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11th Edition

Military Spouse Entrepreneur Guide

2026

Brought to you by the Association of Military Spouse Entrepreneurs® (AMSE®)

Work Smarter, Scale Faster:

The Military Spouse AI Guide

**Streamline
Your Operations,
Reclaim Your Focus**

**Tools to Keep Your
Business Thriving
Through Every PCS**

**Use AI to Amplify
Your Strengths—
Not Replace Them**



AN ADVERTISING SUPPLEMENT TO STARS AND STRIPES

Table of Contents

The content found within this guide was provided by the Association of Military Spouse Entrepreneurs®



4 **The Entrepreneurs Leading the Way:** Our Chapter Leaders' Impact on Military Spouse Business Owners



6 **Inside My Workflow as a One-Woman Publishing Team**



11 **Managing and Scaling Without Losing the Human Touch**



12 **Finding Your Unique Voice as a Speaker in a Digital World**



16 **The Art of Reinvention:** Rebuilding Faster After Every PCS



17 **You Can't See Your Own Patterns. AI Can.**



18

Meet Your New Household COO: How I Use AI to Run Life With Less Stress

19

Design Your Dream Home Office: AI Tools to Plan, Organize, and Optimize Your Space



22

Setting Up a Plug-and-Play Office System for Every PCS

Welcome to Issue 11

Your Secret Weapon: Why AI Changes Everything for Military Spouses

When we set out to create this AI guide, we weren't chasing a trend. We were answering a need we see every single day in our community: Military spouse entrepreneurs trying to do the work of five people while navigating a lifestyle that demands constant adaptation.

The military spouse entrepreneurship journey is unlike any other. It seems like just as you've built momentum, PCS orders arrive. Just as you've established client relationships, deployment changes everything. Just as you've found your rhythm, the mental load threatens to overwhelm you completely.

The military spouses who are thriving aren't working harder than everyone else. They're working smarter. They've found ways to leverage tools and systems that enhance their capacity without increasing their hours or their stress.

For military spouse entrepreneurs, AI isn't just a productivity hack. It's a lifeline.

When you wear all the hats in your business—while also managing a household, supporting a service member, and preparing for the next transition—you need tools that work as hard as you do.

AI can draft client emails during school pickup, analyze business data during bedtime routines, and help rebuild your marketing strategy while you're still unpacking from the last PCS. It gives you back the one resource you can never get more of—time.

But more than that, AI helps you see what you can't see on your own. It spots patterns, identifies triggers you've been missing, and reveals business insights that get lost in the chaos of military life.

The articles in this guide has been written by military spouses who are using AI in their own businesses and lives. These aren't theoretical applications, but real strategies from entrepreneurs who understand what it means to run a business between duty stations and pivot when deployment disrupts your plans.

You'll find practical applications across every aspect of entrepreneurship: managing operations without losing the human touch; rebuilding faster after every move; maintaining your authentic voice as a speaker; streamlining event development; and incorporating AI into daily self-care practices that fit into five-minute windows.

This isn't about replacing human connection with technology. It's about using technology strategically so you can show up fully in the moments and relationships that matter most.

You don't need to implement every thing at once or become an AI expert. Simply find one or two applications that could make your life measurably easier and start there.

Military spouse entrepreneurship is hard enough without trying to do everything manually. This guide is our gift to you—a compilation of hard-won wisdom about how to work smarter, not just harder, so you can

build businesses that thrive despite the chaos.

Welcome to the AI Guide for Military Spouse Entrepreneurs. We're so glad you're here.

Moni Jefferson
CEO/Founder of the Association of Military Spouse Entrepreneurs®



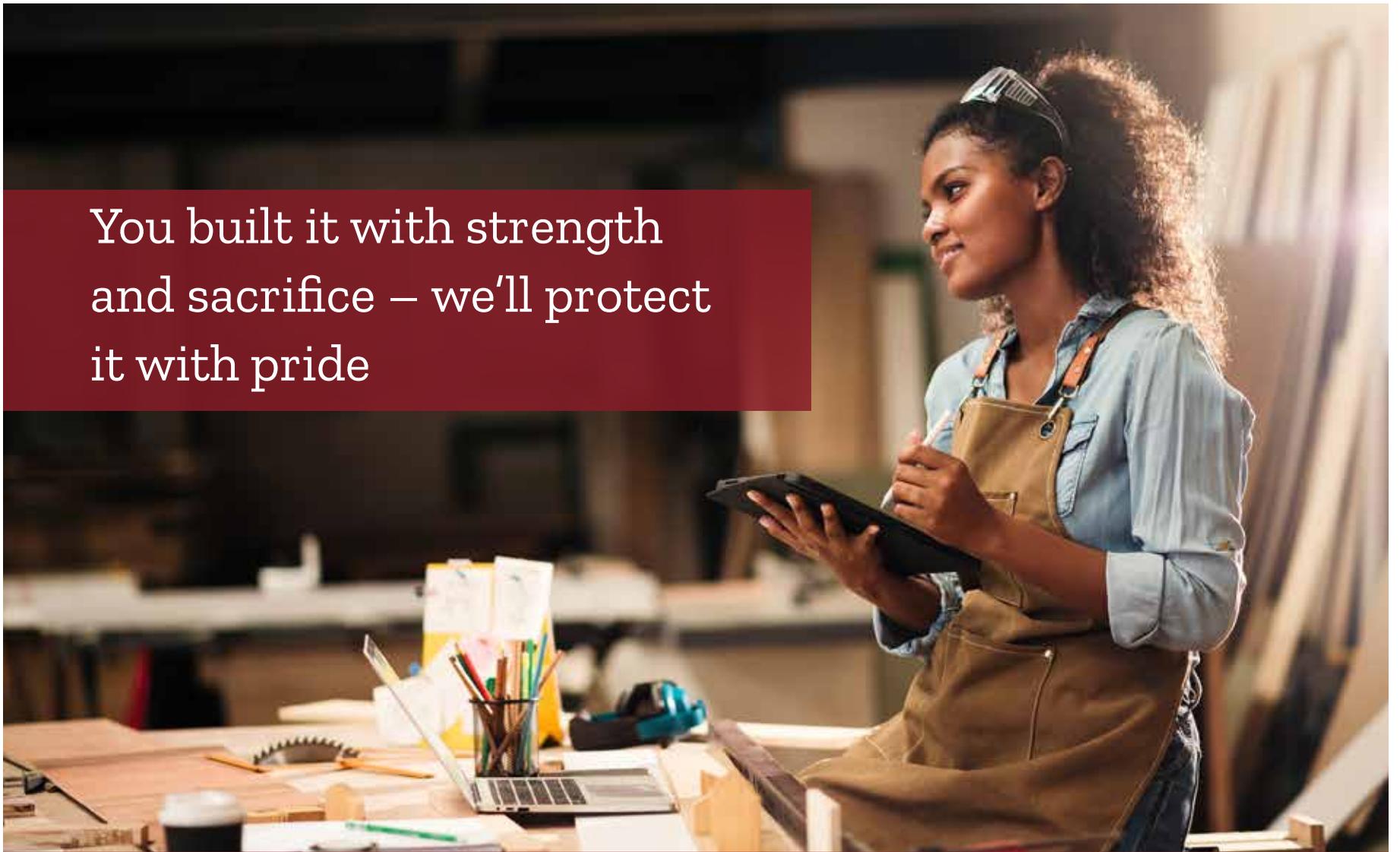
Moni Jefferson | CEO & Founder of the Association of Military Spouse Entrepreneurs®
Photo Courtesy of AMSE®

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The Entrepreneurs Leading the Way:

Our Chapter Leaders' Impact on Military Spouse Business Owners



Heather Jones



Annette Hammond



Stephani Shepherd

AMSE®
Reading time: 6 minutes



Behind every thriving local community of military spouse entrepreneurs stands a chapter leader who intimately understands the journey, because they're living it too.

Our Association of Military Spouse Entrepreneur chapter leaders aren't hired staff or corporate representatives. They're military spouse entrepreneurs themselves, actively building and scaling their own businesses while simultaneously creating spaces for others to do the same. They're the founder juggling client calls between school pickup and dinner prep. The creative director managing projects across

time zones during a spouse's deployment. The consultant who's rebuilt her network in four different states in five years.

And they've chosen to pour their limited time and energy into something bigger than their own businesses: supporting fellow military spouse entrepreneurs in their local communities.

What Makes Chapter Leaders Effective

Chapter leaders operate from lived experience, not theory. They know what it feels like to have a thriving business disrupted by PCS orders. They've navigated local networking groups that don't understand why you can't commit to a year-long committee when you might move in six months. They've felt the weight of being the new person over and over

again, rebuilding professional credibility and personal connections from scratch.

This deep understanding shapes everything they create. Chapter leaders are connectors, educators, cheerleaders, and problem-solvers. Most importantly, they're bridge-builders who create pathways between isolated entrepreneurs and supportive communities, turning what could be a lonely journey into one marked by encouragement, collaboration, and shared success.

Meet Three Chapter Leaders Making It Happen

Stephani Shepard — DC Metro Chapter Leader

When the DC Metro chapter lost its leader, Stephani stepped up and has been leading since May 2025. As a multi-hyphenate entrepreneur with her brand Great Life is a Must, she understands meaningful connection.

Her biggest lesson? "Community doesn't just happen. Everyone claims to want community,

but not everyone is willing to put in the work to build it. Even when attendance is small, trust and momentum grow; and that is how community is built."

Heather Jones — Huntsville Chapter Leader

Heather started the Huntsville, Alabama chapter in June 2024 because she wanted to connect face-to-face with other military spouse business owners and discovered no organization existed yet. So she launched one herself.

Her pitch to those who haven't joined? "I can't think of a single reason not to join. It's a free membership and one of the most valuable ones you will ever find. The membership comes with a built-in community of people who see you in your challenges and want to raise you up."

Annette Hammond — San Antonio Chapter Leader

Annette is launching the San Antonio chapter in April 2026. As the owner of Nita's Pampered Vacations, she serves clients as both a travel agent and consultant, tailoring dream vacations while removing travel planning stress.

Her advice? "Step out on faith and watch your inner being exceed with growth in your personal circles and learning."

The Ripple Effect

The impact of chapter leaders extends far beyond the entrepreneurs they support directly. When they help one military spouse build a successful portable business, that entrepreneur goes on to hire other military spouses, contribute to local economies at every duty station, and model what's possible for the community.

Chapter leaders like Stephani, Heather, and Annette are changing the narrative around military spouse entrepreneurship—from isolated struggle to supported journey, from surviving to thriving.

Our chapter leaders are entrepreneurs who have chosen to lead. And in doing so, they're transforming what's possible for military spouse business owners everywhere.

OWNING UP

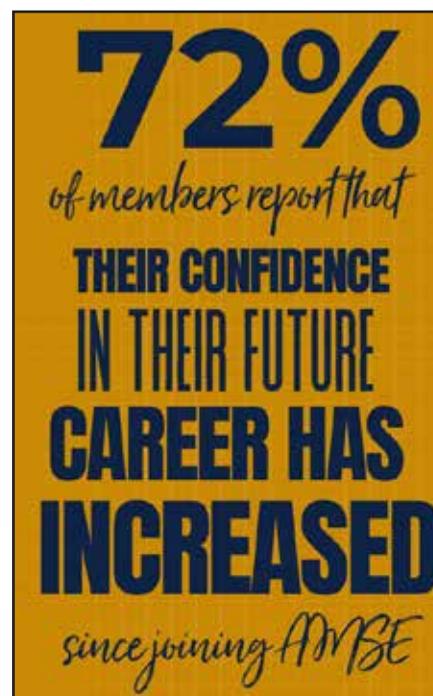


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Save the Date:

More Than a Milspouse Summit Returns to Arlington, Texas

By **Moni Jefferson** |
CEO/Founder of AMSE®
Reading time:
5 minutes



Mark your calendars for October 7 – 9, 2026, because the More Than a Milspouse Summit is coming to Arlington, Texas, and it's the event military spouse entrepreneurs won't want to miss. This three-day gathering promises to be more than just another conference. It will be a transformative experience designed specifically for spouses building businesses while navigating military life.

Arlington offers the perfect backdrop for this empowering event, with its central location making it accessible for spouses stationed

across the country. The summit venue provides modern facilities, ample networking space, and that welcoming southern hospitality that immediately makes attendees feel at home.

What sets this summit apart is its understanding of the military spouse experience. Sessions are crafted by entrepreneurs who have made the PCS journey, survived deployment cycles, and built thriving businesses despite constant change. Attendees will hear from keynote speakers who have turned military life challenges into competitive advantages, workshop leaders sharing actionable strategies, and panelists offering insight on the highs and lows of spouse entrepreneurship.

Beyond the learning sessions, the summit creates space for the connections that truly

matter. Coffee breaks become brainstorming sessions. Lunch tables transform into mastermind groups. Evening socials forge friendships that last across duty stations. Many past attendees cite these informal connections as equally valuable as the formal programming.

Whether you are launching your first business venture or scaling an established enterprise, stationed stateside or preparing for an overseas move, the More Than a Milspouse Summit offers something for every military spouse entrepreneur. It's three days to invest in business growth, personal development, and community building.

Registration details will be announced soon. Start making plans now—this is one summit that delivers returns long after returning home.

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AI FOR BUSINESS OPERATIONS & GROWTH

Inside My Workflow as a One-Woman Publishing Team

Photo Courtesy of AMSE®

By Kera Sanchez | Founder & Editor MILSPO Social Co.
Reading time: 7 minutes



Do you ever get that millennial urge to start a magazine? I'm convinced mine came straight from all the early-2000s rom-coms I grew up on—where every protagonist had a dream job at a glossy fashion magazine, complete with launch parties, a fashion closet, and breezy assignments like "How to Lose a Guy in 10 Days."

That itch finally got scratched when I launched not one but two niche publications:

- **Get Griefy:** Helping people rediscover joy and community after loss
- **MILSPO Social Co. Magazine:** Highlighting and uplifting women-founded, military-affiliated brands and movements

What I've learned along the way is this: *influencing is out.* Today, the most effective way to build a brand is to join a cooperative movement—one that elevates your mission and connects you with other small businesses who share your values and vision. When purpose-driven entrepreneurs come together, resources grow, opportunities multiply, and even

solopreneurs get to sit at tables that once felt out of reach.

Niche publications create that exact sense of community, without sacrificing autonomy. And just like Jenna Rink realized in "13 Going on 30," big-box magazines often miss the heart and connection that smaller publications deliver in abundance.

But here's the part those rom-com protagonists never had to deal with: we're not operating with million-dollar Condé Nast budgets. Many of us are running editorial, design, marketing, and operations completely solo. And this is where my secret weapon comes in—the tool that still gets side-eyed far too often: **AI.**

I don't believe AI should run your business. But I absolutely believe it can help you juggle more, execute faster, and work like a full team—if you use it intentionally. Here's exactly how I do that:

1. Editing: Your Built-In Co-Editor (Who Never Misses a Deadline)

Professional editors can cost \$25+ per hour, and while they're incredible, many small publications simply can't swing that consistently.

I have zero shame in saying that every article, email, caption, and feature runs through AI for clarity, flow, tone, and consistency.

I ask it to:

- Keep my brand voice intact
- Elevate readability
- Suggest on-brand phrasing
- Help maintain stylistic cohesiveness across issues

It's like having a second set of eyes—only faster.

2. Photo Generation: Filling the Gaps Big Budgets Usually Cover

Do I dream of offering full professional photoshoots for every feature? Absolutely. Is it realistic? Absolutely not.

Enter image generation. With tools like Nano Banana Plus, I can create visuals that match my aesthetic and concept perfectly; whether that's editorial, whimsical, feminine, modern, or brand-specific.

My rules of thumb:

- I don't use AI to create fake people meant to represent real contributors.
- I do use it for scene-based imagery, conceptual illustrations, or minor tweaks (like adjusting a hairstyle or swapping a blouse) when a photo has been overused.

It helps me maintain visual quality without burning through the budget.

3. Brainstorming: A Creative Jumpstart When You're On Deadline

I believe in authentic content, so I don't batch months of posts ahead of time. I write what feels aligned that day.

But some days? The creative well is dry.

On those days, I ask AI for:

- Niche-specific holidays or observances
- Trending topics in my niche
- Audience pain points
- Content prompts that help spark my own ideas

It's not writing for me—it's giving me the starter log to ignite what I already want to say.

4. "When in Doubt, Ask GPT": A Lifeline for Solopreneurs

Running two publications solo means I constantly run into things I've never done before—from formatting quirks to tech fixes to workflow setups. AI has become my "how do I...?" hotline.

You can get step-by-step instructions on nearly anything, saving hours of trial, error, and frustration. Time saved = impact multiplied.

5. AI Isn't Replacing Creativity—It's Expanding Capacity

We live in a digital era where everything around us is touched by technology, yet somehow AI is still stigmatized. My take? **The benefits far outweigh the fears.**

AI allows me to:

- Produce higher-quality content
- Maintain consistency
- Run two magazines on a fraction of a traditional budget
- Connect hundreds of people with their audiences every single day

I may not be dancing to "Thriller" in a silk slip dress at every issue launch, but I am living my millennial rom-com dream—signing every email as editor-in-chief and building community-driven publications that make an impact.

And truthfully? I couldn't do it at this scale without AI.

ACTION ITEM: Read AMSE® Feature in MILSPO Social Co. magazine.

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Julie Eshelman | Founder Building Military Families Network
Photo Courtesy of AMSE®

Streamline Your Operations, Reclaim Your Focus

By Michelle Hughes | Owner
Michelle Hughes LLC
Reading time: 7 minutes



Most military spouse entrepreneurs don't actually run small businesses, they run entire departments alone.

You're the CEO, operations manager, social media manager and customer service representative. Even if you have a contractor or two helping, you're still the one holding it all together.

The real exhaustion isn't always the workload. It's the constant thinking:

- What needs to be done next?
- Did I respond to that client?
- What's due this week?
- Did I forget a step in my process again?

That constant overwhelm creates decision fatigue long before physical burnout shows up. Many military spouse business owners don't need more motivation or another strategy, they need cognitive space.

This is where AI tools can change how your business runs. Not by replacing you, but by giving you back your time and allowing you to save your brainpower for decisions that truly matter.

Stop Re-Deciding the Same Things Every Day

Solo and small team businesses often live in reaction mode. Each email, client request, or project requires fresh decisions because nothing is standardized yet. AI helps you convert repeated thinking into repeatable systems.

Instead of writing a new response every time, you can prompt: "Create a reusable client

response template for scheduling changes. Turn my onboarding process into a checklist I can reuse each time."

If you already have this created then you can take it one step further and ask ChatGPT to draft a standard operating procedure (SOP) for how you want your virtual assistant to handle your inbox. AI helps you start putting systems in place so when you bring on your first team member, you are already setting them up for success.

Think about what you do everyday and ask how this can be automated or turned into a simplified process. The goal isn't always automation, sometimes it's freeing up mental bandwidth.

Turning Thoughts Into Workflow

Most entrepreneurs know roughly how they run projects but haven't had time to map the steps clearly. That lack of structure is where deadlines slip and stress levels increase.

AI can translate your natural process into a workflow with tools like Asana, ClickUp, or Monday.com.

You can prompt: "I start with a discovery call, then prep, then draft, then review, then client approval."

AI can turn that into:

- Task sequences
- Dependencies
- Due date spacing
- Responsibility assignments
- Review checkpoints

Instead of managing every step in your head, your project management system now holds the process for you.

If you don't know where to start, think about your current workflow and where you lose time or what costs you the most mental capacity. Then put that into AI and allow it to take the burden off your shoulders.

Building Templates That Work While You Rest

Many small business owners spend emotional energy on communication trying to sound professional while moving quickly between responsibilities.

AI can help you build a template library of things like:

- Onboarding emails
- Follow-ups
- Boundary setting
- Revision policies
- Late deliverable responses

You still personalize them. But you no longer start from scratch.

If you use Google Workspace, Gemini can help rewrite your message directly inside Gmail. You can also create email templates within Gmail. Over time, you'll develop a library of responses for common questions or concerns from clients or customers.

Automations That Catch Problems Early

AI also helps you think like an operations manager, even if you've never held that title. AI can help automate your important tasks within your chosen project management tool.

For example, if deadlines keep sneaking up on you, you can prompt: "Help me design a system

so I know two days before a project is due if something is off track."

From there you can build automations such as:

- PM tool reminder notifications
- Gmail follow-up nudges using Gemini
- Internal check-in triggers
- Status labels for projects at risk

Instead of discovering problems at the deadline, you discover them while they're fixable. That alone can lower business anxiety while improving the quality and efficiency of your client experience.

Email and Calendar Support Without a Team

Gemini inside Gmail can summarize long threads, draft replies, and surface action items you might otherwise reread multiple times.

That doesn't just save minutes, it prevents mental context switching.

You move from constantly rereading to quickly deciding. Small businesses rarely have assistants filtering communication. AI becomes a lightweight version of one.

Why This Matters for Military Spouses

Our businesses live inside unpredictable lives. PCS moves, school schedules, retirement transitions, and command changes bring constant shifts. Having systems you can rely on brings peace in the middle of that uncertainty.

For military spouse entrepreneurs, that shift matters. When your brain isn't occupied tracking every step, you can focus on serving clients, growing strategically, and protecting your energy for the parts of life that matter most.

Trading Smarter: 5 Data-Driven Moves That Power My Day Trades

By Janelle Quinn |
3Five Wealth
Reading time: 6 minutes



I didn't grow up talking about stocks, charts, or investing at the dinner table. My foundation came from structure, discipline, and responsibility, values shaped by a 20-year career in the United States Air Force. Long before I placed a trade, I learned how to plan, assess risk, follow a process, and make decisions under pressure. Those skills didn't disappear when I retired from the uniform. They followed me straight into the market.

I've been investing and day trading for years, long before artificial intelligence became a buzzword. Back then, learning meant long nights reading Motley Fool articles, scanning Yahoo Finance, digging through earnings transcripts, and learning the hard way through trial and error. The charts themselves weren't difficult, but access to real time data, side by side comparisons, and centralized tools took time and patience. If you wanted clarity, you opened more tabs and hoped you didn't miss something important.

Fast forward to today, the landscape has changed completely.

We now live in a world overflowing with data. For new investors and traders, that can feel overwhelming. I still believe deeply in free education from trusted professionals. Charles Schwab's Trader Talks remains one of my favorite resources. I have also added a powerful assistant to my toolbox, artificial intelligence.

Yes, I use ChatGPT. And yes, I named mine Benji, because I like to keep things light, and I am still motivated by those Benjamins.

AI has not replaced my strategy, discipline, or accountability. It has not changed the fact that I follow rules, manage risk, and accept losses as part of the process. What it has done is help me work smarter, move faster, and cut through the noise. Here are five practical ways I use AI in my day trading, and how you can begin using it without feeling intimidated.

1. Understanding Market and Sector Strength Without the Headache

My trading style leans heavily on technical analysis. I focus on price action, trends, and indicators that show strength or weakness.

Fundamentals still matter; they provide context, but they are not my primary decision makers.

Instead of manually scanning dozens of charts, I use AI to help summarize what I am already seeing. I will ask it to identify which sectors are showing strength in the S&P 500 or NASDAQ, or to explain macro events that might be influencing sector rotation.

AI does not tell me what to trade. It helps me understand why money may be flowing in certain directions so I can confirm those insights on my charts.

Action Step:

Ask AI to summarize current sector performance and explain potential reasons for rotation. Then confirm what you see using your own charts.

2. Reviewing a Watchlist in Seconds

Watchlists are essential, but reviewing one stock at a time can be time-consuming. AI helps me quickly organize information when time matters.

I can paste in a watchlist and ask which stocks pay dividends, which sectors they belong to, or which ones align better with short term trading versus long term investing. This is especially helpful when I am shifting between roles as a trader and investor.

Action Step:

Upload your watchlist and ask AI to flag dividends, sector exposure, or risk factors.

3. Breaking Down Earnings and News Without the Noise

Earnings season can feel like information overload. Headlines move fast, and not all news matters to price.

When I see an earnings-related article or press release, I will use AI to summarize the key points, highlight what analysts are focused on, and compare the headlines with the actual financials. This helps me understand whether the market reaction is driven by sentiment, guidance, or expectations, not just numbers.

AI does not predict price movement. It helps me prepare for scenarios, so I am not reacting emotionally when the market opens.

Action Step:

Ask AI what appears to be driving the market's reaction and what matters most for price movement.

4. Comparing Companies Like a Pro

Sometimes price action makes more sense when you understand the competition.

I will use AI to compare companies like Pepsi and Coca-Cola, or Chipotle and McDonald's, not to pick a winner, but to understand positioning. AI helps summarize business models, growth strategies, and recent performance so I can better interpret relative strength on my charts.

Action Step:

Ask AI to compare two companies in the same industry and explain their current market positioning.

5. Researching Trading Platforms With Confidence

There are many platforms available, and not all are created equally. I use AI to compare tools,

understand pros and cons, and stay informed, especially when newer traders ask for guidance.

As a long time Thinkorswim user, this helps me speak from both experience and research.

Action Step:

Ask AI to compare trading platforms based on your experience level and trading style.

Final Thoughts

AI is not a shortcut. It will not replace discipline. And it will not manage risks for you.

But when used wisely, it is an incredible assistant, one that helps you think clearly, stay informed, and make decisions with confidence.

Just like in the military, success in trading comes down to preparation, process, and accountability. You do not have to do this alone.

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You're Still the Boss of Your Inbox

By Selena Conmackie |
Founder Hauoli-
Socially Inspired
Reading time: 7 minutes



How to Set Up a Simple Email System That Works (Without a Marketing Degree)

If you've ever stared at a blank email draft, unsure of what to send, you aren't alone.

When I first started building an email list, I didn't understand what purpose it served in my business. I knew everyone else was sending emails, so I assumed I should too—but no one really explained the *why* part.

That's where AI can help—but only if we frame it correctly.

AI isn't here to replace your voice or decide what you say to your audience. Think of it like a junior assistant: great at organizing thoughts and helping you get unstuck, but never the one with the final say. You always get the last word.

If you're brand new to using AI, start by telling it a little about your business—what you sell, who you serve, and what you're trying to do. Think of it like onboarding a new assistant before asking for help.

Give Your Email One Job

A beginner email system doesn't need to do everything. It needs to do **one job well**.

That job is simple: keep you organized and intentional about what you're sharing.

When you track the content of the emails, patterns emerge. You start to notice what you talk about often, what you never mention, and which offers or ideas get ignored.

AI Hot Tip:

After briefly explaining your business and audience, ask AI: "Help me define the single purpose of my email list based on what I sell and share."

Clarity comes before consistency. Once you know *why* you're emailing, everything else gets easier.

Let AI Help You Organize—Not Decide

This is where AI really shines: organizing ideas, outlining thoughts, and giving you something to react to.

What it should never do is decide what gets sent.

AI Hot Tip:

Use AI to organize your thoughts, then ask: "Does this sound like me?"

If the answer is no, don't send it. Keep talking it through until it does.

AI can help you think, but discernment stays human.

Build a "Good Enough" Email Setup

You don't need a perfectly branded system to start. You do need a few basics covered.

A minimum viable email setup includes:

- A simple, readable layout
- A clear ending
- Links that actually point somewhere useful (Your website, your socials, or a next step someone can take if they want to learn more about you)

This isn't about perfection—it's about being findable.

AI Hot Tip:

Ask AI to review your email and say: "What is missing if someone wants to learn more about me?"

Sometimes it's not the writing that needs work—it's the direction.

A Quick Note About Email Platforms (So You Don't Get Stuck Here)

Choosing an email platform often feels like a bigger decision than it needs to be.

If you're just starting, many platforms offer free plans that are more than enough to test things out. Many platforms offer free plans that let you send emails and build confidence as you get started.

What matters more than the platform is this: your email list is yours.

If you outgrow a tool, you can move your list as your business evolves. Whether you start free and later switch platforms, the audience

you've built goes with you. That flexibility is what makes email such a powerful long-term asset—especially when life and business are constantly changing.

Hit Send Before You Feel Ready

If you're waiting to feel confident before sending an email, you'll be waiting a long time. Confidence doesn't come first. Feedback does.

AI Hot Tip:

Before sending, ask AI: "Is this clear, kind, and aligned with my goals?"

Start With Intention, Not a Draft

Before you write your next email, pause.

Before opening a blank document, list everything you could talk about:

- Your offers
- Your services
- Your content
- Your stories
- The value you want to share

AI Hot Tip:

Ask AI to help you make a list of things that could be beneficial to add to your emails.

Seeing it all in one place turns email from a guessing game into part of your planning process. Once you know what you could talk about, deciding when and how becomes much easier.

That's when email stops feeling heavy and starts working with you.

From Vision to Virtual: Event Planning That Moves With Military Life

By Reyna Worthy | Founder
The Desk of a Navy Wife
Reading Time: 7 minutes



For many military spouse entrepreneurs, whether you're new or seasoned, you know that ideas don't always come during long, uninterrupted workdays. They often come between school drop-offs, client emails, deployments, PCS planning and sleepless nights. That's exactly where the vision for the *Empowerment Leads: A Military Spouse Summit*™ was born for me, not in a conference room or surfing through the web, but in real-life conversations and experiences.

As a busy mom of two, a new business owner, and a full-time government contractor, the idea of creating a multi-day virtual summit felt both exciting and a little overwhelming. The vision was clear: to build a space where military spouses could openly discuss work, military life, and balance, and I knew I had to bring this vision to life and protect it all at once. The challenge was execution that was built around realistic time blocks, as I knew I had limited hours in a day, my energy was already stretched, and perfection wasn't an option, no matter how much I tried to strive for it. That's where AI became a game-changer for me, and I know it can be beneficial for other entrepreneurs as well.

Using AI to Launch and Run an Event: Process, Program, and Practical Tips

When launching the *Empowerment Leads: A Military Spouse Summit*™, AI wasn't just a helpful tool; it became part of my operational workflow. As a military spouse entrepreneur balancing limited time and constant transitions, I needed structure, speed, and clarity.

1. Process: Turning a Vision Into an Executable Plan

AI helped me move from idea to implementation in structured steps:

- **Step One: Define the Event Framework.** I used AI to outline: the event positioning, target audience pain points, and core transformation for attendees.
- **Step Two: Build the Program Flow.** Instead of manually mapping two full days, I prompted AI to: Draft a two-day agenda with timed sessions, suggest logical energy flow (high-impact sessions in the morning, connection blocks mid-day, reflective sessions to close), and identify transition moments to avoid fatigue. This gave me a starting structure I could refine based on speaker availability and community needs.
- **Step Three: Operational Checklist Creation.** AI-generated:
 - A 90-day launch timeline
 - Weekly promotional milestones that I could plug into my calendar
 - Speaker onboarding workflow and templates

- Email automation sequence outline
- Post-event follow-up plan

What would normally take hours of staring at a blank screen became clear action steps in 20-minute focused work blocks.

2. Program Development: Designing the Experience

AI also supported program design by helping me draft speaker briefing documents as an outline, so I could make sure I was not missing anything when needing to get the timelines. Instead of guessing what participants might need, I used AI to pressure-test the experience:

- "Where might attendees disengage?"
- "What questions would deepen the connection?"
- "How do we end day one with momentum?"

This elevated the attendee journey from informational to transformational.

3. Content Without Burnout: A Sustainable Workflow

A summit requires significant content, and I needed to ensure that this workflow would work from the inside out, starting with speaker outreach and confirmation emails. When it came time to share with the community about the summit, I used AI to help with social captions. I even used AI to help me brainstorm my session by practicing what I planned to share to see if the flow was just right. AI helped me draft the first versions quickly. I then refined them to ensure they reflected my lived experience and the authenticity of my brand.

The key was this: AI-created structure. I provided a voice.

This reduced decision fatigue has allowed my energy to stay focused on what matters most to me, connection and community impact.

Practical Tips for Using AI to Launch Your Event

1. Use AI for structure, not final copy.
2. Ask for timelines and checklists before asking for marketing copy.
3. Break tasks into prompts (agenda, onboarding, promotion, surveys).
4. Always edit for tone and lived experience.
5. Use AI in short work sprints to maximize efficiency.

AI did not replace strategy. It accelerated execution. For military spouse entrepreneurs navigating limited time, shifting schedules, and high responsibility, that acceleration is powerful.

Supporting Strategy While Wearing Multiple Hats

Balancing entrepreneurship alongside a government contracting role means there's little room for inefficiency. So I relied on AI to help streamline planning by organizing timelines,

clarifying deliverables, and keeping ideas from living only in my head. I have a habit of thinking about it and jotting it down, and then trying to remember all of my notes; that's where AI came in.

From outlining attendee guides to preparing my hosting script and recap communications, AI functioned like a behind-the-scenes operations assistant, one that didn't require onboarding, didn't need context explained repeatedly, and could step in exactly when I had capacity to work.

For example, I used AI to draft structured learning guides for each session, including key takeaways, reflection questions, and action prompts aligned with the speaker's topic. Instead of scrambling after sessions to "capture value," I built companion materials in advance that will reinforce learning and extend engagement beyond the live event.

When it came to hosting, AI helped me prepare opening scripts that clearly set expectations and tone. It also streamlined post-event communication by helping draft templates of recap emails that will summarize major insights, highlight sponsor recognition, and include next-step calls to action. I will then personalize these with real-time reflections and community feedback. The most impactful part wasn't just speed; it was adaptability.

For military spouses juggling career aspirations, family leadership, and community service, that flexibility isn't just helpful, it's essential.

Sustainable Growth With a Personal Connection

One common fear around AI is that it removes authenticity. In reality, it did the opposite for me. I was able to reduce administrative strain and financial burden because I did not need to pay someone with money I did not have. This left me with more room to be present with speakers I knew would make this event meaningful, future attendees who need and seek the support, and community members I could build with.

AI will not lead and does not lead this summit; the mission will, and that is what I am so happy and excited about. The technology I used simply supported the process, which will allow the human elements, shared experiences, honest conversations, and real-time engagement to shine, and that is where my heart is.

Lessons for Military Spouse Entrepreneurs

The experience of building the *Empowerment Leads: A Military Spouse Summit*™ reinforced several key lessons for me as a newer entrepreneur, and I believe it will help others with their goals at any stage:

- **AI is a tool, not a shortcut.** It supports strategy but doesn't replace purpose or values.

- **Progress beats perfection.** AI helps move ideas forward when time is limited.
- **Your voice still matters.** Use AI to enhance, not erase, lived experience.
- **Working smarter protects sustainability.** Burnout doesn't serve YOU, families, businesses, or communities.

From Vision to Virtual On Military Spouse Terms

For military spouses building businesses in the margins of military life, know that AI offers something powerful: permission to work smarter without sacrificing authenticity. It allows vision to move forward, even when life feels chaotic, and we all know how chaotic it can be.

The *Empowerment Leads: A Military Spouse Summit*™ didn't come together because everything was perfectly aligned, not even a little bit. It came together because tools and resources were used intentionally, capacity was honored, and support—both human and technological—was embraced.

For military spouse entrepreneurs navigating growth, scaling, or even just feeling like they are in survival mode, AI isn't about doing more. It's about making what already matters easier to carry.

And sometimes, that makes all the difference.

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AI FOR BUSINESS OPERATIONS & GROWTH



Rachel Garrison and Laura Early
Photo Courtesy of AMSE®

Managing and Scaling Without Losing the Human Touch

By Laura Early | CXO/Founder
WISE Advise & Assist Team
Reading time: 8 minutes



Military spouse entrepreneurs excel at building businesses on the move. They scale teams across time zones, lead through change, and build systems that withstand relocations, deployments, and shifting family needs. With AI becoming increasingly common in business, many owners ask: How do we use it wisely without losing the human element?

At its best, AI is not a replacement for people, but a support system that helps leaders create clarity, consistency, and capacity for growth. I use AI to outline projects or generate ideas as a jumping-off point, and to assess the pros and cons of different options. It's like a business bestie in your pocket.

Military spouse business owners operate in settings that require flexibility, structure, and trust. Remote teams and well-documented processes are necessities, not trends. This systems-driven mindset matches responsible AI use. Businesses that value process, communication, and accountability can better integrate AI to enhance, not disrupt, team operations.

What AI Is and What It Is Not

Business owners must understand AI's limits. It cannot replace people, lead teams, build trust, or make value-based decisions; but it can reduce friction in handling drafts, organizing information, and supporting repetitive or time-consuming tasks.

Leaders who use AI well are deliberate, not fearful. They ensure technology serves the business, not controls it.

When used intentionally, AI can support many operational functions that keep a growing business running smoothly. Business owners often use AI to:

- Draft standard operating procedures (SOPs) and internal documentation
- Create first drafts of job descriptions, onboarding guides, and training plans
- Prepare meeting agendas, summaries, and follow-up action items
- Support managers with performance review frameworks and coaching prompts
- Clarify communication before it reaches clients or team members

I recently used AI to do a comparison chart of working at our organization versus other jobs. It was helpful for organizing the data and highlighting small benefits I hadn't considered. AI provides a starting point. Human expertise and review are always crucial to the final result.

As AI becomes part of daily operations, clear boundaries are critical. Policies, contracts, and guardrails are essential and must be put in place early before problems arise.

Every team using AI should have written guidance that outlines:

- Which AI tools are approved
- Appropriate and inappropriate use cases
- Required human review before work is finalized
- Confidentiality and data protection standards

Contracts should reflect expectations, including ownership of work and transparency in

AI use. One rule is universal: AI platforms are open-source tools. Never enter confidential client information, employee data, financials, or proprietary systems. Always disclose AI use to clients early.

AI can create polished, confident output—even when wrong. Human oversight is essential.

Every piece of AI-assisted work must be reviewed, verified, and edited by a human. If a business owner or team member signs their name on something, it should reflect their expertise and standards. At scale, this commitment to quality and accountability protects both the business and the people it serves.

AI is only as useful as its instructions. Vague prompts yield vague results, while clear prompts create usable drafts. Learning to prompt well is now a leadership skill that saves time, improves outcomes, and reduces frustration.

A Smart Starting Point for Military Spouse Business Owners

For those looking to integrate AI responsibly a simple, systems-based approach works best:

1. Choose one area of the business—such as documentation, planning, or internal communication
2. Create a simple AI usage policy, even as a one-page guide
3. Train the team on what AI can support and what it should never touch
4. Require human review and accountability every time
5. Small, intentional steps lead to sustainable scale

Remember, AI itself does not scale businesses; leaders do. When used thoughtfully, AI gives entrepreneurs more time to focus on strategy, culture, and people. Ultimately, the businesses that succeed long-term will not be the ones that automate the fastest, but those that pair innovation with integrity, using technology to support people, not replace them.

AI is the future. We can't and shouldn't avoid using it in business. Learn about it, test it thoughtfully, and develop policies that fit your organization.

This week also marks a personal milestone for me. As this issue releases, WISE celebrates ten years in business.

Ten years of building systems that survive PCS moves. Ten years of leading remote teams across time zones. Ten years of scaling without sacrificing culture.

Long before AI became part of the conversation, we learned that growth only works when it is grounded in clarity, documentation, trust, and shared standards. Technology evolves. Tools change. But the commitment to protecting people while pursuing progress remains constant.

If there is one lesson ten years of business has reinforced, it is this: sustainable scale is not built on shortcuts. It is built on thoughtful systems, strong communication, and leaders who take responsibility for how innovation impacts their teams.

AI is simply the newest tool in that journey.

As military spouse entrepreneurs, we have always adapted. The goal is not to resist change, nor to chase it blindly. The goal is to lead it wisely.

AI FOR BUSINESS OPERATIONS & GROWTH

Finding Your Unique Voice as a Speaker in a Digital World

By **Vimbo Watson** | Speaker & Educational Consultant
Reading time: 10 minutes



There is a growing tension between business owners using AI as a tool and that same tool beginning to blur the lines between authenticity and automation. As a military spouse and small business owner, I understand the pressure to use every tool available while still protecting the heart and integrity of one's work. Anything that can make the job quicker while maintaining a high quality of output is generally embraced with open arms—and for good reason.

Military spouses are often solopreneurs, meaning we're doing all or many of the roles that keep our businesses moving forward. On any given day, that can look like switching from school pickup to client emails to content creation without ever changing seats. We don't have the luxury of a marketing department, a writing team, or an executive assistant. It's just us, making it work with whatever resources we can access.

The Authenticity Problem

However, if you've ever scrolled on social media and seen a post that was so perfectly polished it felt a little hollow—almost robotic—you've probably encountered AI-generated content that missed the mark. It has become so common that audiences are now actively trying to spot what feels *real* versus what feels manufactured. People can sense when something is off, even if they can't articulate exactly why.

This leads to an important question for speakers and content creators: When is it okay to use AI, and when does it start to dilute the very voice you're trying to amplify?

The answer often becomes obvious in the response—or lack thereof. AI-generated content can sound impressive on the surface but leave readers feeling oddly unmoved. It checks all the technical boxes while missing the emotional resonance that creates genuine connection. For speakers especially, this disconnect can be devastating. Our entire value proposition rests on our ability to connect authentically with an audience, to share lived experience in ways that create understanding and inspire action.

AI as a Strategic Partner, Not a Replacement

As a military spouse using my voice for advocacy, education, and community impact, I've

learned that AI can absolutely be used as a tool that helps refine a speaker's voice—when approached intentionally. AI works best when it supports your thinking, not when it tries to replace your lived experience or perspective.

Think of AI as a skilled assistant, not a ghostwriter. It can help sharpen your writing as you develop transcripts, problem solve faster when you're stuck, and brainstorm more efficiently when you're exploring new angles. This kind of support is especially helpful when creative ideas surface late at night after a long day of juggling family and work, and you need to capture and organize them before they disappear.

When used properly—as a tool that amplifies rather than replaces—AI can enhance your speaking and even open doors in your professional speaking journey. The key is maintaining clear boundaries about what you're asking it to do.

Three Practical Ways Speakers Can Use AI Intentionally

1. Refining Your Voice and Message

Many military spouse speakers are interested in several topics but unsure how they connect to a cohesive message. Instead of asking AI to write an entire speech (which will inevitably sound generic), use it as a thinking partner to explore where your interests and expertise intersect.

Try a brain dump approach. Voice record or type out everything you're passionate about—wellness, leadership, resilience, advocacy, military life, entrepreneurship, whatever comes to mind. Then ask AI to help you identify themes and connections. This process helps untangle your ideas and creates a clearer starting point for building a new talk that's authentically yours.

This is particularly useful when you're trying to combine seemingly separate themes—like wellness, leadership, and military life—into a single compelling message that feels integrated rather than forced.

2. Clarifying Without Losing Meaning

AI can assist once your writing process has already begun and you've created a draft in your own words. There may be a phrase or concept that feels important but comes out overly complicated or unclear. AI can help trim and clarify language without stripping it of meaning or personality.

Clear communication matters deeply in speaking. Your message can only resonate if people truly understand what you're saying. This becomes even more important when speaking to diverse audiences with different levels of familiarity with your topic. A military spouse



Andrea McNamara Singsaas | Founder Tyne Group
Photo Courtesy of AMSE®

speaking about deployment resilience to a civilian corporate audience, for example, needs to make military-specific concepts accessible without dumbing them down.

Ask AI to help you identify jargon, simplify complex sentences, or suggest clearer ways to express an idea. But remember to always review its suggestions through the lens of "Does this still sound like me?"

3. Expanding Your Reach Strategically

Once your message is clear and accessible, AI can help take it to a wider audience. AI can function as a strategic assistant, helping speakers identify where their voice might be needed most. It can recommend outreach ideas based on your topic and target audience, assist with crafting pitches to organizations and conferences, and even create a realistic, multi-month outreach plan based on your available time and capacity.

For military spouses who move often and need to rebuild professional networks every few years, this kind of structured approach can be a game-changer. Instead of starting from scratch with every PCS, you can use AI to quickly research speaking opportunities in your new location, identify relevant organizations, and develop tailored outreach strategies.

The Non-Negotiables: What AI Cannot Do

Here's what AI cannot and should not do for speakers:

- **It cannot replace your lived experience.** The stories that make you compelling as a speaker—the deployment that changed your perspective, the PCS that taught you resilience, the moment you realized your voice mattered—these belong to you alone. No algorithm can replicate the authenticity of experience.
- **It cannot capture your unique perspective.** Two military spouses can go through similar experiences and come away with completely different insights. Your particular lens, shaped by your values, background, and journey, is irreplaceable.
- **It cannot create genuine connection.** Audiences connect with vulnerability, specificity, and truth. They connect with the speaker who shares the messy middle, not just the polished outcome. AI can help you articulate your message more clearly, but it cannot manufacture the emotional resonance that comes from shared humanity.

Using AI Without Losing Yourself

The goal is not perfection, but clarity, connection, and reach—without losing your humanity in the process. AI should support your process, never replace your voice.

Before using AI for any speaking-related task, ask yourself: "Am I using this to help me think more clearly, or am I asking it to think for me?" The former builds your capacity as a speaker. The latter diminishes it.

Your lived experience, especially within the military community, is something no algorithm can ever replicate. That experience, combined with your unique perspective and voice, is precisely what makes you valuable as a speaker. Protect it fiercely, even as you use technology strategically to amplify your message and expand your impact.

AI is a tool. You are the speaker. Never confuse the two.

ARE YOU READY TO BUILD A BUSINESS THAT LASTS BEYOND THE MILITARY CHAPTER?

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Using Chatbots to Grow Your Social Media Presence

AMSE®
Reading time: 7 minutes



Military spouse entrepreneurs face a unique social media challenge: Building engaged audiences while managing the unpredictability of military life. Deployments happen, TDY orders arrive, family emergencies emerge, and suddenly the consistent posting schedule that algorithms reward becomes impossible to maintain. Meanwhile, potential customers slide into DMs expecting immediate responses that may come hours—or days—too late.

The gap between social media's demand for constant engagement and a military spouse's available bandwidth kills business growth potential. Followers unfollow when content disappears. Leads go cold when messages sit unanswered. Sales opportunities evaporate when response times lag. Traditional advice to "just be more consistent" ignores the reality that consistency isn't always possible in a military family.

AI-powered chatbots, particularly platforms like ManyChat, are revolutionizing how military spouse entrepreneurs manage social media without being chained to their phones. These tools automate responses, create interactive experiences that grow audiences, nurture relationships, and convert followers into customers.

The transformation happens through conversation automation. Instead of hoping followers read a static post, chatbots engage them directly through personalized messages. A follower comments with a specific keyword, and the bot instantly delivers requested information, collects contact details, or guides them toward a purchase, all without human intervention. The interaction feels personal because it responds to their specific action, yet it scales infinitely.

Lead generation becomes dramatically more efficient. Traditional social media requires followers to leave the platform, visit a website, and fill out forms. This is where customers are lost. Chatbots capture leads directly within Instagram or Facebook Messenger, reducing friction and dramatically increasing conversion rates. For military spouses who can't constant-

ly monitor landing pages or manually follow up, this automation means leads get captured and nurtured even during chaotic periods.

The segmentation capabilities matter tremendously for targeted marketing. Chatbots can tag followers based on their interests, interactions, and purchases, then deliver customized content to each segment. A military spouse running a fitness coaching business can automatically send different workout tips to beginners versus advanced clients, different nutrition advice to those who mentioned specific dietary needs, and different product recommendations based on previous purchases.

Engagement rates soar because chatbots make followers feel heard immediately. In an era where people expect instant gratification, a bot that responds within seconds beats a thoughtful manual response that comes three hours later. Followers who receive immediate value from interactions become more invested in the relationship and more likely to buy.

Action Items:

Set Up ManyChat Foundation: Create a free ManyChat account and connect it to your Instagram and Facebook business pages. Complete the basic tutorial to understand flows, triggers, and automation sequences. Start with their templates rather than building from scratch.

Create a Welcome Sequence: Design an automated greeting that triggers when someone sends their first message. Introduce yourself, ask what they're interested in, and provide immediate value like a free resource, discount code, or helpful tip relevant to your business.

Build Keyword Triggers: Identify three to five common questions followers ask (pricing, services, availability, how to start, etc.). Create automated responses triggered by keywords in comments or DMs. Use ManyChat's "Comment Guard" to automatically DM anyone who comments specific words on posts.

Design a Lead Magnet Flow: Create a simple automation offering a free resource (checklist, guide, template, video training) in exchange for email addresses. Promote this with Instagram posts saying "Comment GUIDE for my free resource" and let ManyChat handle delivery and contact collection.

Implement Story Engagement: Use ManyChat's Instagram Story integration to add interactive elements. Create polls, quizzes, or "swipe up" equivalents that feed into automated sequences based on responses. Track which story types generate the most engagement.

Set Up Abandoned Cart Recovery: If selling products or services, create sequences that follow up with people who showed interest but didn't purchase. Use ManyChat to send gentle reminders, answer objections, or offer limited-time incentives to close sales.

Segment Your Audience: Create tags within ManyChat based on follower interests, purchase history, or engagement level. Build separate content sequences for each segment so messages feel personally relevant rather than generic broadcasts.

Integrate with Email Marketing: Connect ManyChat to your email platform (Mailchimp,

ConvertKit, etc.) so leads captured through social media automatically sync to email lists. This creates multiple touchpoints and backup communication channels before PCS moves.

Schedule Broadcast Messages: Use ManyChat to send periodic updates, tips, or offers directly to subscribers' Messenger inboxes. These messages have dramatically higher open rates than email, making them perfect for time-sensitive announcements or promotions.

Analyze and Optimize: Review ManyChat analytics weekly to see which automated flows convert best, where people drop off, and which triggers generate the most engagement. Continuously refine messaging based on real data rather than assumptions.

For military spouse entrepreneurs, chatbot automation isn't about being impersonal—it's about being impossibly present. The chatbot becomes the always available team member who never needs to move, never gets overwhelmed, and never lets a potential customer slip away unanswered. Social media growth stops depending on perfect circumstances and starts happening automatically, regardless of what military life throws at the business owner.

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AI FOR PERSONAL GROWTH & DEVELOPMENT

AI as Your Coach: Helpful, But Not Human

By **Andrea McNamara Singaas** | Founder The Tyne Group
Reading time: 7 minutes



Artificial intelligence is impacting every corner of the world. Embracing technology that saves time and money is a wise move for everyone, but especially for small business owners and entrepreneurs.

For military spouses building a business, immediate support that provides a high degree of value with zero judgment is essential. AI can serve as a business coach, leadership strategist, or on-call thinking partner. Any experienced coach should acknowledge that AI is powerful. When used well, it can bring focus, reflection, and structure to thinking. This helps entrepreneurs process ideas before stepping into a coaching conversation.

However, there is a clear line between a tool and a coach. AI can reflect thoughts, but it will not challenge them.

Here are two effective ways entrepreneurs can use AI as a coaching tool, what to watch for, and when to know it is time to hire a professional to support business growth.

Using AI for Reflection and Clarity

When entrepreneurs are juggling multiple responsibilities, slowing down long enough to make sense of competing ideas can be difficult.

AI can be used to organize thinking and surface connections that might otherwise be missed. It serves as a useful partner for clarifying goals, exploring decisions, or uncovering patterns in how someone is working or leading.

Examples of prompts include:

- “You’re my business coach, ask me five coaching-style questions to help me clarify my business vision.”
- “What questions would a great coach ask to challenge fear around raising prices?”
- “Summarize what I said into key insights and blind spots.”

AI can help entrepreneurs find language for what they are feeling and thinking. Seeing thoughts clearly can be the first step toward action.

Using AI to Pressure-Test Thinking and Explore Options

Another powerful way AI can be used is as a thinking partner when entrepreneurs are stuck between choices or circling the same decision. Rather than generating more ideas, AI can help leaders see the implications of the ideas they already have. Pressure-testing assumptions, exploring trade-offs, and widening perspectives is especially useful when emotions are high and objectivity is low.

Examples of prompts include:

- “Help me identify the risks and opportunities of this decision from a leadership perspective.”

- “If this path is chosen, what are the likely second- and third-order consequences?”
- “What would a neutral advisor challenge in this situation?”

AI can slow decisions down just enough to bring clarity. It can surface blind spots, reframe trade-offs, and encourage thinking beyond immediate wins or fears.

What AI cannot do is determine which option aligns with values, leadership identity, or the future someone is trying to build. It can analyze, but it cannot understand the intricacies of a business or long-term professional growth goals. That is where a human coach matters.

Where AI Falls Short

AI can offer insight, but it cannot offer empathy. A skilled coach listens for what is not said and reads between the lines. Coaches notice non-verbal cues, patterns that repeat over time, and subtle shifts in tone that signal hesitation, defensiveness, or uncertainty across the span of an engagement.

AI cannot read the pause after someone says, “I’m fine,” or hear the frustration underneath, “I just need to try harder.” It can help with strategy, but when conversations turn to belief, fear, identity, or real change, a human coach is essential.

A coach does more than help with planning. They help clients grow, expand self-awareness, and align priorities with the professional path they are trying to build. Most importantly, a professional coach holds clients accountable

to the person they say they want to be with discernment and compassion no AI-powered platform can replicate.

The Best of Both Worlds

When used together, AI and coaching can complement each other in meaningful ways. AI provides speed, accessibility, and structure. Coaching provides depth, perspective, and transformation.

AI can act as a reflection partner, helping entrepreneurs clarify ideas and prepare for action. A coach becomes a growth partner, helping clients challenge patterns, navigate discomfort, and turn insight into sustained change.

AI is effective for organizing thoughts. A professional coach helps shift mindset and ways of thinking to expand self-awareness and the realm of possibility.

The Bottom Line: The Power Is in Using Both

AI offers speed, while coaching offers depth. Used together, they can accelerate growth.

AI is best used for on-call clarity and organization. A human coach is most valuable for the big, uncomfortable, and consequential conversations that move a business forward. AI is an incredible ally for entrepreneurs who want to think, plan, and reflect more effectively, but it is not a replacement for real connection or accountability a professional coach provides.

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AI FOR PERSONAL GROWTH & DEVELOPMENT

From Deployment to Digital: Leverage AI to Build, Grow, and Thrive in Business

By Mandolyne Harris |
Owner Pensacola X
Reading time: 8 minutes



Military spouses are no strangers to adaptability. They navigate PCS moves, deployment cycles, unpredictable schedules, and the constant reinvention required to hold families and futures together. It's a unique strength, one that I—CEO of Pensacola X, publisher, author, and seasoned real estate professional—understand deeply as a military mom, entrepreneur, and creative leader on the Gulf Coast.

The biggest challenge military spouse entrepreneurs face isn't ambition—it's time. There were seasons in my life where everything had to fit between school drop-offs, moving boxes, career changes, and prayers whispered during deployments. AI changed everything for me. It allowed me to scale without burning out.

I spent years trying to find employment options that fit the demands of military life, earned certifications, changed careers repeatedly, and took on any role that allowed me to work from home or to generate a second income during deployments and relocations. This journey included real estate, massage therapy, candle-making, hospitality, sales, retail, and more. Each role represented a new attempt to create stability for my family in a lifestyle filled with uncertainty.

I wasn't afraid to try anything, like many military spouses, I kept reinventing myself—learning new skills, starting over, and searching for something that could move with me instead of against me.

That relentless determination eventually led to digital entrepreneurship and the creation of Pensacola X, where AI became the unexpected turning point in transforming my ideas into scalable platforms.

Below are some insights for military spouses ready to embrace AI, work smarter, and build

businesses that move with their lifestyle—not against it.

1. Automate Before You Accumulate

Military spouses often juggle roles as caregivers, household managers, and sometimes the only parent at home. Automate the repetitive before it overwhelms you.

AI tools can streamline:

- **Social media posting** (Buffer, Later, Meta Suite)
- **Customer service** (AI chat widgets)
- **Emails and follow-ups** (Zapier, Mailchimp AI)
- **Content creation** (ChatGPT, Claude, Jasper)

When my son deployed overseas, automation saved my business. AI became my silent employee.

Tip: Assign AI one task per week until your digital routine runs without you.

2. Turn PCS Moves Into Digital Momentum

Frequent military relocations can feel like setbacks, but try to reframe them as opportunities.

Before Pensacola X grew into a thriving media company, I used AI-driven tools like Canva AI and ChatGPT to:

- Build landing pages quickly after moves
- Write SEO blogs targeted to new local markets
- Generate graphics, flyers, and promotional materials overnight

AI allows you to rebuild faster than you can unpack. Every PCS can become a relaunch instead of a restart.

Tip: Use AI to create a "PCS Business Reset Kit"—a set of templates, automations, and branded content that travels with you.

3. Scale With a Digital Footprint, Not a Physical One

As a real estate referral professional, I know how location can limit opportunity. But with AI, I teach spouses to build businesses that aren't tied to a single zip code.

Ideal AI-powered, PCS-proof businesses include:

- Content creation
- Virtual assistance
- Freelance design
- Digital products
- Publishing
- Affiliate marketing
- Coaching and consulting

Your business should be as mobile as your military life. AI gives you digital legs.

Tip: Use AI to research keywords, competitors, and customer behavior in your new city before you even arrive.

4. Let AI Help You Find Your Voice—and Protect Your Energy

Burnout hits military spouses harder because their mental load is heavier due to health challenges, caregiving, and constant career reinvention.

I used to pour from an empty cup. AI didn't just help my business—it protected my peace.

AI can:

- Reduce decision fatigue
- Draft content when you're exhausted
- Offer creative ideas during emotionally drained seasons

- Organize schedules during deployment chaos

Tip: Treat AI like a partner, not a replacement. You remain the heart; AI is the hands.

5. Build Community, Not Just a Brand

Pensacola X was built on connection—uplifting local businesses, military families, and entrepreneurs across the Gulf Coast.

AI amplifies community impact when used thoughtfully:

- AI can help analyze audience needs
- Personalize messages at scale
- Improve accessibility
- Strengthen local visibility through SEO

Military spouses are experts at building community. AI just multiplies your reach.

Tip: Use AI to create supportive groups, newsletters, and platforms that connect spouses wherever they are stationed.

Military spouses possess resilience, discipline, creativity, and courage—qualities that AI cannot replicate but can amplify. The next generation of thriving military spouse entrepreneurs will be those who learn to pair their inner strength with intelligent tools.

You've already mastered the hardest part—adaptation. AI simply gives you the power to turn every challenge into momentum and every transition into opportunity.

In a world where life changes with every set of orders, AI offers stability, scalability, and sustainability. And for military spouses ready to build their future, it may just be the most powerful force multiplier they've ever had.

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Photo Courtesy of AMSE®

The Art of Reinvention: Rebuilding Faster After Every PCS

By Darla Bishop | Founder
FinanSis LLC
Read time: 5 minutes



Military life is built on transition. New duty stations, new communities, new routines, and sometimes, new versions of ourselves. For many military spouse entrepreneurs, every PCS can feel like pressing the reset button on a business they've worked hard to build. But AI has become an unexpected teammate in navigating reinvention with more ease, clarity, and confidence.

I gave my AI assistant a name because treating technology like a quiet coworker helps me remember one truth: I do not have to rebuild my business alone every time the military uproots my life. AI has become the helper that sorts the chaos, accelerates the research, and provides a starting place when everything feels brand new.

My approach is not about replacing the human touch. It is about working smarter, not harder, during seasons when time, energy, and community support are in flux. Over time, these personal strategies became a framework I now share with other entrepreneurs navigating transition and growth. Below are the strategies I use and recommend to military spouse entrepreneurs facing change of their own.

Bottom Line Up Front: AI Is Not the Hero. You Are.

For military spouse entrepreneurs, AI is not replacing grit, resilience, or ingenuity. It simply creates more space to think, rest, and rebuild with intention.

1. Start Every PCS With a "Re-Introduction Packet" Powered by AI

After years of moving across states and continents I realized I needed a consistent way to reintroduce myself whenever I landed at a new duty station. Instead of starting from scratch with long emails or blank pages, I use AI to quickly create a refreshed:

- Short professional bio
- Elevator pitch

- Introductory outreach email templates
- LinkedIn posts announcing my arrival in a new city

This simple stack of materials helps to reconnect with existing contacts and build new ones quickly, without overthinking every message.

Tip for spouses: Ask AI to help you draft an updated "Hello, I'm new here" message you can personalize and reuse. For example: "Help me write a short professional introduction for a military spouse entrepreneur relocating to San Antonio who works in consulting." This reduces the emotional friction of introducing yourself again and helps you sound consistent and confident wherever you land.

2. Use AI as a Research Partner for Local Opportunities

One of the hardest parts of military life is figuring out where to plug in. Every community has different networks, local organizations, grant opportunities, and small business resources. Instead of manually combing through dozens of websites, use AI to:

- Surface possible grant opportunities for small businesses in the region
- Identify local entrepreneurship hubs and co-working spaces
- Find state-specific licensing rules or compliance issues
- Gather local economic or demographic data to shape business outreach

The goal is not for AI to provide perfect answers, but to offer direction so she can quickly follow up with the right people and institutions.

Tip for spouses: Ask AI to generate a list of "10 places to connect as a business owner in X city" or "What small business grants are available in Y state?" Use the results as a starting point, then verify details and build real human relationships.

3. Rebuild Systems Faster by Letting AI Handle the Blank Page

Transition seasons create decision fatigue. There are boxes everywhere, kids adjusting to new schools, and a business that still needs attention. Keep momentum by letting AI reduce the mental load.

Use AI to help:

- Outline content for the next 30 days
- Map a launch timeline after a move
- Simplify complex financial information for clients
- Generate templates for repeat tasks such as onboarding or follow-ups

Once an outline exists, I add my expertise, voice, and lived experience. AI simply helps bypass the "Where do I even start?" moment that often accompanies PCS transitions.

Tip for spouses: When you feel overwhelmed, let AI build the first draft. Whether it is a business plan, a welcome email, or a project outline, you remain the expert. AI just hands you the starting line.

4. Let AI Help You Steady the Basics

When life gets uprooted, most military spouses are not trying to optimize their finances. They are trying to stay afloat. You can use AI in these moments as a quick check-in tool, not a full financial planning exercise.

Instead of building complex projections, ask AI to help quickly answer a few grounding questions:

- What income is already expected over the next month or two?
- Which expenses are non-negotiable right now?
- Where there is flexibility if things feel tight?
- What are some ways to reuse existing work to bring in income without starting something new?

AI acts as a sounding board that helps to see the situation more clearly when everything feels noisy and uncertain.

Tip for spouses: Ask AI one simple question to start, such as: "Help me look at my current income and expenses so I can feel steady over the next 60 days." The goal is not perfection. It is peace of mind and a clear next step.

5. Use AI to Protect Creativity When Everything Changes

Military life demands creativity and AI has become one way to keep that creative spark alive.

You can use it to brainstorm workshop titles, refine marketing ideas, and explore new business concepts that make sense for each location.

AI helps you think expansively at a time when life can feel constricted.

Tip for spouses: Use AI as a low-pressure space to brainstorm ideas, map possibilities, and get unstuck without judgment. Let it be a place where your next chapter begins.

With the right systems, every move can become an opportunity to expand impact rather than lose momentum. AI just helps carry the load.

ACTION ITEM: Owning Up Podcast Episode "5 Part: PCS your business without falling apart"

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You Can't See Your Own Patterns. AI Can.

By Nyaima Smith-Taylor |
Founder Influence Alchemy
Reading time: 9 minutes



Think about the last time you analyzed someone you know. How clearly you could see their patterns, their habits, the reasons behind their behavior—sometimes even before they could see it themselves.

Now turn that lens on yourself. Oftentimes, we're blind to our own patterns in a way we never are to anyone else's. It's not a character flaw—it's neuroscience. We're simply too close to ourselves to maintain the objectivity needed for clear self-observation. But what if you had a tool that could see what you can't?

For military spouse entrepreneurs juggling businesses, PCS moves, deployments, and the relentless mental load, the ability to see ourselves clearly often gets lost in the chaos. We're so busy managing everyone else's needs and keeping all the plates spinning that our own patterns—the helpful ones and the destructive ones—operate invisibly in the background.

What if five minutes a day could change that?

A Practice Built for the Military Spouse Life

Military spouse entrepreneurs face two critical problems:

1. No time for elaborate self-care routines
2. Little to no ability to see their own patterns clearly enough to course-correct before burnout hits

The five-minute recenter solves the first, AI solves the second. Together, they create something neither can do alone.

Most self-care advice wasn't built for this life. One-hour meditations don't account for the 4 a.m. wake up before a deployment send off, the solo parenting stretches that last months, or the mental load of running a business that has to flex and adapt with every PCS. The constant recalibration required of military spouses doesn't leave room for elaborate wellness routines that demand perfect conditions and uninterrupted time.

Military spouse entrepreneurs don't need another thing on the to-do list. They need something quick, consistent and powerful enough to actually work.

The Five-Minute Recenter

I developed this practice after recognizing I'd stopped taking care of myself entirely, skipping meals, working well beyond midnight, not moving my body, and neglecting my most important relationships. The warning signs were all there, but I couldn't see them clearly enough to change course. I needed a system to catch myself before I spiraled and something simple enough to maintain even during the hardest seasons.

What emerged was a framework designed for sustainability: Ground. Release. Rise. Only five minutes daily—no apps required, no perfect conditions necessary, no special equipment. Plus a weekly pattern check powered by AI to help you see what's actually happening beneath the surface.

Research supports this approach too. Studies show that consistency matters more than duration when building sustainable practices. Even five minutes of daily mindfulness can meaningfully reduce stress, improve focus, and increase emotional regulation. The key is showing up regularly, not perfectly.

And once you've built the daily habit? That's when AI earns its place as your pattern-spotting partner.

Ground (One minute)

Inhale through your nose for four counts. Exhale through your mouth for four counts. Repeat three times. Place your hand on your heart, if that feels right.

Then ask yourself: "How am I feeling right now?" Not how you think you should feel or how you wish you felt. How you actually feel in this moment.

No need to fix it or need to explain it; just notice it.

Release (Two minutes)

Brain dump time. Speak into your phone's voice notes or write without stopping—whichever feels more natural. The point is to physically let this out of your body and mind.

No complete sentences required, editing, or planning what to say next. Just release. Everything pulling at your attention—the unfinished tasks, the worries, the frustrations, the fleeting thoughts—gets a moment of acknowledgment. This isn't journaling for posterity. This is clearing mental space.



Kera Sanchez | Founder MilSpo Social Co
Photo Courtesy of AMSE®

Rise (Two minutes)

Choose one word or a short phrase for the energy you want to create and carry into today.

Examples: "Today I experience deep gratitude." "I step into the energy of calm confidence." "I remain joyful no matter what."

This can be turned into an affirmation, a concept popularized by Vishen Lakhiani of Mindvalley. Instead of making a declaration statement, you ask a question: "Why does [your word] come so naturally to me today?" This subtle shift engages your brain differently, prompting it to search for evidence rather than resist a claim.

Then, optionally, name one small thing you're grateful for. Keep it truthful and grounded. Can't find something? Start simple: your breath, the air in the room, a tree outside, the coffee in your hand.

This Ground, Release, Rise structure removes decision fatigue. Show up, follow the steps, and let the ritual do its work. If five minutes feels like too much on a particularly overwhelming day, do one minute. Do thirty seconds. Consistency beats duration every single time.

Boosting Your Results with AI

Here's where AI becomes your pattern-spotting partner.

Throughout the week, put your daily reflections into an AI tool like ChatGPT or Claude. At the end of the week, ask a simple question: "What patterns do you notice in my energy, stress triggers, or recurring thoughts this week?"

What you might get back:

- "You mention feeling behind in four of five entries, usually connected to work tasks bleeding into evening hours. You also note feeling strongest and most focused on days you mention morning movement or getting outside."

Now you have something concrete to work with. Evening work bleeding over into family time? That's a boundary to set. Strong correlation with morning movement? That's a non-negotiable to protect. The AI isn't telling you what to do—it's showing you what you're already experiencing but can't see from inside the pattern.

It's important to note: AI isn't a therapist, and it shouldn't replace professional mental health support if you need it. But it is a mirror that helps you see what you'd otherwise miss. It spots the threads you can't connect when you're living inside the chaos.

Use these insights to adjust one thing before the pattern becomes an entrenched habit or a serious problem.

Make It Yours

This practice is a starting framework, not a rigid prescription. Adapt it, shorten it, expand the parts that resonate and skip the parts that don't. The goal isn't perfection, it's presence.

What I've learned through my own practice is this: The days I skip this are often the days I need it most. The days when everything feels urgent and there's no time are exactly when five minutes of grounding would make the biggest difference.

One word. One breath. One honest moment with yourself. That's enough to shift a day. And sometimes, that's enough to shift everything.

AI FOR HOME OFFICE & PRODUCTIVITY

Meet Your New Household COO: How I Use AI to Run Life With Less Stress



Taylor Griffith | Founder Growing with Griffith
Photo Courtesy of AMSE®

By Michelle Stone | Founder Stone Technology & Operations LLC
Reading time: 6 minutes



Military spouse entrepreneurs are no strangers to complexity. Between running a business, managing a household, navigating deployments, and adapting to frequent change, daily life often requires constant decision-making and mental tracking. While conversations around AI often focus on business growth or content creation, its most powerful use may be much closer to home.

AI can function as a household Chief Operating Officer (COO), a behind-the-scenes support system that helps manage logistics, reduce mental load, and create calm structure in everyday life.

The Hidden Operations Problem at Home

Before integrating AI into my household systems, I found that the most exhausting part of her day was not the work itself. It was remembering everything. Meal planning, school schedules, appointments, travel prep, and daily routines lived in my head. Even with solid business systems in place, home life felt reactive.

The realization came when I recognized that my household lacked what every healthy business has: documented processes, planning support, and a central place for decisions to land. AI became the solution, not as a replacement for responsibility, but as a support layer that reduced friction.

AI as a Household COO

I began using AI the way a COO functions inside a business: anticipating needs, organizing information, and creating structure.

Some of the most impactful uses included:

- **Weekly planning support:** AI helped map out the week by combining school schedules, extracurriculars, work commitments, and personal time into one clear plan.
- **Meal planning and grocery coordination:** By prompting AI with dietary needs, budget parameters, and time constraints, meal plans became predictable and repeatable. Grocery lists were generated automatically, eliminating daily decision-making.

- **Family logistics documentation:** AI was used to create simple reference documents for routines, emergency contacts, and recurring household tasks. This made it easier to delegate and ensured continuity during travel or transitions.

- **Mental load reduction:** Reminders, checklists, and planning prompts created space to focus on what mattered most.

Over time, the household ran more smoothly, not because more was being done, but because fewer decisions were required each day.

Why This Matters for Military Spouse Entrepreneurs

Military spouse entrepreneurs often operate with limited support and unpredictable circumstances. Business growth without personal infrastructure can quickly lead to burnout.

Using AI as a Household COO offers three key benefits:

- **Stability during change:** PCS moves, deployments, and schedule disruptions become easier to manage when systems already exist.
- **Energy preservation:** Reducing your mental load frees up capacity for more family time, professional creativity, and rest.

- **Aligned priorities:** When home operations are calm, business decisions can be made with clarity instead of urgency.

This approach reframes productivity. Success is not measured by how much is handled personally, but by how well systems support the whole life.

Getting Started Without Overcomplicating It

This does not require advanced technical skills. The entry point is simple: Identify one area of friction and use AI to support it.

A few starter prompts include:

- “Create a realistic weekly schedule that balances work hours, school drop-offs, meals, errands, and personal time. Assume limited energy in the evenings and prioritize calm mornings.”
- “Create a five-day dinner plan for a busy family of four. Meals should take 30 minutes or less, use overlapping ingredients, and avoid complex prep. Then generate a categorized grocery list.”

- “Help me create a simple household operations guide that includes morning routines, weekly chores, emergency contacts, and important recurring dates. Keep it clear and easy to update.”

- “Ask me five clarifying questions to help identify what is creating the most stress in my household right now, then suggest one system or routine to simplify it.”

A Smarter Way Forward

AI does not replace human judgment, intuition, or connection. Used intentionally, it becomes a steady operational partner that supports both business and family life.

For military spouse entrepreneurs navigating complex seasons, treating AI as a household COO can be a quiet but powerful shift. It creates structure where there was stress and clarity where there was overwhelm.

Working smarter is not about doing more; it is about building systems that carry the weight, so life and business can move forward together.

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AI FOR HOME OFFICE & PRODUCTIVITY

Design Your Dream Home Office:

AI Tools to Plan, Organize, and Optimize Your Space

By Kera Sanchez | Founder
MILSPO Social Co.
Reading time: 8 minutes



Military spouse entrepreneurs rarely get the luxury of choosing their workspace. Whether it's base housing with limited square footage, a rental that prohibits modifications, or temporary lodging during a PCS, the office often ends up being a corner of the dining room or a converted closet. Yet workspace design profoundly impacts productivity, and waiting for the perfect space means never getting started.

The challenge isn't just physical constraints, but the mental energy required to envision possibilities. After spending a day managing business tasks, military life logistics, and family responsibilities, sitting down to plan an optimal workspace feels impossible. This is precisely where AI tools shine. They eliminate the creative burden while maximizing whatever space is available.

Traditional interior design services are expensive and location-dependent, impractical for families who'll move in eighteen months. AI design tools streamline professional-quality space planning, offering customized solutions based on specific dimensions, lighting conditions, and functional needs. The result is a workspace tailored to how the entrepreneur actually works, not generic Pinterest inspiration.

Lighting makes or breaks a home office, especially for video calls with clients or content creation. AI tools can analyze photos of a space and recommend optimal desk placement for natural light, suggest artificial lighting solutions for windowless rooms, and even predict how lighting will look at different times of day. For military spouses working across time zones, this becomes crucial.

Organization systems need to accommodate both business needs and military lifestyle realities. The filing system must be logical enough to navigate after a move, storage solutions must fit in various housing configurations, and everything must be flexible enough to adapt when square footage shrinks or expands with each PCS.

Acoustic considerations often get overlooked until the first client call gets interrupted by bark-

ing dogs, practicing instruments, or neighbor noise through thin walls. AI can analyze room acoustics and suggest cost-effective soundproofing solutions appropriate for rental spaces where permanent modifications aren't allowed.

The ergonomics of a workspace impact long-term health and daily productivity. AI tools can evaluate desk height, chair positioning, monitor placement, and keyboard angles to provide specific recommendations to prevent the neck pain, back problems, and repetitive strain.

Color psychology and visual environment affect focus and creativity in measurable ways. AI design assistants can suggest color schemes that promote concentration for accounting work, creativity for content creation, or calm for client consultations.

Action Items:

Map Your Space Digitally: Use Roomstyler, Planner 5D, or IKEA's AI-powered Place app to create a 3D model of your workspace. Upload room photos to HomeStyler AI for instant design suggestions based on actual dimensions and existing features.

Optimize Layout with AI: Input your work requirements into Floorplanner or Room Planner AI and let algorithms suggest optimal furniture arrangements. Use Foyr Neo's AI feature to generate multiple layout options you can compare side-by-side.

Test Lighting Solutions: Upload workspace photos to Lux AI or use smartphone apps like myLightCalc to analyze current lighting. Get AI recommendations for bulb temperature, lamp placement, and solutions for video call lighting using Lume Cube's setup guides.

Design Storage Systems: Use ChatGPT or Claude to describe your business supplies and available space, then ask for customized organization system recommendations. Input dimensions into Modsy for AI-generated storage solutions that fit specific military housing configurations.

Evaluate Ergonomics: Use DESKVIEW or similar AI posture analysis apps with your smartphone camera to assess desk setup. Input your height and work style into ErgoPlus calculators



Lauren Wittenberg Weiner | Founder Lone Pine Advisors
Photo Courtesy of AMSE®

for personalized equipment recommendations that prevent strain.

Soundproof Strategically: Describe your noise challenges to AI assistants like ChatGPT, which can suggest portable soundproofing solutions appropriate for rentals. Use Niosh Sound Level Meter app to measure actual decibel levels and identify problem areas.

Choose Colors Wisely: Input your work type and personal preferences into Colormind or Colors AI to generate psychologically optimized color palettes. Use Sherwin-Williams' ColorSnap Visualizer with AI to preview paint colors in your space before purchasing.

Create a Portable Kit: Ask AI tools to design a "rapid deployment office" that fits in two boxes for quick setup during PCS moves. Use Sortly with AI photo recognition to catalog and track all office items across relocations.

Budget Intelligently: Feed your space requirements and budget constraints into ChatGPT or Claude for prioritized shopping lists. Use AI price comparison tools like ShopSavvy to find best deals on recommended items at your current duty station.

The dream home office for a military spouse entrepreneur isn't about granite countertops or custom built-ins—it's about a workspace that functions beautifully within current con-

straints while adapting to future unknowns. AI design tools make professional-quality space planning accessible, affordable, and achievable in an afternoon rather than weeks. The result is a workspace that enhances productivity today and packs efficiently for tomorrow, wherever military life leads next.

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AI FOR HOME OFFICE & PRODUCTIVITY

Recording Studio-Quality Podcasts from Anywhere: AI Tools That Travel with You

AMSE®
Reading time: 9 minutes



Military spouse entrepreneurs are increasingly turning to podcasting as a powerful way to build authority, connect with audiences, and grow businesses that transcend geographic boundaries. A podcast travels seamlessly from duty station to duty station, reaches clients globally, and establishes expertise in ways written content simply can't. Yet traditional podcast production—with expensive equipment, complicated software, and technical learning curves—has kept many military spouses on the sidelines.

The barrier isn't passion or expertise, but logistics. How does someone record professional-quality audio when living in base housing with paper-thin walls? How do they coordinate guest interviews across multiple time zones while managing family schedules? These challenges have made podcasting feel inaccessible to the very entrepreneurs who could benefit most from its flexibility.

AI-powered recording platforms like Riverside are eliminating these obstacles entirely. Unlike traditional recording setups requiring microphones, mixing boards, and audio engineering knowledge, these tools deliver studio-quality results through nothing more than a web browser. AI handles the technical complexity while the host focuses on creating compelling content and building meaningful connections with guests.

The remote recording capability proves invaluable for military spouse podcasters. Whether the host is stationed in Stuttgart or Seoul, guests can join from anywhere with internet access, and the platform captures each person's audio and video locally in the highest quality. No more garbled Zoom recordings or asking guests to navigate complicated software installations. The barrier to securing high-profile guests drops dramatically when participation requires simply clicking a link.

Audio quality consistency matters for audience retention and professional credibility. Traditional recording methods produce varying results depending on the room, equipment, and technical setup. AI-powered platforms automatically compensate for less-than-ideal recording conditions, suppressing background noise, balancing audio levels, and ensuring every episode sounds polished regardless of whether it was recorded in a dedicated studio or a kitchen with kids playing in the next room.

The time savings compound quickly. Traditional podcast editing consumes hours per episode. AI tools now automate much of this process, generating transcripts for show notes, identifying highlight clips for social media, and even suggesting edit points where conversations dragged. For military spouses juggling business operations and family responsibilities, reclaiming these hours is the difference between podcasting being sustainable or impossible.

Content repurposing becomes effortless when AI handles the heavy lifting. A single podcast episode recorded on Riverside can automatically generate video clips for Instagram and YouTube, transcripts for blog posts, and quote graphics for Pinterest—all with minimal manual effort. This multiplication of content from one recording session maximizes return on the time investment.

Action Items:

Create Your Riverside Account: Sign up for Riverside.fm and complete the initial setup. Start with the free trial to test features before committing. Complete the platform tutorial to understand recording, editing, and export capabilities specific to your needs.

Optimize Your Recording Environment: Use Riverside's built-in audio check feature before your first recording. Position yourself near a window for natural light if recording video. Use ChatGPT or Claude to get tips for improving sound quality in your specific housing situation without permanent modifications.

Design Your Show Format: Plan your podcast structure using AI assistance. Ask ChatGPT to generate episode templates, intro/outro scripts, and question frameworks for guest interviews. Create a Notion or ClickUp template that streamlines episode planning for consistent production.

Schedule Guest Interviews Seamlessly: Use Riverside's Calendly integration or set up your own scheduling system that accounts for time zone differences. Create email templates using AI writing tools for guest outreach, confirmation, and pre-interview preparation that establishes professionalism.

Master the Recording Interface: Record a practice episode with a friend or family member to familiarize yourself with Riverside's controls. Test the separate audio/video track recording, screen sharing for tutorials, and live switching features if planning multi-camera setups.

Leverage AI Transcription: Enable Riverside's automatic transcription feature to generate searchable text of every episode. Use these transcripts with ChatGPT or Claude to create show notes, pull compelling quotes, identify key timestamps, and generate social media captions in minutes instead of hours.

Create Social Media Assets: Use Riverside's built-in clip creation tool to identify the most engaging 30 – 90 second segments that will perform best.

Automate Episode Publishing: Connect Riverside to podcast hosting platforms like Buzzsprout, Transistor, or Libsyn for automatic episode uploads. Set up distribution to Spotify, Apple Podcasts, and other directories so each episode reaches all platforms simultaneously without manual uploading.

Batch Record When Possible: During stable periods between PCS moves or deployments, record multiple episodes in single sessions. Riverside's cloud storage keeps everything accessible regardless of which computer or location you're working from later.

Repurpose Strategically: Feed Riverside transcripts into tools like Describe or Opus-Clip AI to automatically generate blog posts, email newsletter content, LinkedIn articles, and quote graphics. Transform one 30-minute recording into two to three weeks of multi-platform content.

Build a Mobile Setup: Invest in a simple USB microphone (like Blue Yeti Nano) and basic ring light that pack easily for PCS moves. Riverside works on tablets and smartphones, creating a complete portable podcast studio that fits in a carry-on bag.

For military spouse entrepreneurs, podcasting through AI-powered platforms represents freedom from geographic constraints and technical barriers. The podcast becomes the rare business asset that not only survives but thrives amid military life's constant changes—a voice that reaches audiences worldwide while the business owner navigates the unique challenges of serving those who serve.

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AI FOR HOME OFFICE & PRODUCTIVITY

Setting Up a Plug-and-Play Office System for Every PCS

AMSE®
Reading time: 5 minutes



The average military family moves every two to three years. For military spouse entrepreneurs, each relocation means dismantling a carefully constructed workspace and rebuilding it from scratch—unless they've designed a system that travels. The difference between businesses that survive PCS moves and those that don't often comes down to one factor: portability.

Traditional office setups are location-dependent. They rely on local vendors, physical filing systems, installed software, and community connections that evaporate the moment orders arrive. Smart military spouse entrepreneurs are flipping this model entirely, building businesses that exist primarily in the cloud with AI tools that work identically whether logging in from California, Korea, or somewhere in between.

The plug-and-play office concept means that within hours of internet access at a new duty station, the entire business infrastructure is operational. No waiting for new business cards, no transferring files from old computers, no rebuilding contact lists, and no explaining to clients why everything has changed. The business simply continues as if the move never happened.

AI technology makes this possible in ways that weren't feasible even five years ago. Cloud-based tools with AI capabilities handle everything from client communications to financial management, all accessible through a simple login.

Physical minimalism becomes a strategic advantage. When the entire business can run from a laptop, smartphone, and portable monitor, setup time at a new location drops from weeks to minutes. There's no heavy equipment to ship, no dedicated office space required, and no waiting for furniture delivery before resuming client work.

Security and continuity matter tremendously during transitions. AI-powered backup systems ensure no data gets lost in transit, no client information disappears, and no financial records go missing. Everything exists in multiple secure locations simultaneously, immune to the chaos of moving trucks and misplaced boxes.

The psychological benefit shouldn't be underestimated. Knowing that the business infrastructure is location-proof reduces the anxiety that typically accompanies PCS orders. Instead of dreading the disruption, military spouse entrepreneurs can focus on the opportunities a new location might bring: new clients, new markets, new partnerships.

This approach also creates unexpected flexibility for the military lifestyle. When a service member gets last-minute TDY orders or a family emergency requires quick travel, a portable business system means working from anywhere becomes genuinely possible, not just theoretically feasible.

Action Items:

Migrate to Cloud Storage: Transfer all business files to Google Workspace, Microsoft 365, or Dropbox Business. Use AI-powered organization tools like Dropbox Dash to automatically tag and categorize files for instant retrieval anywhere.

Establish Virtual Communication Hub: Set up a business phone system through OpenPhone or Google Voice that keeps the same number across moves. Implement Slack or Microsoft Teams with AI assistants for internal communications and client collaboration.

Centralize Client Management: Move all client data into a cloud CRM like HubSpot, Pipedrive, or Salesforce Starter. Enable AI features for automatic contact updates, interaction logging, and follow-up reminders that work regardless of location.

Digitize Financial Operations: Switch to cloud accounting platforms like QuickBooks Online or Xero with AI bank feed matching and automated expense categorization. Add Expensify or Dext for AI-powered receipt scanning that works from any device.

Create Standard Operating Procedures: Use Scribe or Tango to create automated documentation of every business process with screenshots. Store in Notion, ClickUp, or Airtable with AI search capabilities for instant access to protocols.

Build a Virtual Vendor Network: Replace location-specific vendors with AI-powered alternatives: Canva for design work, Fiverr Business for freelance help, PrintFul or Printify for product fulfillment that ships from anywhere.

Automate Marketing Systems: Set up evergreen content pipelines using Buffer, Hootsuite, or Later with AI content suggestions. Create email sequences in Mailchimp or ConvertKit with AI optimization that nurtures leads without manual intervention.

Invest in Portable Hardware: Acquire a lightweight laptop with strong battery life, noise-canceling headphones for calls in temporary spaces, and a portable monitor. Use cloud-based AI transcription like Otter.ai instead of physical recording equipment.

Test the System: Before the next PCS, spend one full workday operating only from a coffee shop using just laptop and phone. Identify any dependencies on location-specific resources and eliminate them with cloud alternatives.

The military lifestyle will always involve movement and uncertainty. But business success no longer requires roots planted deeply in one location. With AI-powered cloud systems, military spouse entrepreneurs can build enterprises that are simultaneously stable and mobile which is a combination that once seemed impossible but now defines the future of military spouse entrepreneurship. The office doesn't need a new address at each duty station because the office exists everywhere and nowhere, ready to work within moments of logging in.

The 15-Minute Morning Reset: AI Routines That Keep Your Workspace Productive

AMSE®
Reading time: 5 minutes



Military spouse entrepreneurs face mornings that range from chaotic to catastrophic. A service member leaves for a pre-dawn PT session, kids need lunches packed, the dog needs walking, and somewhere in that madness, a business needs to run. The idea of a leisurely two hour morning routine feels laughable. What's needed is maximum business impact in minimum time.

Enter the 15-minute morning reset: a strategic sequence of AI-powered tasks that transform a workspace from overnight clutter to productivity powerhouse before the first client call. This isn't about perfection; it's about creating enough order and clarity to tackle the day's revenue generating work without drowning in administrative chaos.

The magic happens when AI handles the tasks that typically consume the first hour of a workday. Instead of manually sorting through emails, checking social media metrics, reviewing yesterday's incomplete tasks, and figuring out today's priorities, entrepreneurs can delegate these mental loads to tools designed specifically for this purpose.

Most military spouse business owners operate in survival mode, responding to whatever screams loudest rather than working strategically. The 15-minute reset shifts this dynamic. By automating the assessment and organization phase, entrepreneurs reclaim control over their schedules instead of letting chaos dictate their days.

The psychology matters as much as the productivity. Starting the day with a clear workspace, organized task list, and responsive communication systems creates mental space for creative problem-solving and strategic thinking. When the workspace feels under control, the business owner feels capable of tackling bigger challenges—landing that new contract, developing a new service offering, or finally implementing that marketing strategy.

This approach proves particularly valuable during high-stress military life phases. During deployments, TDYs, or reintegration periods when emotional bandwidth is limited, having automated morning systems means the business continues functioning even when the owner's mental energy is depleted. The routine becomes a stabilizing force when everything else feels uncertain.

The beauty of AI morning routines is their adaptability. They work whether logging in from a home office in North Carolina, a kitchen table in Germany, or a coffee shop during a cross-country PCS move. The location changes, but the productivity framework remains constant.

Action Items:

Email Triage (Three minutes): Use SaneBox or Gmail's AI filters to automatically sort overnight emails into priority folders. Review AI-generated summaries from tools like Superhuman or use ChatGPT to draft quick responses to routine inquiries.

Task Prioritization (Two minutes): Open Motion, Reclaim.ai, or Todoist with AI task scheduling to review auto-generated daily priorities. Let AI identify which tasks absolutely must happen today versus what can wait.

Social Media Quick Check (Two minutes): Use Metricool or Hootsuite Analytics to review AI-generated performance reports from yesterday's posts. Let Later or Buffer suggest optimal posting times for today's pre-scheduled content.

Calendar Optimization (Two minutes): Let Clockwise or Reclaim.ai automatically reorganize today's calendar, creating focus time blocks around meetings. Use Calendly's AI features to manage any scheduling conflicts that emerged overnight.

Workspace Organization (Two minutes): Use Notion AI or ClickUp's AI assistant to quickly scan project boards and flag anything requiring immediate attention. Let the AI summarize progress on ongoing projects.

Content Pipeline Check (Two minutes): Review what's scheduled across platforms using CoSchedule or ContentCal. Use AI writing assistants like Jasper or Copy.ai to quickly fill any content gaps for the week ahead.

Quick Win Identification (Two minutes): Ask ChatGPT or Claude to analyze your task list and identify the highest-impact activity for the day. Use voice-to-text AI like Otter.ai to capture any brilliant ideas that emerged during the morning chaos.

The 15-minute morning reset isn't about doing everything—it's about ensuring nothing critical gets missed while maintaining forward momentum. For military spouses balancing unpredictable family demands with business ambitions, these quick investments create structure without rigidity, productivity without burnout.

AI FOR HOME OFFICE & PRODUCTIVITY

The Assistant You Didn't Know You Needed: Automating Your Administrative Tasks

AMSE®

Reading time: 5 minutes



For military spouse entrepreneurs, time is the most precious commodity. Between managing PCS moves, supporting a service member, and building a business that can thrive anywhere, administrative tasks often pile up like unwashed laundry after field training. Enter artificial intelligence—not as a futuristic concept, but as a practical solution that's available right now.

Many military spouse business owners are drowning in the daily grind of invoicing, email management, social media scheduling, and customer service responses. These tasks are necessary but time consuming, pulling focus away from revenue-generating activities and strategic growth. What most don't realize is that AI tools can handle much of this workload, freeing up hours each week.

The beauty of AI assistance lies in its accessibility. Unlike hiring a virtual assistant, AI tools work 24/7, don't require PTO, and cost a frac-

tion of traditional help. They're also location independent, which is perfect for entrepreneurs who might be stationed in Okinawa one year and Oklahoma the next.

Take email management, for example. AI-powered tools can draft responses to common customer inquiries, sort messages by priority, and even schedule follow-ups. Instead of spending an hour each morning clearing their inbox, a military spouse entrepreneur can review AI-generated drafts and hit send, reclaiming that time for client work or family obligations.

Social media presents another opportunity. AI scheduling tools don't just post content; they analyze engagement patterns to determine optimal posting times, suggest content ideas based on trending topics, and even generate caption variations. For the spouse juggling a deployment and a business, this means maintaining consistent brand presence without constant phone checking.

Content creation, often the biggest time drain, becomes manageable with AI assistance. From blog post outlines to product descriptions, AI can generate first drafts that entrepreneurs then personalize with their unique voice and

expertise. What once took three hours now takes thirty minutes.

Customer service chatbots have evolved beyond clunky automated responses. Modern AI can handle initial customer inquiries, answer frequently asked questions, and escalate complex issues to the business owner—all while she's attending her child's school event or navigating a spouse employment workshop.

Action Items:

Start Small: Choose one repetitive task consuming significant time each week. Try Superhuman or Spark Mail for email management, or Buffer and Later for social media scheduling.

Research Tools: Explore AI platforms like ChatGPT, Claude, or Jasper AI for content creation. Canva's Magic Write feature offers AI assistance for design-related copy. Most offer free trials for experimentation.

Set Up Templates: Use tools like Text Blaze or ChatGPT to create saved responses for common inquiries. Gmail's Smart Compose and Outlook's suggested replies learn from existing communication patterns.

Schedule a Review Day: Dedicate one afternoon to implementing Zapier or Make (formerly Integromat) to connect apps and automate workflows between platforms without coding knowledge.

Track Time Saved: Use RescueTime or Toggl Track to measure productivity gains. These tools automatically log time spent on tasks before and after AI implementation.

Join Online Communities: Connect with military spouse entrepreneurs in the Association of Military Spouse Entrepreneurs.

Invest Savings Wisely: Redirect reclaimed hours toward Calendly for automated scheduling, FreshBooks for AI-powered invoicing, or ManyChat for Instagram and Facebook customer service automation.

The military lifestyle demands flexibility and resourcefulness. AI automation isn't about replacing the human touch that makes military spouse businesses special, but eliminating the administrative burden that prevents that special touch from reaching more clients. In a life filled with uncertainty, AI assistance offers one certainty: More time for what truly matters.

THANK YOU



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The Social Chica

As we reach our 11th issue, I want to take a moment to recognize everyone who continues to make the Military Spouse Entrepreneur Guide a reality.

To our contributors—the military spouse entrepreneurs who keep showing up with their stories: Your willingness to share both the wins and the struggles creates real value for our community. You've shown what's possible when military spouses refuse to let circumstances define their potential, and your experiences continue to inspire action.

To our supporters—the organizations and partners who stand with us: Your continued investment in this vision matters more than you know. The mentorship, resources, and opportunities you provide don't just support individual entrepreneurs—they strengthen entire military families and

prove that meaningful change happens through sustained commitment.

To the Stars and Stripes team—who continue championing military spouse voices: Your ongoing partnership has given this work credibility and reach we couldn't have achieved alone. Six years in, your dedication to amplifying our community's entrepreneurial achievements remains as strong as day one, and that consistency means everything.

This guide thrives because we all share a commitment to economic resilience that travels with military families wherever orders take them. As we continue building together, I'm grateful for what we've accomplished and excited about where we're headed.

With sincere gratitude,

Moni Jefferson

CEO/Founder Association of Military Spouse Entrepreneurs®

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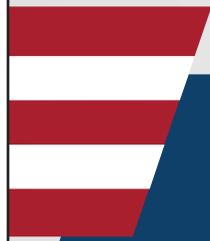
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You Can't Start or Grow Your Business Without Help



Photo Courtesy of AMSE®

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

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 (Hire a milspouse from the directory)

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 (Hire a milspouse from the directory)

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** - [Zoho](#)
- 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** - [Hubspot](#)
- 3. Advanced** - [Airtable](#)

SOCIAL MEDIA MANAGEMENT

So after you set up your social media pages, how are you supposed to 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** - [Buffer](#)
- 2. Intermediate** - [Hootsuite](#)
- 3. Advanced** - [Agorapulse](#)

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 an AMSE® member-Check the AMSE® Circle or Directory)

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** - [Voxer](#)

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](#)
2. **Intermediate** - [Riverside.fm](#)
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](#)
3. **Advanced** - [Quickbooks](#)

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](#)
3. **Advanced** - [Proposify](#)

PODCASTING

1. **Beginner** - [Spotify for Creators & Lybson](#)
2. **Intermediate** - [Streamyard](#)
3. **Advanced** - [Squad Cast](#)

AI

1. **Beginner** - [Claude](#)
2. **Intermediate** - [Zapier](#)
3. **Advanced** - [Fireflies](#)

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.

DAY TO DAY

1. [Instacart](#)
2. [Hellofresh](#)
3. [Doordash](#)



Attendees of the More than a Milspouse Summit
Photo Courtesy of AMSE®

Military Spouse Owned Business Directory

The Association of Military Spouse Entrepreneurs is proud to not only elevate and empower a global community of military spouses, but we proudly support and highlight their businesses in the most extensively published directory of military spouse owned businesses.

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

[Proveit Studio](#)

[Sea to Sea with Love](#)

[Studio Vella Design](#)

[The Little Things Design Co.](#)

[The Tumbler Universe](#)

[UNIQUE PL8Z](#)

[Woven Golden](#)

BLOGGERS/FREELANCE WRITERS

[A Military Wife's Life](#)

[Airman to Mom, LLC](#)

[Allena Development Group, LLC](#)

[Amanda J Krieger](#)

[Amanda Kostro Miller, Copywriter](#)

[Ashley Comegys, LCSW, LLC](#)

[Baked Bree](#)

[Developing with Devan](#)

[Gamma Rho Omricon Gardening Sorority Incorporated](#)

[Goodie Godmother](#)

[Happily Joint](#)

[HD Copywriting](#)

[Heather Tabers, Author & Blogger – Let's Do Life Together](#)

[Hope Fully Motherhood](#)

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[Mama Hu Hears](#)

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APPAREL

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[78 Magnolia Lane](#)

[Ailana J.](#)

[Athena's Elements, LLC](#)

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[Bearerra](#)

[Big Frog Custom T-Shirts & More of Prince Georges](#)

[Echo-san](#)

[Fashion Plate Boutique](#)

[Fit With Stevie](#)

[Goldfinder Accessories](#)

[KellyEsq](#)

[Kinuko](#)

[Life Soldier](#)

[Little Bug](#)

[Lone Birch Lane](#)

[Magnolia Wishes Boutique](#)

[MBS](#)

[One Ocean Swimwear](#)

[Quilt Lizzy](#)

[Sieger Design Co.](#)

[Soirée Bridal Boutique](#)

[Style By Marit](#)

[The Vintage Sailor](#)

[Tierra Musa](#)

[TOLITIS Wear](#)

[Trades of Hope](#)

[Virtual Creative Co.](#)

[Wanderlust and Mayhem](#)

[Wear Your Spirit Warehouse](#)

[Wilco Supply](#)

[Winged + Woven Boutique](#)

[Winning the Wardrobe](#)

[You Can Fit Out 2, LLC](#)

ARCHITECTURE

[American Environmental Assessment & Solutions, Inc.](#)

[Bleu Bee Designs](#)

[Heaven Sent Design and Decor](#)

[Jaunty J Interiors](#)

[Kingstruction](#)

[Lilium Olèa Design](#)

[Manifesto Home & Office](#)

[Nikki Klugh Design](#)

[Pfeffer Development](#)

[Studio Vella Design](#)

[Ursa Interiors](#)

ARTS

[a Little & a Lottie](#)

[Amor To Create](#)

[Amy Morgan & Co. Jewelry](#)

[Apricate Glass Co.](#)

[Creative HadleyDike](#)

[Dust and Dots](#)

[For you by LaLa](#)

[Hip Threads Embroidery](#)

[Homeland Made Shop](#)

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[Nerissa Alford Designs](#)

[Printed Sentiments](#)

BLOGGERS/FREELANCE WRITERS

CONT

[Mil Mom Adventures](#)

[Moms Unschooled](#)

[Mrs. Navy Mama](#)

[MyActiveChild.com](#)

[NomadAbout](#)

[Seasoned Spouse](#)

[Shine Sis](#)

[Simply Liz Love](#)

[Stories She Tells](#)

[Systemized Mama](#)

[Team Valentine Project](#)

[Teaspoon of Nose](#)

[The Military Mom Collective, LLC](#)

[The Sick Mom's Guide](#)

[The Waiting Warrior](#)

[TheMrsTee, LLC](#)

[Thrive On, LLC](#)

[VidProMom](#)

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BEAUTY

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[Pit Polish Natural Deodorant](#)

[Pomifera-Jessica Simmons](#)

[Simply Liz Love](#)

[Star Creations Hair Studio](#)

[The Lavished Crown](#)

[Tiny Human Skin](#)

[Woodknots + Whimsy](#)

BOOKEEPING

[Alpenglow Accounting LLC \(a franchise of Breakaway Advising LLC\)](#)

[Argent Advisor](#)

[Balanced Integrity](#)

[Breakaway and Advising](#)

[Bynum Bookkeeping](#)

[Capital Practice Consulting](#)

[Choose Love Solutions, LLC](#)

[Easley Ledger](#)

[Eldridge CPA, LLC](#)

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[Grow Thrive Succeed, LLC](#)

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[Tracking Transactions, LLC](#)

[Valor Payroll Solutions](#)

[W.E.B.S. Tax Preparation & Bookkeeping Services, LLC](#)

BOOKS/EDITING

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[The Life of a Military Brat](#)

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CLEANING

[Freedom Cleaning](#)

[Jordan Essentials](#)

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[Overstreet Organizing, LLC](#)

COACHING/CONSULTING

[A K McConnell](#)

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[Spotlight Talent Group, LLC](#)

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[Strive 4ward Coaching](#)

[Student Wellness Coach](#)

[Tai Phoenix Consulting](#)

[Talent Stays](#)

[Team Hansen Education and Empowerment, LLC](#)

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[The Crews Coach](#)

[The Institute for Integrative Intelligence](#)

[The Joy Weaver](#)

[The Mother Heard LLC](#)

[The Tyne Group](#)

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[Veridian Legacy Partners LLC](#)

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DIRECT SALES

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[W. Corey - Scout & Cellar](#)

EDUCATION

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[Navigating Behavior Change](#)

[Tetiana's Piano Studio](#)

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[The Learning PEARadise](#)

[Vimbo Watson, LLC](#)

EMPLOYMENT

[A Platinum Resume & A Platinum Resume Career Academy](#)
[Instant Teams](#)
[Nexus Search Group](#)
[Vetech Business Services, LLC](#)
[VirtForce, LLC](#)
[WISE Advise + Assist Team](#)
[With you with me](#)

EVENT PLANNING

[Blessid Union Officiant & Events](#)
[CK Connections](#)
[FTM Fashion Week](#)
[Galaxy Events](#)
[Happily Ever After Express](#)
[HelmsBriscoe](#)
[LNW Enterprises](#)
[Love Wedding & Events + Photo Booths](#)
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[MKM Collective](#)
[PME, Professional Momentous Events, LLC](#)
[Rustic Elegance](#)
[Sip Social Huntsville](#)
[Special Ops Child Watch, LLC.](#)
[The Agency National Harbor](#)
[Together Hub](#)
[Vida Chic Weddings and Events](#)

FINANCIAL

[Align Financial Planning, The MacPherson House Bed & Breakfast and Bloom Apothecary](#)
[BayView Financial Planning](#)
[Caroline Y. Beasley, CPA](#)
[Crusaders for Change](#)
[Cultivated Strategy Group](#)
[Empowered Investor - Janelle Quinn](#)
[For the Love of Funds, LLC.](#)
[Grace and Grit Financial, LLC](#)
[Grace Financial Coaching](#)
[Key Financial Coaching](#)
[Managed Expectations](#)
[Mass Mutual](#)
[Metis Financial](#)

[Noea Moss Financial Representative at Northwestern Mutual](#)
[On My Own Financial](#)
[Pasion Media, LLC](#)
[Primerica Financial Services](#)
[Real Life Finances](#)
[Sawston Wealth Management, LLC](#)
[Slay This Debt](#)
[The Agency National Harbor](#)

FITNESS

[American Sports & Entertainment, DBA: American Spirit Athletics](#)
[Cayuga Climbs](#)
[DMM Fitness and Nutrition](#)
[Doll Yoga Wear](#)
[Fierce Fit Sisterhood](#)
[Heart and Sole Fitness & Wellness](#)
[High Flight Fitness, LLC](#)
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[Lotus River Wellness](#)
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[Mel Marie Yoga](#)
[Moore Fitness Lab](#)
[Resolve Fitness Solutions](#)
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[Trauma Healing Yoga Therapy Program](#)
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FOOD

[Alamo Kitchens](#)
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[Beech St. Sweets](#)
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[Cake Artista, LLC](#)
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[Defy Nutrition, LLC](#)
[Kids Cake Boxes](#)
[La-Re-Mi Cupcakery](#)
[Lulu's Custom Bakery](#)
[Mission Brewed Coffee](#)
[Oh My Pies & More](#)
[Rose Macarons](#)
[Sarah's Cookie Boutique](#)

[The Professor's Kitchen](#)
[Wandering Rose Coffee Co.](#)

GIFT/PRODUCTS

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[Betzy's Designs](#)
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[Brushfire Blue, LLC](#)
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[Mamie L. Pack Media](#)
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[Midnight Wisteria](#)
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HEALTH & WELLNESS

[Alicia Smith Chiropractic](#)

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[Awakening Mental Health](#)

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[Becoming Mom by Kaleigh](#)

[Brain Executive Program](#)

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[Julie Jacobs Coaching, LLC](#)

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[LITE Mental Health and Wellness Center](#)

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[M.E.T. Speech Therapy, LLC](#)

[Mama Duty](#)

[Mama's Wing Woman](#)

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HEALTH CARE

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INFLUENCERS/CONTENT

CREATORS

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JEWELRY

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[When Flowers Bloom](#)

KIDS

[Ailana J.](#)

[Black Girl MATHgic](#)

[Bunnee, LLC](#)

[Clap for Classics!](#)

[Elevated Toddler Play](#)

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[Kids' Cake Boxes](#)

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LEGAL

[Bodkin IP](#)

[Cranford Marshall Legal, LLC](#)

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LEGAL CONT

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

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MARKETING

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[KLI Brand](#)

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[Syt Biz](#)

[Team B Strategy](#)

[The Media Tour, LLC](#)

[Think Social HQ](#)

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[WISE Advise and Assist](#)

NONPROFIT

[Action Zone and Action Zone Academy](#)

[AMSE® Alliance](#)

[Bautista Project Inc.](#)

[Blacks in Technology in Columbia](#)

[Building Military Families Network](#)

[Defenders of Resilience Military Ministry](#)

[Deployed Love](#)

[Enriching Lives](#)

[Esposas Militares Hispanas USA Armed Forces](#)

[Feya Foundation](#)

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[It's All About You](#)

[National Capital Regional Military Spouses](#)

[National Society for African American Innovators](#)

[NV3 Foundation](#)

[Operation Amplify](#)

[Operation Freelance](#)

[Orphans To Royalty](#)

[Pink Warrior Angels](#)

[Planting Roots](#)

[Semper K9 Assistance Dogs](#)

[The Veteran's Spouse Project](#)

[Tiny Together](#)

PET CARE

[KnS Equine Systema Farm, LLC](#)

[Old Fashion K9, LLC](#)

[The Paws Corner, LLC](#)

PHOTOGRAPHY

[Alison Bell, Photographer](#)

[Amanda Brisco Photography, LLC](#)

[Ashton Gabrielle Photography](#)

[Augenblicke by Steffi Sessoms Photography](#)

[AVC Photo Projects](#)

[Brittany Harmening Photography](#)

[Christa Paustenbaugh Photography](#)

[Danielle Hiltner Photography](#)

[Emma B Photography](#)

[Erin Thompson Photography](#)

[Funny Bone Photo Booth](#)

[Impac Media Group](#)

[Jenny Hansen Photography](#)

[Jerelsy Photography](#)

[Joanie Zipperer Photography, LLC](#)

[Julie Igo Photography](#)

[Kela Stout Photography, LLC](#)

[Kelley Stinson Photography](#)

[Kia & Co](#)

[Kim Kimber Photography](#)

[Lena Lee Photography, LLC](#)

[Lyssa Barrow Photography](#)

[Marisa Glaser Creative](#)

[Megan Culbertson Design](#)

MILITARY SPOUSE OWNED BUSINESS DIRECTORY

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[Mr. Brian Walsh Photography](#)

[Nanu Graphics](#)

[Nicole Lockhart Photography](#)

[Photogra-Z](#)

[Rebecca Caroline Photography](#)

[Ricker VA Assistance & J9 Studio](#)

[Romasanta Media, LLC](#)

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[Sara Chang Photography](#)

[Sea Brooke Photo](#)

[Shelby Roberts Photography](#)

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PODCASTS

[A wild ride called life](#)

[Airman to Mom](#)

[Confessions of a Military Spouse](#)

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[Emily Porter Co.](#)

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[Married to Military, LLC](#)

[Mothers In Construction](#)

[My Military Life - The Military Spouse Show](#)

[Owning Up \(Assoc. of Military Spouse Entrepreneurs\)](#)

[The Lions Garden](#)

[The Waiting Warrior](#)

[Trisha Fraley, LLC](#)

REAL ESTATE/PCS

[Alyssa Wray, Licensed Real Estate Agent, VA Azucar Inc.](#)

[Candice Saenz Real Estate Strategist](#)

[Candid REI Coaching, LLC](#)

[Excerebus™ Logistics, Inc.](#)

[Jennifer Huggins, Realtor-Ambassador for Pay-It-Forward, Inc.](#)

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[Mac Pherson House](#)

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[Scheerer Home Team, LLC](#)

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[VBW Ventures](#)

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RELIGIOUS

[Against The Grain Group, LLC](#)

[God and Me Now](#)

[Nueva Ministries](#)

[Planting Roots](#)

[Rev. I, do Officiating](#)

[Violet Detre, Speaker Author Happiness Advocate](#)

TRAVEL

[Adventure By Allison](#)

[Busy Lil' Bri Organizing](#)

[Dream Light Vacations](#)

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[Endless Routes Travel, LLC](#)

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[Flyga Twiga, LLC](#)

[Greight Company, LLC.](#)

[Incredible Memories Travel](#)

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[Mommy and Me Travels](#)

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[RnR Vacations and Cruises, LLCby Dream Vacations](#)

[StarDream Expeditions, LLC](#)

[The Bali House and Cottage at Kehena Beach Hawaii](#)

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TECHNOLOGY/SOFTWARE

[AABLE, LLC](#)

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[Civil Technology Inc.](#)

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[Hanson House, LLC](#)

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[Sawston Wealth Management, LLC](#)

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[Stellar Quanta Labs LLC](#)

[Stone Operations](#)

[Trinity Data Solutions & IT Services, LLC](#)

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VIRTUAL ASSISTANTS

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[Brittany Dantzler](#)

[Brittney Barber](#)

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[Freedom Makers](#)

[Meredith Whitley](#)

[Organized Q](#)

[Skycee Virtual Solutions, LLC](#)

[Thompson Consulting](#)

[Virtual Changemakers](#)

OTHER

[American Environmental Assessment & Solutions, Inc.](#)

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