Be "Sir Spam-a-Lot"

Commenting on other social media or blog posts purely to get your brand out there is the definition of a "spammer." Contact the post owner and propose a linking or collaboration strategy if you

think your content is relevant. If you offer value with your content, you may develop a meaningful relationship. That's a win-win.

Whether you are just starting or established, your brand needs to have a social media presence. An effective social media marketing strategy is a critical part of your overall marketing plan for your business. Staying away from these mistakes and pitfalls will allow you to improve your reach. Make sure to review your strategy frequently to avoid making significant blunders while giving your social media campaign the best opportunity for success.

AMSE Action Item: 📌 Brush up on your social media strategy with our Digital Replays. Rewatch "5 Things Every Great Brand Does" by Jenny Felsen + Bethany Harrell of Brandevi.

MARKETING TIPS AND TRICKS



Photo of Sam Steffen, Owner of Sam and Sea Artistry
Photo Courtesy of AMSE

Your Most Important Marketing Asset: Tips for Building and Growing Your Email List

By Sara Copp, AMSE Member +
Owner of Sara Copp Online Business
Management

Reading time: 3 minutes, 41 seconds

What if you woke up tomorrow and your accounts were hacked? Imagine you no longer had access to your email, Instagram account, or Facebook account. What would you do?

If you had an email list, you would be able to notify your email list, they would all come over to your new account, and you'd go on—business as usual.

But if you didn't have a list, you might find yourself in the hurt locker.

In 2021, having an email list isn't enough. Having an email list that you've never sent anything to (or worse, only email when you're trying to sell something) is bound to get your account marked as spam or moved to the junk folder.

Build Your Email List.

One of my favorite ways to capture emails is to ask for them. It seems easy enough, but a lot of people miss out on this.

If you have a Facebook group, use one of your three questions to ask for emails. Make sure you collect the email before you let them in your group, or you will lose them forever. The best thing I ever did was install Group Leads, an app to manage my

Facebook groups, and it automates the acceptance and email collection process for you. Total lifesaver.

If you sell a product or a service and offer a free trial or discount code, get an email first. Instead of simply dropping it in the comments like a business card, ask them for their email or drop the link to your landing page to have the client enter it.

Example: *"We can send you a free trial/discount code. What's your email address? Or for a more casual approach, you might try, "If you'd like to try a free____, drop your email, and we'll send it right over."*

My other favorite way to collect emails is to offer a valuable item in exchange. Anything from a checklist, cheat sheet, report, case study, or coupon will work. This allows you to provide a level of value to them, and the exchange of an email seems like a fair trade. This can be done automatically through a landing page and an autoresponder. My favorite autoresponder is Mailer Lite.

Send Emails Consistently.

How often do you need to send emails? A good rule of thumb is weekly. Only 1 out of 4 should include something you are trying to ask them to do or sell them. Please don't feel like you will spam them; they've signed up to be in your space because they felt like there was some value.

Imagine your emails list as close friends- what would you email a close friend about? Here are a few ideas on what to send:

- *A monthly calendar of events with a message. "I hope to see you there!"*
- *A funny life story that made you think of them. "Has this ever happened to you..."*
- *They might enjoy an update or a complimentary article or tutorial based on what you've already given them or sold them.*

Now, if the thought of figuring out what to say, when to send it, and crafting email titles overwhelms you, here are my best tips for engaging your email list:

- **Treat them like a friend.** Regardless of how many people you have on your list, be friendly and not too formal. Sending them regular emails will train them to open your emails and their inbox to prioritize those emails.
- **Don't go heavy on the images.** This tells most email providers, "I'm spam," and usually sends it right to the junk box. Instead, use GIFS to add fun and exciting movement to your emails.
- **Ask your list to respond to your emails.** Even if it's just a "hi" or a thumbs up, having them react with information helps build rapport. It also tells the algorithm, "I want to see these emails!"
- **Use their name in the email subject line.** As humans, we love to hear and read our names. It's science! It also leans into that friendly, personal feeling you are trying to nurture.
- **Bring the value.** Give them advice,

tips, tricks, and free info. This is your opportunity to bust through the algorithm and have a captive audience during their toilet time. Come on- we all know everyone checks their phones on the toilet! Just don't let your emails be the ones they swipe into the trash.

- **Share your failures, your trials, and the hard stuff.** Your audience wants to know that you are human. This makes you super relatable, and people will begin to know, like, and trust you more.
- **Ask how you can help them.** Some of my best responses are when I send out an "Are you okay?" or "How can I help you?" email. You are there to support your clients.

Reuse your social media posts. On average, roughly 4% of your community (followers, group members, and page likes) see your social media posts at any given time. So go ahead and reuse your long social media posts. Turn it into an email! Studies show people need to hear and read information many times to take action.

Building your empire on borrowed, land-like platforms like Facebook, Instagram or Etsy is a gamble. When you don't have control over what happens to your account, capturing the emails of your followers or supporters is the only way you can assure communication if something was ever to happen to your account.

Use these tips to build that email list and grow, baby, grow!

AMSE Action Item: ■ Watch the replay of the Masterclass "Creating a Creative Marketing Strategy for Any Business" on your AMSE Member Dashboard to gain valuable tips from Molly Sonenberg of Monday.com.

81%
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MEMBERS
OPERATE
THEIR
BUSINESS OUT
OF THEIR HOME

MARKETING TIPS AND TRICKS

Nurturing Clients with Email Marketing

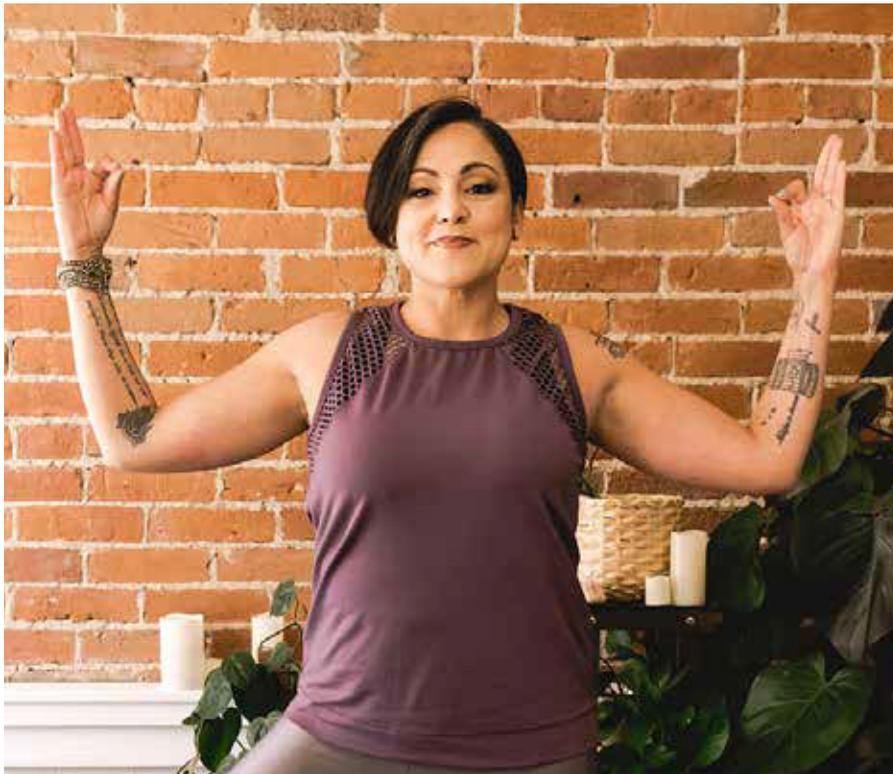


Photo of Maralis Self, Owner of Empowered Energy
Photo Courtesy of AMSE

By Michelle Hughes, AMSE Member
+ Owner of Michelle L Hughes Consulting

Reading time: 2 minutes, 33 seconds

You just read about how to implement email marketing and why it is so important. Once you establish it and use it to drive sales and engagement with your customers, you will have a solid customer base to communicate with.

But this is a marathon, not a sprint. How do you nurture those clients and customers over time?

Make It Personal

Email marketing has fewer distractions. Social media allows you to connect with your audience and enables them an opportunity to experience who you are in quick, easily digestible sound bites. But it means you are competing with everyone else who is using the

platform. Email marketing is more personal and direct.

Sara Copp mentioned in her article that email marketing should be like talking to a friend. Writing in this way is how you will keep your audience engaged and subscribed over time. Email is the place where you don't have to worry about being stiff and professional. View them as an opportunity to connect on a deeper level with your audience.

Don't Oversell

Your communication should be a mix of value-driven and sales-driven content. Create content that educates and motivates your audience, along with opportunities for them to join your community or invest in an offer that can solve their problem.

They need reminders that you can solve their problems and that you have

the answer to what's keeping them up at night. You want to be the leading expert they hear from when it comes to solving their problems. Whether you use story telling or humor to convey that message is up to you. Tip: Make yourself a goal to email at least once a week.

Create Your Content Calendar

Creating a content calendar for your email marketing strategy will help you stay consistent with publishing while setting clear expectations for your audience.

A content calendar will keep you organized and allow you to visualize your content and email strategy. There are plenty of ways to do this, and there are milspouse businesses that can take care of your content calendar for you! If that is not in your budget or you prefer to do it yourself, try an app or program to help you with this. We like Agorapulse, one of our partners!

Your clients and customers will grow to expect your emails and the information you provide, establishing trust and loyalty between you. Your content calendar will show you what you are sending, when it goes out, and if you are remaining consistent with your marketing plan and audience.

Keep It Interesting Over Time

Your subject headline will make or break whether your subscribers

open your emails. According to optinmonster, 69% of emails are tagged as spam based on the subject line. Knowing how to craft an email subject line that piques your subscribers' curiosity will keep you out of the spam folder! Think of them as cliffhanger subject lines that leave your reader wanting to find out more. The easiest way to start practicing this is by using questions in your subject title.

Some subject line examples are:

What's cheap, delicious, and stops cramps?

Peace out pimples 🙌 Answer inside

Why I don't do juice cleanses and detoxes

It takes some creativity and thinking, but you will need to add variety and keep it interesting over time. Again, ask for help if you need it! Let creatives and experts who do this daily help you to nurture interest over time.

Loyalty and trust must be built between consumers and business owners to foster long-term relationships. With these tips, you can ensure that your email marketing will do just that. Nurtured customers are happy customers - and continued sales!

AMSE Action Item: 📧 Still have questions about email marketing? We have many articles about this topic on AMSE Blog!

Build your milspouse network with our community partners...



INDEPENDENT

Traditional Marketing is Not Dead

By Rachel Carpenter, AMSE Editor + Co-owner of The Military Mom Collective

Reading time: 3 minutes, 4 seconds

Marketing has gone digital for many years and reasons.

As an entrepreneur, it is more accessible to get your business and products in front of your potential customers and clients through social media, email, or website ads. Everyone is scrolling their phones or tablets! And with so many of us working from computers at the office or home, it makes sense that your marketing budget would go into these digital avenues.

But I'm here to tell you not to throw away traditional marketing efforts either!

In an article from Small Business CEO, the author highlights that traditional marketing methods are still the most tried and tested strategies for marketing. "Online methods might reach a more global scale of promotion, but it's not a guarantee of reaching all of your potential customer bases."

Traditional methods also reach out to local markets more effectively than more extensive digital campaigns and reach those with little to no internet access. There is high competition with digital marketing, as you are competing with everyone else on the internet. With traditional marketing, you are

more likely to reach your potential customer directly.

When thinking of how best to utilize your marketing budget, you want to find effective methods with high return on investment (ROI). Consider some of these traditional marketing methods and strategies when putting together your marketing plan.

Direct or Snail Mail

Who doesn't love receiving mail? OK, maybe not everyone. But just as I'm more likely to look at something that is emailed to me, I am drawn to letters, promotions, or coupons in the mail. I've been known to say that I'll buy anything if I'm sent a free sticker!

Fun fact: the pandemic increased mail usage. With social distancing guidelines in place, about 42% of people reported increased mail sending and receiving. These are potential customers!

Direct mail can be a personalized letter, a coupon for a free sample or discount, or a postcard introducing your customer to your business. This method is proven to work best with current customers but can also attract new customers when combined with a discount or offer. It is also most effective for those looking to grow their local market. Hubspot points out that personalized CTAs or calls to action convert customers 202% more than bland, standard CTAs. That's a massive ROI for a bit of effort!

Print Advertising

Yes, online advertising is more accessible and seems to reach more people. But it's not always a guarantee of ROI. Many people employ ad blockers on their web browsers. How often do you completely disregard a pop-up or sidebar ad? On the other hand, studies show that physical ads are better for recall and brand recognition, processing faster than online advertising.

Print media and advertising are not dead—you're looking at one right now! ROI will fluctuate depending on the specific campaign and target audience, but it's still an important marketing tool at your disposal.

Networking

As more and more of the world is opening back up, in-person events are returning. Time to brush up on your networking skills!

Networking with other business owners can provide opportunities for collaboration and partnership, which we have shown are proven methods for marketing and sales. Networking within your target market and customer base allows you to personalize your brand. You can deliver your pitch, pain points, and mission face-to-face while reaching your customers in a personable way.

Need some tips on networking? AMSE offers several virtual networking events and opportunities for members!

Phone Calls

Between virtual calls or a good old telephone call, you need to be available to customers and clients. A 2019 study by BrightLocal found that 60% of consumers preferred calling local businesses after seeing them. People still trust a real person over an email or an online chat with a representative.

How do you integrate this into your business? Provide a contact number to your clients. We all use a contact form on our websites, so add a phone number to that. Don't have an office phone for your business? Tell your clients that you respond by email but offer a phone option or calendar link if you can. If you balance a busy schedule, set aside time during the week to answer or return phone calls and virtual meetings.

No matter how you choose to plan your marketing strategy, I encourage you to think about adding traditional marketing to it. With a proven success rate and a personalized touch, it can be an effective way to leverage your products, services, and brand to customers that digital marketing may miss.

AMSE Action Item: ■ Looking to provide some physical swag or freebies to your customers? We have a discount for stickers and products from Sticker Mule in the Member Dashboard!



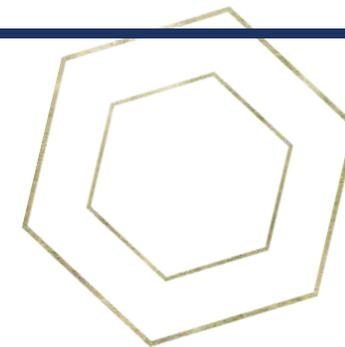
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NOTES

Drive Sales with Product Videos



By Jennifer Cummins, CEO of Coral House Productions

Reading time: 1 minute, 44 seconds

With the birth of the Internet and additional challenges (like a pandemic), online shopping has exploded in popularity. Brick-and-mortar is no longer the only option, with shopping from the comfort of your own home becoming an appealing option to so many. It eliminates the obtrusive salesperson, busy crowds, and saves time and money.

But what do we lose?

Visiting a physical location allows you to touch the product, feel it, and physically test out its features. Customers lose that ability with a computer's 2D screen and can easily distrust a product if the listing doesn't appear professional.

84% of people say they've been convinced to buy a product or service by watching a brand's video (Wyzowl, 2020).

When I was in the market for a new tablet, I read reviews online. Comparing the specs, the features on one tablet were highly rated. But there was another tablet that could better suit my personal needs. How can I understand the pros and cons of the features if adequate imagery isn't present?

After some digging, I found a few videos online, but they weren't helpful. They didn't showcase the product in a way that one may view in a store—a 360-degree perspective or an up-close personal view on specific features.

According to Hubspot, 52% of consumers are more confident in a

purchase after watching a product video. That's a significant number.

Due to the lack of quality product videos online, I went to the store to physically check out the product. This allowed me to test out the features and understand the pros and cons to develop my own opinion.

If there had been a video online that demonstrated close-up shots of a product's features, I would've been able to understand the product immediately and make a more confident purchase right then and there.

You want to keep customers and clients on your website focused on their purchasing goals. Since I was deterred by online marketing, I went elsewhere to test the products, which led me to purchase something completely different from what I viewed online!

Using video to showcase your product is critical to engage your customer and break away from that 2D screen online shopping experience.

It can provide the customer with multiple views, close-ups on the features, audio or motion if necessary, models to demonstrate features, and more. You can share on all your marketing channels to reach organic traffic and provide much more engaging content.

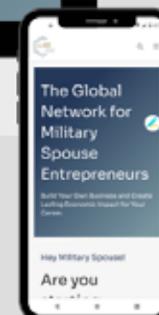
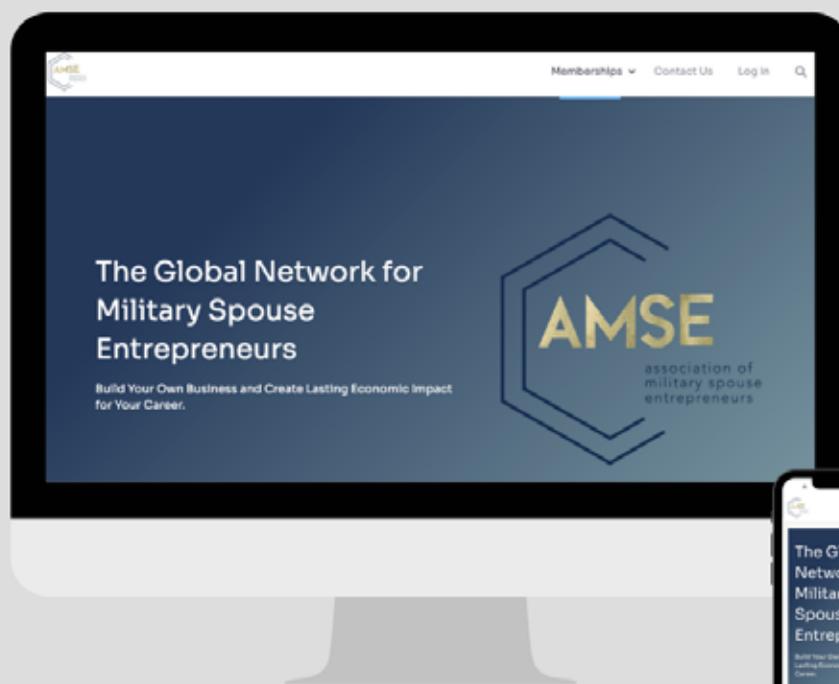
With video reigning as king in the world of digital marketing, product videos can be the best way to market your product or service digitally. So get out there and demo your products!

AMSE Action Item: 📌 Need help with video marketing? Find a milspouse social media manager or team from the Business Directory found in the digital edition of this guide!

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Join more than 1700 military spouses who have taken their future into their own hands, on their own terms!

PARTNERSHIPS

Partnerships Matter

Reading time: 1 minute

One of our core missions at AMSE is to bring impact and investment to our community, and we are able to do this because of our partners.

Our partners are the backbone of our organization. Whether they are companies with years of success or a brand new milspouse business, these people and resources are vital components of our mission and community. Our partners host Masterclasses for our members every month, offering their expert knowledge and resources. They offer exclusive discounts to our community. They promote our organization and work with us side-by-side as we strive to bring entrepreneurship to military spouses worldwide.

Everything we do is to support YOU, the military spouse entrepreneur. Everything our partners do is for YOU, too.

Together with our partners, we are moving mountains and turning dreams into realities. We invite you to view our partners on our website and thank them for their support. We also encourage you to reach out to us to find out more

about a partnership with AMSE. No matter the size of your business or the industry, we would love to talk to you and see what we can do together.

Visit the Partners section of our website and visit bit.ly/beanAMSEpartner to become a partner. We cannot wait to work with you!



Owning Up

A PODCAST BY: **AMSE**

The business podcast for today's modern military spouse entrepreneur. To help you trailblaze and boldly build the business of your dreams.







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RESOURCES

You Can't Start or Grow Your Business Without Help

We wanted to give you a list of some of the best tools and resources to utilize in building or growing your business.



Photo of Adam Evans, CSO of InstantHandz
Photo courtesy of AMSE

NAMING YOUR BUSINESS

Before ever selecting a name for your business, you need to make sure of a few things:

- 1. Legally Register** - Make sure another business is not utilizing that name. Check www.opencorporates.com. There, you can make sure another business has not legally registered that name. Check for variations as well. This will prevent future legal issues.
- 2. Domain** - Check that your domain is available. Use www.godaddy.com and see if your website name is available. Other choices can be to add "the" at the beginning, or select a ".co" or ".net" if your domain is taken.
- 3. Social Platforms** - Check your social platforms; start with Facebook, LinkedIn, Instagram, Twitter and Pinterest. Is your company name available? Are there businesses that are similar? Make sure the ending is your business name: example www.facebook.com/mybusinessname.

LEGAL

Legal is important for a number of reasons. You will need to set up an LLC, and have basic agreements looked over (NDA, Partnership Agreements, Contracts, Invoices etc). Here are a few great places to get you started:

- 1. Beginner** - DIY (Never recommended if possible to do your own legal)
- 2. Intermediate** - Legalzoom
- 3. Advanced** - Attorney

IRS

You will need a business tax identification number. This will be needed for just about everything in business including setting up your business checking accounts. Be sure to register your new business with the IRS at www.irs.gov.

BUSINESS LICENSES/PERMITS

Every business is unique to its city, county and state. Be sure to check if you need to have a special permit or license to operate where you are located. For example, some cities require a business permit for a nominal fee. Other businesses (like food-based

services) may require health and handling permits. Do your research or check with your local chapters below to get information.

- 1. SCORE**
- 2. SBDC**
- 3. SBA**

WEBSITE

Every business *must* have a website. I know it seems scary and intimidating, but a business without a website is like a restaurant without a menu. Even if it is a single landing page, you must get at least that up. Give it a shot on the sites below (some are VERY plug and play, trust us)! If not, set aside a tiny budget for at least that landing page.

- 1. Beginner** - Wix
- 2. Intermediate** - Squarespace
- 3. Advanced** - Wordpress or custom built

EMAIL MARKETING

Email marketing is crucial to business success. You must have a way to collect, store, and contact your email addresses

and customers/clients information. On your website or landing page, make sure you are always collecting emails. It is the best way to directly communicate with your audience and is the most valuable resource you will have!

- 1. Beginner** - Mailchimp
- 2. Intermediate** - Aweber
- 3. Advanced** - ConvertKit

CRM

What is CRM? Customer relationship management is a tool to manage your company's interactions with your customers and potential customers. It helps you to stay connected, streamline your processes, maintain leads, and make sure no communication falls through the cracks. Here are a few good CRM platforms to try:

- 1. Beginner** - Fresh Sales
- 2. Intermediate** - Zoho
- 3. Advanced** - Hubspot

SOCIAL MEDIA MANAGEMENT

So after you set up your social media pages, how are you supposed to



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possibly spend hours a day posting your social media content? You don't—you automate it! Automation with social media tools allow you to put all of your graphics and content in one platform, batch schedule it out for the month, and let it go. Pop in here and there and simply engage with your audience, answer inbox messages and respond to shares.

1. **Beginner** - Planoly or Buffer
2. **Intermediate** - Hootsuite or Smarterqueue
3. **Advanced** - Agorapulse or Social Studio

GRAPHIC DESIGN

In business, graphic design is essential. You need graphics for your website, social media channels, flyers, logos, pitch decks, and sales materials. But with new tools, it's never been easier to have access to easy ways to DIY or get someone amazing to help you.

1. **Beginner** - Canva
2. **Intermediate** - Outsource (Hire AMSE member-Check the AMSE Slack)
3. **Advanced** - Adobe

COMMUNICATION

As you grow and start to communicate with clients, customers, partners (and eventually your employees), communication tools are CRUCIAL to growing and operating efficiently. Here are a few of our favorites.

1. **Beginner** - Zoom
2. **Intermediate** - Slack
3. **Advanced** - Marco Polo

PROJECT MANAGEMENT

Staying organized and on top of your to-do list is imperative to not only your mental sanity, but to your efficiency as a business owner. Project management software should be the backbone of your business. So toss that pen and paper (seriously right now), move those checklists digital, and start adding team members, clients and teams so you can easily manage projects on a scalable level.

1. **Beginner** - Trello
2. **Intermediate** - Monday.com
3. **Advanced** - Asana

VIDEOS

With new easy-to-use tools, you can now make videos for your business to use for your marketing and outreach. Try one of these:

1. **Beginner** - Vimeo Create
2. **Intermediate** - Wave Video
3. **Advanced** - Magisto

CALENDAR LINKS

Do you know how many hours a year people can waste emailing back and forth trying to coordinate a time to meet? Having a calendar link to send someone or to list on your website for direct consultations automates your life in many ways. It's important to set you up for success. The less time you spend on menial tasks, the more time you spend on landing clients or doing the work that matters, right?

1. **Beginner** - Google Calendar
2. **Intermediate** - Acuity
3. **Advanced** - Calendly

ACCOUNTING

Once you have your business checking account, you can connect it electronically to your accounting software so all of your transactions are automatically downloaded. Long gone are the days of shoeboxes of receipts. Electronic transactions make life easier. Here are a few of our favorite accounting programs:

1. **Beginner** - Wave
2. **Intermediate** - Freshbooks
3. **Advanced** - Quickbooks

INVOICING

When you start invoicing clients, you will want a system that houses all of your invoices in one place, automatically send reminders, and auto invoices monthly. Even better if your system can collect the payment online, automatically. Here are some great places to get started:

1. **Beginner** - Paypal
2. **Intermediate** - Dubsado/17 Hats
3. **Advanced** - Quickbooks



Photo by Brittany Harmening Photos

CONTRACTS/PROPOSALS

Similar to contracts and proposals, you will want to automatically send them to clients electronically, allowing you and them to e-sign and house them digitally. No one prints, signs, scans and sends back. Your chances of landing a client just due to that process vastly lessens. The easier you can make your systems and processes, the easier you can land and close deals.

1. **Beginner** - Dubsado
2. **Intermediate** - 17 Hats/Honey Book
3. **Advanced** - Proposify

MENTORSHIP

Mentorship is foundational both in business and as a military spouse. There are several incredible organizations that provide free mentorship programs just for spouses. Get one or two and keep them close. They will help guide your way. It's always better to have someone who has "been there, done that" to help guide the way and teach you their hard lessons learned.

ACP - American Corporate Partners offers military spouses a free business mentor in almost any industry.

MSAN - Military Spouse Advocacy Network is a military spouse owned and operated nonprofit focused on peer-to-peer spouse mentoring. Because military life is hard, and not everyone knows what all those acronyms are right? Get a mentor or pay it forward (if you are a seasoned spouse) and sign up to be a mentor.

NASDAQ ENTREPRENEURIAL CENTER - Join the Mentor Makers program, a movement to inspire successful business leaders from traditional and non-traditional backgrounds to offer their time and expertise as exceptional mentors. They vouch to help you with the inspiration and the tools you need to be game-changing mentors for entrepreneurs across all industries and geographies. Apply to be a mentor OR a mentee, and find the support you need to reach your business goals.

Special Thank You to our Corporate Partners who continue to believe in our mission.



If you want to go fast, go alone. If you want to go far, go together.



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We would like to take a moment to shine a bright light on our entire AMSE tribe. This guide is truly a team effort, and it would not have been possible without every one of them. This includes all the writers who researched and created each article to help other milspouse entrepreneurs. Thank you to our AMSE employees who put in the effort behind the scenes to continue building and operating the AMSE organization seamlessly. Finally, a special thank you to Corey Henderson, Alyssa McBeth, and the entire Stars and Stripes organization for believing in the dream of having AMSE at installations around the world. This guide is more than just paper and ink. This guide can give a spouse hope and confidence where there was none before. This is the start of someone's dream business or the spark of an idea that can change a military spouse's career and life. All you have to do is plant a seed. We are always honored to stamp our name next to yours as we continue to bring economic impact, education, and resources to our military community. AMSE believes that all military spouses should have career and entrepreneur options as a resource on all military installations, and that is what this guide and the previous guides provide.

Meet the #Milspousepreneurs

on the cover!



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Military Spouse Owned Business Directory

The [Association of Military Spouse Entrepreneurs](#) is proud not only to gather and empower a community of military spouses, but we proudly support and share these spouses' businesses here in the most extensive published directory of Military Spouse Owned Businesses.

Please utilize this directory to support these incredible business owners by buying their products and using their services frequently. Buying from a military spouse owned business creates lasting financial and economic impact on our nation's military families.

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[Vida Chic Weddings and Events](#)

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[Cultivated Strategy Group](#)

[Grace and Grit Financial LLC](#)

[Grace Financial Coaching](#)

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[Noea Moss Financial Representative at Northwestern Mutual](#)

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[Our Money Goals, LLC](#)

[Slay This Debt](#)

[Fab Life Now](#)

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[Coins and Connections](#)

[Real Life Finances](#)

FITNESS

[Doll Yoga Wear](#)

[Heart and Sole Fitness & Wellness](#)

[Inspired Yoga Living](#)

[Iron Will Personal Training](#)

[Kella Price Fitness and Consulting](#)

[Kelsey Connor Fitness](#)

[KK Method](#)

[Mel Marie Yoga](#)

[Moore Fitness Lab](#)

[Pineapple Yoga](#)

[Reebound Fitness](#)

[Resolve Fitness Solutions](#)

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FOOD

[Alamo Kitchens](#)

[Beech St. Sweets](#)

[CollaborATE Co., LLC](#)

[Kids Cake Boxes](#)

[La-Re-Mi Cupcakery](#)

[Nelly Browns Kitchen](#)

[Nia Ruth](#)

[Rose Macarons](#)

[Sarah’s Cookie Boutique](#)

[Swatara Coffee](#)

[Sweet Heroes Bakery, LLC](#)

[The Aussie Cake Lady](#)

[The Loaf Bar](#)

[Wandering Rose Coffee Co.](#)

GIFTS/PRODUCTS

[Abby Maddy Designs// Abby Maddy & Company](#)

[Bearerra Handmade Heirlooms and Keepsakes](#)

[Beebower Productions, Inc.](#)

[Belle Art Creative](#)

[Betzy's Designs](#)

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[Blush + Bashful Creations](#)

[Bow Button Fabrics](#)

[Brave Crate](#)

[BRDGD, LLC](#)

[Broken Vessel Creations](#)

[Brushfire Blue, LLC](#)

[Cerulea, LLC](#)

[Coastal Kind](#)

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[Green Book Cover](#)

[Hoagland Handmade](#)

[Home6Designs](#)

[Hook and String](#)

[Hurley Handmade Crafts](#)

[Js Original Leather and Green Book Cover](#)

[Kids Cake Boxes](#)

[List & File](#)

[Little Bear Services, LLC](#)

[Little Miss Boss Stitch](#)

[Love and Lettering by Katie](#)

[Magical Order of Brave Knights, LLC](#)

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[Magnolia Wishes Boutique](#)

[Merry and Grace Design Co.](#)

[Military Printable Art](#)

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[Northern Knots Macrame](#)

[Otelia Marie, LLC](#)

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[Property of Mrs. Claus](#)

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[Sandy Turtle Studios, LLC](#)

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[Spouse SERVE](#)

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[Stick with Me, LLC](#)

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[The Chic Avocado](#)

[The Fiberology Lab](#)

[The Kulture Kabinet](#)

[The Vintage Sailor](#)

[Vinyl by Panch](#)

[Westhouse](#)

[Westview Candle](#)

[Wilco Supply](#)

[Wood Knots & Whimsy](#)

[ZALT-Designs](#)

HEALTH & WELLNESS

[Aceites de Vida](#)

[Alicia Smith Chiropractic](#)

[Ama to Prana](#)

[Amanda M Partin, LCSW PLLC](#)

[Ashleigh Magee Coaching](#)

[Ayza Labelle](#)

[Becoming Mom by Kaleigh](#)

[Bend & Flow Wellness](#)

[Busy Babes Nutrition, LLC](#)

[Coach Catherine Baswell](#)

[Compassionate Warriors](#)

[CPRWrap](#)

[Dana Palmer Physical Therapy](#)

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[Empowered Energy](#)

[EmpowerHer Consulting](#)

[Evoke Strong](#)

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[Green I Am](#)

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[Her Ruck](#)

[Joyfuellife, LCC](#)

[Kara Ludlow RDN](#)

[Kristen Earp](#)

[Loving Roots Project](#)

[Methiah Rose](#)

[Mrs. Therapist Mama](#)

[Muchness Mama](#)

[My Little Essentials](#)

[Pink Fortitude](#)

[Pride & Grit](#)

[Sea Glass Psychological Services, Inc](#)

[Shane Rilat, Independant Agent](#)

[Strategic Whimsy](#)

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[Thrive On, LLC](#)

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[Whole Motion Therapy and Wellness, PLLC](#)

[Willow's Bend Therapeutic Massage](#)

[YOMEI](#)

HEALTH CARE

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[Global Therapy Consultants](#)

[SM Variety Services, LLC](#)

[Waves of Love Doula & Birth Services, LLC](#)

JEWELRY

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[Create Creative Mindset](#)

[Jane Mae Boutique](#)

[Manda Threadz](#)

[Metalhead by Design](#)

[Morse & Mantra](#)

[Nomades](#)

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[P.S. Designs](#)

MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[Shay's Stash](#)

[TUTTUTUZTU By TUTTU](#)

[When Flowers Bloom](#)

KIDS

[Ailana J.](#)

[Black Girl MATHgic](#)

[Clap for Classics!](#)

[Kid Kreations](#)

[KidsBooksByChanelle](#)

[Lil Wildflower Bows](#)

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[Make Waves Marketing Co. & Shop Wild Tide](#)

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[My Active Child](#)

[Oak Harbor Playtown, LLC](#)

[Playing Favorites Designs](#)

[Rogue Wave](#)

[Shannon Powers CPST](#)

[Social Graces, LLC](#)

[Sweet Pea Lullabies](#)

[The Princess Performer, LLC](#)

[The Rainbow Tree](#)

[Tiny Troops Soccer](#)

[Wanderlust and Mayhem](#)

[Wild Olive Threads](#)

[Literacy in Flight](#)

LEGAL

[BGN Law, PLLC](#)

[Cranford Marshall Legal, LLC](#)

[Excerebus Logistics](#)

[Gere Consulting Associates, LLC](#)

[Insure the Heroes, Inc.](#)

[Quest Business Law, PLLC](#)

[The Law Office of Ashley Lansdown, PLLC](#)

MARKETING

[All-in-One-Social-Media](#)

[Alpenglow Business Services](#)

[Amity Anne Creative, LLC](#)

[Blossom Social Media & Marketing](#)

[Blue Marlin Media, LLC](#)

[Brandevi](#)

[Chauncie Burton](#)

[Circletown Marketing](#)

[CKConnections](#)

[Copy with Chrissie](#)

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[Hauoli-Socially Inspired](#)

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[KDR Communications, LLC](#)

[Kirstin Brueckmann Kruij](#)

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[Visions2images](#)

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NONPROFIT

[Action Zone and Action Zone Academy](#)

[Boot Memorial](#)

[Caregivers on the Homefront, Inc..](#)

[Christi Scott Bartman](#)

[Dependa Strong](#)

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[I am a Promise Books](#)

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[NV3 Foundation](#)

[Operation Addi](#)

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[Operation Foxhole](#)

[Operation Freelance](#)

[Orphans to Royalty](#)

[Pink Warrior Angels TX](#)

[Planting Roots](#)

[Semper K9 Assistance Dogs](#)

[The Veteran's Spouse Project](#)

PET CARE

[K9 Farr Fitness](#)

[KnS Equine Systema Farm, LLC](#)

[Old Fashion K9, LLC](#)

[POOCH RUNS](#)

[The Paws Corner, LLC](#)

PHOTOGRAPHY

[Amanda Brisco Photography, LLC](#)

[Amy Clark Creative](#)

PHOTOGRAPHY (cont)

- [Amy Rae + Co.](#)
- [Bee photos](#)
- [Beebower Productions, Inc.](#)
- [Beloved by Starla Jean](#)
- [Beloved Light Company](#)
- [Brittany Christine Photography](#)
- [Brittany Harmening Photography](#)
- [Brittany V Photography](#)
- [Cameau Enterprises, LLC, DBA CAMPspace](#)
- [Chasing Dragonflies Photography, LLC](#)
- [Christa Paustenbaugh Photography](#)
- [Coral House Productions](#)
- [Danielle Hiltner Photography](#)
- [Emma B Photography](#)
- [Eve & Juniper Studios](#)
- [Fingers and Toes Photography](#)
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- [Jenelle Botts Photography](#)
- [Jenny Hansen Photography](#)
- [Jerelsy Photography](#)
- [Julie Igo Photography](#)
- [Kelley Stinson Photography](#)
- [Kia & Co](#)
- [Kim Kimber Photography](#)
- [Lillian Heredia Photography](#)
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- [Raquel Rivera Photography](#)
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- [Romasanta Media, LLC](#)
- [Samantha Lynn Photography](#)
- [Shelby Roberts Photography](#)
- [Sherry Dornblaser Photography](#)
- [The Deployment Sessions](#)
- [VSD Photography](#)

PODCASTS

- [A Wild Ride Called Life](#)
- [Airman to Mom](#)
- [Behind the Service Podcast, LLC](#)
- [Coins and Connections](#)
- [Confessions of a Military Spouse](#)

- [Courageous Hustlers](#)
- [Deeply Rooted](#)
- [M-Powered](#)
- [Owning Up](#)
- [Stay at Home Profit](#)
- [The Intuitive Collective](#)
- [The Learning Corner](#)
- [The Liberty Society](#)
- [The Spouse Angle](#)
- [The Teachable Soul](#)
- [The Waiting Warrior](#)
- [Trisha Fraley, LLC](#)
- [Virtforce](#)

REAL ESTATE/PCS

- [Alyssa Wray, Licensed Real Estate Agent, VA](#)
- [Candice Saenz Real Estate Strategist](#)
- [CDay Pacific Group Keller William’s Realty](#)
- [Desert Heroes](#)
- [Doleman Realty Development, LLC](#)
- [Eryn Wukawitz Real Estate](#)
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- [Jaima Botterbush, Real Estate Agent](#)
- [Jennifer Huggins, Realtor-Ambassador for Pay-It-Forward, Inc.](#)
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- [Mariana Bridges](#)
- [Marilyn Richesin Realtor, Keller Williams](#)
- [Mountain Peak Realty](#)
- [My Ultimate PCS](#)
- [New Jersey Realtor](#)
- [Pack Trotta](#)
- [Scheerer Home Team, LLC](#)
- [TC Service Pro, LLC](#)
- [The Stressless PCS Kit](#)
- [Unlimited Pie](#)
- [Walker Real Estate Experts](#)

RELIGIOUS

- [A Faithful Step](#)
- [Nueva Ministries](#)
- [Planting Roots](#)
- [Rev. I, do Officiating](#)

TRAVEL

- [Diverseaty](#)
- [Dream Destinations and Adventures, LLC](#)
- [Earth Baby Travel](#)
- [Endless Routes Travel, LLC](#)
- [Flyga Twiga™](#)
- [Incredible Memories Travel](#)
- [Jetset Destinations](#)
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- [RnR Vacations and Cruises, LLC by Dream Vacations](#)
- [The Bali House and Cottage at Kehena Beach Hawaii](#)
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TECHNOLOGY/SOFTWARE

- [Black Wallet](#)
- [DynoSafe](#)
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- [Milsomuster](#)
- [My Ultimate PCS](#)
- [Neka Blair](#)
- [Spouse-ly](#)
- [Touchless Tech](#)

VIRTUAL ASSISTANTS

- [Brittany Dantzler](#)
- [Britteney Barber](#)
- [Finished Well, LLC](#)
- [Freedom Makers](#)
- [Kaitlyn Cerrato Virtual Assistant](#)
- [Kopf Consulting Virtual Assistance](#)
- [Levantay](#)
- [Modified by Melissa](#)
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