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*12<sup>th</sup> Edition*

# Military Spouse Entrepreneur Guide **2026**

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## Brand Power

**Beyond The Product:  
The Power Of  
Your Own Story**

**Why Authenticity  
May Be Your  
Biggest Asset**

**Built On Trust:  
How Transparency Keeps  
A Business Thriving**

**More Than A Mention:  
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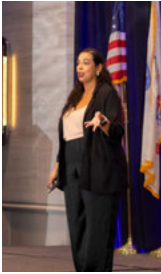
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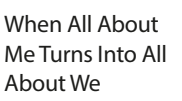
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## Welcome to Issue 12

# Brand Power



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

Can we talk about visibility for a second? Because I think we underestimate it.

Here's the thing about being a military spouse entrepreneur — we don't get to put down roots the way other business owners do. Just when you've found your rhythm, your people and your local network, orders come through and you're starting over. Again. In that world, being seen isn't some nice-to-have marketing tactic. It's how someone in a brand-new town finds out you exist before you've had time to earn your way in the old-fashioned way.

That's what this issue is really about.

I asked our contributors to get honest about how they've actually done this — not the polished, theoretical version, but the real one. How they landed media features without hiring a publicist. How they picked one platform and dug deeper instead of spreading themselves thin across five. How they turned a PCS move into part of their story instead of something to hide. How they pitched themselves to podcasts and journalists who had never heard of them.

And if there's one thing I want you to walk away with, it's this: your brand isn't your website. It isn't your landing page or your logo. It's you — your story, your voice, the fact that you kept building even when life kept moving you. PR and visibility are just how you introduce that person to more people.

I hope this issue gives you the push to be seen — not as a strategist, but as yourself.

With love,

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



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## BRAND FOUNDATIONS

# Handmade & Honest

## How Transparency Survived a PCS

By Nicole Zettlemoyer |  
Owner of Wreaths By Nicole  
Reading time: 3 minutes



While I was an active-duty Airman, I had an idea to convert my old ABUs into a wreath, since the Air Force was switching from ABUs to the current-issue OCPs. I never thought it would turn into a six-year business. I innocently posted a photo on Facebook, and little by little, I started making wreaths under the table for local veterans and their families. Then, in December 2020, everything changed.

The world needed a feel-good story around the holidays, which were especially hard that year because of the COVID-19 pandemic. An active-duty Airman handmaking wreaths from real military uniforms turned out to be the perfect pitch. After my story aired on a local news station, a business was born.

Almost immediately, FOX, CBS, ABC, and People wanted to share my story and the wreaths I was making. I had to build a business overnight — website, taxes, legal structure, all of it. By the time the news segment buzz died down, I had a 2,000-person waitlist and an active-duty Air Force career to manage at the same time.

From day one, I had one idea in mind for my brand: authenticity, and a genuine passion for honoring veterans and their families. As an 8-year veteran of the USMC and USAF myself, I understood what military service meant, and I've never stopped being grateful for the life it's given me.

**Build it in: Let your "why" stay visible.**

Mine has never changed — honoring veterans and their families. Revisit yours often, and make sure your content still reflects it.

By May 2023, I had separated from the Air Force while my husband continued to serve. I was a new mom to a baby boy, and I had finally worked through that waitlist. Over the years, veterans and their families stayed patient with the process, largely because they could see the reviews and the social posts showing the business and the real life behind it. Customers loved seeing the person behind the brand almost as much as the brand itself.

**Build it in: Show up as a person, not just a brand.** Customers didn't just fall in love with the wreaths — they fell in love with the story behind them. Let people see you.

By February 2026, I was a mom of two, juggling motherhood, military spouse life, and running the business on the side. I'd brought on military spouses to help cut materials, but I was still doing the bulk of the work myself. Around the same time my family got orders to move from San Antonio to Travis Air Force Base in California, I started a TikTok to reach a younger audience. My Facebook page — 19,000 followers strong — had always been a solid source of branding and word-of-mouth, but I wanted to grow beyond it.

**Build it in: Show the real timeline, not just the highlight reel.** Share the waitlist,

the delay, the chaos of a PCS — not just the finished product. Customers trust what they can see is true.

One video went unexpectedly viral, and I was suddenly buried again — over 50 orders in a single weekend. With a PCS looming, I had to open a waitlist again, which currently sits at over 800 people. Since moving to Travis, I've worked that list down to about 500, and I'm still keeping up with demand. In 2026 alone, I've made over 500 wreaths for veterans and their families, and more than 4,000 total across six years in business.

**Build it in: Protect your standards, even under pressure.** A 2,000-person waitlist or a viral weekend can tempt you to cut corners. Don't. Consistency is what earns patience.

What might surprise people is how few complaints I get about the wait. Most customers understand, and many go out of their way to offer guidance and empathy to me and my family. Why? Because I've been authentic from day one, and I've never let my brand drift from its original morals and goals.

**Build it in: Communicate before customers have to ask.** A quick update on a delay or a move builds more trust than silence ever will.

From the first fold of my first wreath to the one sitting on my workdesk right now, every wreath tells a story of military service and honors the people who served. That transparency isn't just "feel good" content — it's what protected my business when military life happened to it, again and again.

**ACTION ITEM:** Download the AMSE Action Guide on email marketing to build transparency with your audience in the AMSE Circle Platform. Join at [www.amsemembers.com](http://www.amsemembers.com)

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# They Didn't Come for the Soccer:

## How Tiny Troops Earned a Spot in Sports Illustrated

By Amy Schweizer |  
Founder of Tiny  
Troops Soccer  
Reading time: 5 minutes



When I started Tiny Troops Soccer in Okinawa, Japan, I wasn't trying to build a national brand. I was a Marine Corps spouse who saw a need in my own community and created a soccer program for young children.

The first group had about 30 kids.

More than a decade later, Tiny Troops has served more than 30,000 children in military communities across the United States and Japan. We've grown to as many as 50 locations, employed hundreds of military spouses, and been featured in publications including Sports Illustrated and Military Spouse Magazine.

But the story that got people's attention was never just about soccer. It was about military families. And that distinction has become one of the most important lessons I've learned about building something that lasts.

### Find The Story Underneath What You Sell

For years, the easiest way to explain Tiny Troops was exactly what it appeared to be: a soccer program for young children.

That was accurate. It just wasn't the whole story.

Military families move frequently. Children leave friends, schools, routines, and communities behind. Families arrive at new duty stations looking for ways to help their

kids — and themselves — find their people again. Tiny Troops happens to use a soccer ball to help make that happen.

Over time, I realized parents weren't simply bringing their children because they wanted them to learn how to dribble or kick a ball. They were looking for confidence, friendship, consistency, and community.

That changed the way I thought about Tiny Troops.

My advice to other military spouse entrepreneurs is simple: Don't stop at what your business does. Ask what changes for your customer because your business exists.

The strongest part of what you offer may be one level deeper than the product or service itself.

### Give The Media A Story Worth Telling

I pitched Sports Illustrated and Military Spouse Magazine. They didn't magically discover Tiny Troops because I'd figured out the perfect branding strategy. But I also wasn't simply pitching a preschool soccer program.

Part of what makes the Tiny Troops story unusual is the business behind it. Military spouse employment comes with unique challenges. Frequent moves can make it incredibly difficult to build a long-term career, much less a business that can move and grow alongside military life.

Yet Tiny Troops has lasted more than a decade, expanded to approximately 50 locations, and created jobs for hundreds of other military spouses. I built and managed

the organization largely remotely, and I've never met roughly 95% of the people who have worked for me. That's a much more interesting story than "we teach soccer."

That's an important distinction for entrepreneurs pursuing PR: clarity about what you do doesn't mean the media will automatically come to you. It means you have something meaningful to pitch when you go to them.

Instead of asking, *How do I get someone to feature my business?* Start with, *What story does my business give them to tell?*

Your product can be part of the story. It just shouldn't have to carry the whole story.

### Your Customers — And Employees — Become Part Of The Story

Some of the best Tiny Troops stories have never appeared in a magazine.

Time and again, families have shared stories about moving to another duty station and finding Tiny Troops waiting for them there. Parents make friends on the sidelines. Children find something familiar in an unfamiliar place.

But some of the stories that have stuck with me most have come from my own staff.

Military spouses have told me they felt like they were drowning in a lack of identity. Tiny Troops gave them something that was theirs again — a way to get involved, meet people, make friends, and become part of their new community.

At some point, I realized Tiny Troops was creating for its employees some of the very same things it was trying to create for its families: belonging, identity, connection, community.

That's when word-of-mouth becomes more than a marketing strategy. People talk about the things that mean something to them.

For entrepreneurs trying to build that kind of momentum, I always come back to three questions:

1. **What do my customers feel because my business exists?** Look beyond the transaction to the emotional result.
2. **What is the bigger story?** Identify the problem, community, or change that your business represents that matters beyond what you sell.
3. **Can other people tell the story for me?** If customers and employees can easily explain why your business matters, they become some of your most powerful advocates.

Tiny Troops still teaches soccer. Kids still learn to dribble, kick, run, and play. But after more than a decade of building this, I've learned that soccer was never the most interesting part of the story. Soccer gets families onto the field. The belonging is what made it last.

**ACTION ITEM:** Watch "Unlock the Heartbeat of Your Market" under Small Biz Course in the AMSE Circle platform Join at [www.amsemembers.com](http://www.amsemembers.com)

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## BRAND FOUNDATIONS



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# Not Everywhere, *On Purpose*

By Britt S.R. Hall | Founder of  
Pattern & Purpose  
Reading time: 4 minutes



Most people alive today remember a time before the internet transformed how we connect, communicate, and do business. For entrepreneurs, each new platform and update brings pressure to keep up — to optimize free tools designed to grow their businesses. The expectation is no longer simply to have a presence online, but to maintain one across multiple platforms. From Instagram and Facebook to LinkedIn and Pinterest, entrepreneurs are often funneled toward social media and short-form content as the path to visibility. But what if the visibility a brand needs isn't found there? What if the ideal clients are somewhere else — somewhere more akin to pre-internet days, where interactions and ideas are meant to be explored, considered, and lingered on?

In both of my businesses — one as a self-described "escapist" photographer, the other as a certified professional coach — I invite people to slow down. It can feel like any failure to follow certain "musts" will spell the demise of our businesses. Yet what I've observed, before and after social media existed, is that everyone is making it up as they go. There's no singular method of visibility that works for every business, and no platform that guarantees success. Entrepreneurs have options beyond short-form, high-volume platforms — Substack is one that more people are looking toward, a chance to show up meaningfully and deliberately, rather than everywhere, constantly.

**Start here: Ask what you offer, not just where to post.** Start with your service, your audience, and how you communicate best — the platform decision comes after, not first.

Successful businesses have always understood how profoundly relationships impact their outcomes. Relationships aren't built on click-bait — they're built on repeated exposure to someone's work and ideas, and expanded through authenticity, quality, and consistency. While sales keep a business operational, repeat customers, word-of-mouth referrals, and reviews are what sustain it. It's called "the long game," which can feel functionally opposite to the pace of social media marketing. Substack, on the other hand, allows a body of work to unfold and invites people to share and explore thoughts and philosophies. Rather than urgency-driven, it's a trust-building platform — through articles, videos, and podcasts, subscribers spend time with content that took time to create. Where many social media models make content feel disposable, gone from view seconds after it's posted, Substack invites people to really get to know who they're transacting with. In a word, it's intentionally slowing things down.

**Build for the long game.** Relationships and trust compound slowly. Choose a platform that rewards consistency over one that rewards speed.

Granted, not all businesses thrive in a slower, more intentional space — that's where brand awareness falls back to the brand itself. My coaching philosophy is that it's incumbent on each of us to uncover our values and tune out the loudness in the world. Why would I use a loud, distracting platform to share it? My photography portfolio is naturally suited to Instagram's visual focus, but the platform's long-standing shift toward Reels isn't aligned with how I want to showcase my work.

**Match the platform to your talents.** If you love writing and hate video editing, a video-first platform will always feel like friction.

The best platform for any business checks three boxes: it's where their client base already is, it aligns with their talents and mission, and it's one they're willing to learn and use consistently. All technology has a learning curve — if you're struggling to use the features, how often are you realistically going to show up there?

**Go where your client base actually is.** Popularity doesn't matter if your ideal client isn't on that platform. And choose something you'll actually commit to learning — a platform you never master won't build visibility, no matter how trendy it is.

Visibility for a brand cannot be arbitrary — it's a strategy designed to connect us with the opportunities we're suited for, and strategy requires consideration. Just because a platform exists doesn't mean it's suited to your brand, your values, or your working style. For military spouse entrepreneurs es-

pecially, building a business often requires adapting to new seasons, communities, and circumstances. The way we show up has to be sustainable enough to grow with us.

Just because someone else finds success on Instagram, TikTok, or Substack doesn't mean your path has to look the same. The first question shouldn't be "Which platform should I be on?" A better one is: "What do I offer, who needs it, and where can I communicate that best?" Those answers will take you much farther.

**ACTION ITEM:** Connect with Brit on Substack <https://substack.com/@brittskye> and connect with other milspouse inside the AMSE Circle Platform. Join at [www.amsemembers.com](http://www.amsemembers.com)



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# The Duck Effect: Calm on Top, Paddling Underneath

By **Lauren Ramos, MPH, CPHQ** |  
Founder of LR Strategies  
Reading time: 4 minutes

Military spouses get pretty good at explaining their résumés. Why did you leave? How did you go from that industry to this one? There's an old idea underneath those questions: a strong career is supposed to show longevity — become the expert, move up, repeat. There's nothing wrong with that path. It just gets complicated when someone else decides what state, country, or continent comes next.

For a military spouse, a great job can end for no reason other than orders arrived. Then it starts again: another job search, another network to build, another interview where the résumé needs a little context, another first day trying to remember names while quietly wondering what half the new acronyms mean.

I spent years thinking the variety in my career was something I needed to explain. Then I started a business and realized I had been explaining the wrong thing.

Shortly after moving to New Jersey, I answered a posting for a laboratory manager. I had Army laboratory and research experience, so this one looked pretty straightforward. It wasn't. There was no lab to manage — the job was to build one, then run it. I knew how to run a laboratory. I didn't know how to build one, and I didn't know the drug and alcohol treatment industry, New Jersey's healthcare regulatory landscape, or the learning curve the job would demand. That familiar first-day panic showed up right on schedule.

I'd developed a mental image for moments like this: the duck. Calm enough on the surface that the new team didn't realize just how vigorously I was paddling underneath. That didn't mean pretending I knew everything. I asked questions, built relationships, and traded what I knew for what I didn't. Each conversation filled in another piece of the picture. Eventually, there was a lab to manage.

I helped build the drug-screening operation from the ground up, including testing validation, quality systems, regulatory compliance, staff training, and inventory programs. Bringing testing in-house also created a new revenue stream for the organization. And then came orders to Korea — because of course they did.

At the time, I saw another job ending and another move beginning. It would take years before I saw something else in that story: I had walked into a field I didn't know, learned quickly, applied experience from somewhere else, and left behind a functioning operation. And it wasn't the only time.

My career would move through military research, biodefense, cancer research, and forensic toxicology. The industries weren't the common denominator. I was. Every new environment added something — different leaders, systems, and ways of solving problems. Over time, what looked like a collection of unrelated jobs started to look more like a pattern: I tended to walk into unfamiliar situations, figure out what was going on, and leave the operation stronger than I found it.

That realization didn't happen during some grand career-planning exercise. It happened while trying to answer a question that sounds simpler than it is: What exactly is the brand?

For me, the answer wasn't a job title or an industry. It was the work that had followed me through all of them: make things better than I found them. Eventually, that became the promise behind LR Strategies: Find it. Fix it. Leave it running. The brand hadn't been created from scratch — it had been hiding in the part of my career I thought I needed to explain.

Maybe the part of your résumé you've been explaining deserves a second look, too. Look underneath the titles. What did people keep trusting you to do, and what did you consistently improve? Those answers matter whether you're figuring out what business to start or sharpening the brand of one you're already growing.

Longevity creates depth. Military spouse careers can create something else: range. Repeated fresh starts expose people to differ-

ent organizations, cultures, and systems, and they build the muscle of becoming useful before everything feels familiar. It doesn't make the disruption easy, and it doesn't mean every PCS is a career opportunity in disguise — sometimes moving just means leaving a really good job. A military spouse career may never look like a traditional ladder. That's okay. The part you've spent years explaining away may be the part that explains you best.

### Find Your Own Pattern

1. **List your last three to five roles or moves**, even the ones that felt unrelated at the time.

2. **Ask what people kept trusting you to do**, no matter the title or industry.
3. **Look for what you consistently improved** — a system, a team, a process, a result.
4. **Name the pattern in one sentence.** That sentence may be closer to your brand than any job title ever was.

**ACTION ITEM:** RSVP for Visibility Unlocked inside the AMSE Circle Platform. Learn more at [www.amseagency.com](http://www.amseagency.com).



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# Products Can Be Copied Stories Can't

By Wendy Hively | Owner of  
Charliemadison Originals  
Reading time: 5 minutes



One of the biggest fears that rides on the backs of entrepreneurs is that someone will copy their idea. That fear can redirect our focus to micromanaging every small brand detail — tweaking our websites, honing our messaging, and crafting the "perfect" social media posts — all while crossing our fingers that someone else won't come along and do it better.

Looking in the rearview mirror after more than a decade of building our first business, Charliemadison Originals, I see how much I allowed that fear to steer my attention. I spent years worrying whether every choice sent the "right" message, never realizing that the stories I shared were quietly doing the most important work. While our products may have been the sparkle that grabbed our audience's attention, something much deeper was creating the connection.

Hindsight has a way of revealing things you simply can't see while you're living them. It wasn't a single lightbulb moment that shifted my perspective, but three realizations that slowly came into focus. My hope is that you'll recognize them in your own business a little sooner than I did.

## Storytelling Builds Trust

Entrepreneurs have been convinced that success on social media means creating more content, rather than simply sharing more of our own stories. But when everything we post showcases what we're selling instead of why it matters, the personality behind the brand doesn't get a chance to shine through.

I feel a bit cringey thinking back about our first years in business and how hard we tried to convince our community that our products were worth their time. But we were also quietly weaving our story between the selling: my perspective as a military spouse; our family's legacy of three generations and four service branches of veterans; glimpses of raising a

family, working a full-time science career, and building a business; and our mission of giving back to the military family community.

*Take a minute: What's one everyday detail of your life or work that you've never thought to share, because it feels too ordinary to matter?*

None of those stories felt particularly earth-shattering because they were simply part of our everyday life. Looking back, I see they gave our audience a peek at who we were, not just what we sold. Products may introduce people to your business, but it's the stories that feel ordinary to us that introduce them to you. Trust begins when people understand what you value.

## People See Themselves in Your Story

The stories you tell don't make your brand memorable because they're about you. They're memorable because they remind other people of themselves.

I was convinced that our bracelets were the star of the show, until I understood that customers were connecting more with the messages behind them. The bracelets became tangible reminders that they weren't alone through the ups and downs of military life.

What our customers were recognizing wasn't just our story, but pieces of their own: leaving friends behind after a PCS, building community from scratch at a new duty station, saying goodbye to family, or counting down the days until a deployment ends. The more I shared our stories, the more I realized it wasn't just about us anymore — it had become a place where other people could see themselves.

*Take a minute: What part of your story might feel less like "your" story and more like a story your customers already recognize as their own?*

That isn't true with just your customers. Over time, it shapes how other entrepreneurs, brands, and organizations see you. Storytelling isn't simply building your audience — it's also quietly building your reputation.

## Recognition Creates Opportunity

Trust has a way of opening doors you never knew were available. Opportunities to collaborate and be featured rarely happen because of one great product. They happen because people see the person and meaning behind it — the unique combination of your story, product, values, and perspective. That moment when someone says, "I see you, and I love what you're doing."

That trust has led Charliemadison Originals to nearly 100 collaborations with brands and organizations through custom bracelets, giveaways, and events. For 11 years, we've given back 5% of our annual sales to military-affiliated nonprofits and have been featured in articles, podcasts, gift guides, and more. This isn't me bragging, but sharing proof that showing people what makes your brand uniquely yours also makes it memorable. Proof that your opportunity is waiting.

*Take a minute: If a journalist, collaborator, or ideal client learned only one true thing about you today, what would you want it to be?*

With time, I realized these lessons weren't unique to our business. They were conversations we found ourselves having with other entrepreneurs again and again — women who believed they needed a better product, a snazzier logo, or yet another business strategy, when they simply needed to recognize the unique combination they already brought to the table.

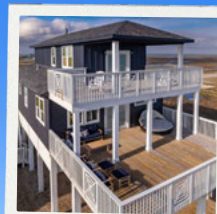
Before you spend another hour trying to reinvent your business, spend a few minutes looking closer at what you already bring to it. The stories you take for granted today may become the reason someone remembers your brand tomorrow.

Don't wait a decade to recognize what has been there all along.

Products can be copied. But the unique combination of stories, values, perspective, and purpose behind your business can't.

**ACTION ITEM:** RSVP for Visibility Unlocked inside the AMSE Circle Platform. Learn more at [www.amsemembers.com](http://www.amsemembers.com)

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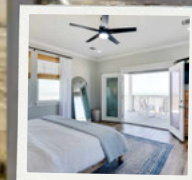


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# What's Really Behind Every Yes You'll Ever Get

By Dianne Wilson | Owner of Dianne Wilson Co.  
Reading time: 4 minutes



## Every Tool Tells the Same Story

Whether you're using a media kit, a website, or a sales page, here's the truth nobody tells you before you build any of them: they're all just tools. A tool only ever does one job — it shows the market what you've already decided about yourself. It can't decide that for you.

Zoom into the media kit specifically — what it's really meant to be is a snapshot: everything you've done and how that's landed, captured in one place. But "best" isn't just metrics, likes, or followers. It's what all of that communicates about you as a founder.

Here's the part worth sitting with: your work gets confirmed in someone else's mind when they see how other people are already experiencing you — reviews, comments, how people respond to what you put out. You can't be evaluated clearly on something you've stayed vague about.

So the real question every founder has to answer is: what signal are you actually giving off, and are you confident other people will see it too? When you're filling out something like a media kit, the real work isn't the document — it's being clear about who

you serve, what you stand for, and why your value is understood the way it is. That clarity is the foundation. The kit just reports on it.

### What Goes In It — And What Each Piece Is Really Saying

Most media kits list the same sections. Here's what each one actually does:

- **Your bio isn't your résumé** — it's the one paragraph that answers "why should I trust you," written for the person reading it.
- **Your brand story** shows how you think and what you value, not just what you've accomplished.
- **Your audience demographics** are proof you know exactly who you're for. Pro tip: unclear answers here signal unclear positioning everywhere else.
- **Your previous features** matter most when they're relevant to the person evaluating you, not just to what you're currently pitching. Think of it like past experience: it's a signal you can do the job. Evaluators generally want to see range and proof you can deliver.
- **Your services or products** need to be described in the exact language your target audience already uses — that's what closes the gap between "interesting" and "I'm in."
- **Your contact information** should make it effortless for the right person to reach you, not just look polished.

- **Your photos** are visual proof of the positioning you've already stated in words. Intentional beats expensive every time.

**Pro tip:** none of these sections work in isolation. They all draw from the same well — the clarity you build before you create the document.

### Brand Clarity, Not Brand Chaos

A few years ago, a nonprofit founder reached out asking me to sponsor her event. I admired her work — mission-driven, community-focused, exactly the kind of thing I want to support. She sent over her pricing package, and the headline benefit was tabling.

I zeroed in on that word "tabling." In my business, I don't sell products at a booth — I solve specific problems through consulting. I asked if we could find another arrangement, something that actually fit what I offer. She insisted tabling was still my best option, even after I'd told her directly it wasn't.

That conversation was never really about tabling. It was brand chaos showing up on paper. Her offer wasn't built around who I was — it was built around what she already had to sell. And no amount of tweaking on that pricing sheet was going to fix a mismatch that started upstream.

So how do you make sure your brand reflects clarity, not chaos? Focus on your

brand — it's the foundation, not any single tool. It's about whether your operations, the actual decisions you've made about who you serve, are consistent with what you're asking someone to say yes to. If they're not aligned, no template rescues that.

That's not going backward — it's building the infrastructure that was always the missing prerequisite for the credibility you're after.

Here's what I want you to walk away with: your brand is the foundation of your visibility strategy. Every "yes" you'll ever receive — for podcasts, press, features, partnerships — comes from positioning that's clear before the opportunity presents itself. The key isn't finding more doors to knock on. It's being clear about which doors actually fit your direction.

So before you tweak another word on your website, your kit, or your pitch, ask yourself: if someone stripped away every credential and every "as seen in," what would still be true about what you stand for? Start there. That's your actual brand power, on paper and off.

**ACTION ITEM:** Download our brand guide inside the AMSE Circle Platform. Join today at [www.amsemembers.com](http://www.amsemembers.com)

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# Messy Middle Marketing: A Story About Rebuilding in Real Time



Amber Budzynski | Owner of Bud Fam Co.  
Photo Courtesy of AMSE®

pened? No one noticed. This taught me that I can give myself permission to embrace my mistakes and connect with an audience who's more interested in my evolution than in a finished product.

### Gem Drop #2: Trust Yourself First

The obvious advice is "don't wait until you have it all figured out." What I'd add is this: trust yourself enough to know when it's time to change, even before your business is ready to reflect that change. When you get aligned with what you know your community needs, even imperfectly, people bear witness to your authenticity. And guess what? Authenticity builds trust. Engage in whatever modality you need to build that self-trust. For me, it took practicing my own Courage Kit framework daily, because I needed the reminder as much as anyone I coached.

### Gem Drop #3: Keep Your Courage Squad Close

The people around me — an author workgroup, close friends, my three kids, colleagues outside my industry who had enough distance to be objective — didn't know the details of my messy middle. But they were consistently more excited about what I was building next than they were fixated on some polished "finish line." That encouragement carried me through the full year it took to bring Courage Magic, and my debut children's book *C is for Courageous*, to life.

### Gem Drop #4: Reframe the Reset

The hardest mental shift was learning to stop saying "I'm new to the children's literature space" and start saying "I bring 15+ years of knowledge to a social-emotional topic that kids need now more than ever." I wasn't burning my experience to the ground and starting over. Instead, I was folding it all in — the wins and the failures — into who I was becoming. Shedding my compare-despair mindset about other entrepreneurs "who made it" also made that reframe possible.

Looking back, what I did wasn't just brave storytelling. It was a visibility strategy, even if I didn't have the language for it at the time. In a space where everyone waits until things are perfect to show up, I showed up anyway. I believe my radical transparency is what made people stop scrolling, follow along, and start trusting me before the transformation was even finished. And to be honest, that's the kind of loyalty a polished launch could never manufacture.

Truth be told, I'm still building. New graphics, new offerings, new pieces get added most days, and there's no finish line waiting for me on the other side. So instead of chasing "done," I've started asking myself a gentler question: "Can this feel complete for today?" Most days, the answer is yes — and that's enough to keep going.

**ACTION ITEM:** RSVP for Imposter Syndrome Rest inside the AMSE Circle Platform. Learn more at [www.amseagency.com](http://www.amseagency.com).

By Shanita Liu | Creator of  
Courage Magic  
Reading Time: 3 minutes



Once upon a time, on a hazy August morning in 2025, I sat with my laptop open and felt something I hadn't expected: grief. I was grieving Coach Shanita, the identity I'd spent a decade building as a mental health coach and author who taught people how to activate courage to live victorious lives.

That version of me had evolved into something so much bigger — a platform that used the same work to reach not just grown-ups, but kids too. My vision of growing my message to encourage youth felt so solid on the inside, but was not even close to completion on the outside.

My new website pages led to 404 errors. My children's book was still in "coming soon" status. My social handles were renamed to @couragemagicbooks, but there was nothing of interest posted. The unfinished pieces were so anxiety-inducing I almost reverted back to my people-pleasing, perfectionist ways.

Then, of course, my own courage — who shows up for me as a warrior goddess — laughed at me. I had invited people to show up in their courage for years (I had written a whole book about the topic!), yet I was scared of marketing my messy middle.

So after a good cry, I did the only courageous thing I could do: I showed up anyway.

### Gem Drop #1: Share Process, Not Just Polish

The public wasn't aware of my progress, so I got on camera to share updates even on days I didn't feel ready. I talked openly about working with a mentor to figure out self-publishing. I shared real-time, behind-the-scenes videos about my hardships with no fancy curation. I even posted my first book cover reveal, only to cancel that illustrator's contract, and the cover design, weeks later. I felt super ashamed by my impulsive post, and braced myself for questions like "Why doesn't your cover match the one from your previous post?" But you know what hap-

## For the military spouse who's always taking care of everyone else.... It's time to take care of you too.

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BRAND FOUNDATIONS



Jenna Soto | Founder of Rockstar Ranch  
Photo Courtesy of AMSE®

# Your Brand Mascot:

## How One Unexpected Asset Gave Visibility Across Every Platform

By Jenna René Soto | Founder of Rockstar Ranch  
Reading time: 5 minutes



Long before I thought about personal branding, content strategy, or visibility, I had Taz.

Taz is an ex-racehorse I bought straight off the track with hopes of turning my rodeo dreams into reality. But describing him as simply my “barrel horse” completely misses the mark. Over the years, he became one of the most recognizable parts of my story, and he was there for nearly every chapter.

Taz traveled across the country with me, running barrels and seeing America one rodeo at a time. He appeared in front of countless cameras, not just in competition, but in campaigns, magazines, articles, photoshoots, and branding content. He showed up again and again online. I joked that he is “the most photographed horse in the world,” but I just might be right.

At first, none of it was a branding strategy. I was simply sharing my life. That may be exactly why it worked.

As my social media following grew, I realized people remembered Taz and connected with him as much as they connected with me. They recognized him. They rooted for him. They watched a story unfold with both of us side by side.

Importantly, they did not meet Taz after the hard work was finished. They got to know him along the way.

I shared the process of training him from the beginning, but it was not always pretty, and it certainly was not a highlight reel. People saw the struggles, mistakes, progress, and breakthroughs. Eventually, they saw the incredible partnership that emerged. They

watched the day me and Taz earned our professional rodeo cards together, and the chapter when I left the military to pursue barrel racing full time.

Then they saw what happened when the dream did not go according to plan.

Taz got hurt. I went broke. I pivoted into military contracting as a civilian to get back on my feet.

That willingness to show the process instead of only the polished result became a theme far beyond horses.

It was during a contracting deployment to Afghanistan that I met my husband, Ted, and began rebuilding my life. Through deployments, career changes, sacrifices, moves, and long seasons away from home, the life I wanted to build around horses remained a constant.

It eventually took four books to put that story, and everything I learned along the way, onto paper. The *Enough Evolution*, consisting of *Not Enough*, *Had Enough*, *Am Enough*, and *Never Enough*, explores becoming, healing, ambition, identity, and the imperfect process behind building a life.

I am standing here not despite my struggles, but in many ways because of them. Showing the strings was part of the story when I was training Taz and turning pro, just as it was when I returned to deployment work and rebuilt after losing the version of life I thought I was going to have.

Pivoting is something I have done again and again, but giving up has never been part of the plan.

Today, I am a bestselling author, entrepreneur, chef, student pilot, former rodeo queen, and current Mrs. Oklahoma. I have worked in aviation and intelligence, built businesses, renovated houses, and continued deploying for work. And am happy to

report that the barrel racing dream is still alive and well. Ted and I founded Rockstar Ranch, where we are raising and training the next generation of barrel racing horses.

On paper, those things do not fit neatly into one personal brand.

Taz did not make the list more logical. He made it more human.

He became the thread connecting the different versions of my life, because so much of what was built was for him or with him in mind. I live in Oklahoma to be in the heart of barrel racing country. Jobs accepted, sacrifices made, businesses started, and dreams I pursued were connected to the life I wanted to create.

There is tremendous pressure on entrepreneurs to look “professional.” In trying to create credibility, they sometimes edit out the very thing that would have made someone remember them.

For me, that thing happened to have four legs.

Taz was authentic, visually distinctive, and impossible to manufacture. At 15.3 hands, he is big, beautiful, and incredibly smart. He is trained at liberty, can lie down on command, sit up, and be ridden without a bridle. He has even worn enormous dresses draped across his back for photoshoots, something most horses would find frightening.

Someone could copy a color palette, content strategy, or business model. They could never copy my bond with Taz or the years spent building the trust behind those photographs.

There is another chapter to Taz's story now. He will most likely never rodeo again, but his value was never dependent on what he could accomplish in an arena. He will always

have a place in my pasture because he is not a marketing tool or a piece of content.

He is family.

For military spouse entrepreneurs especially, there is a lesson in that continuity. Military life can change the external pieces of an identity over and over again: where you live, what job you have, whether your spouse is home, and what plans survive the next assignment. A personal brand built entirely around a title, business, or location can disappear when circumstances change.

The authentic pieces of your story travel with you.

The lesson is not that every entrepreneur needs a horse. The lesson is that every entrepreneur should figure out what their “Taz” is.

It might be an unusual hobby, an animal, a skill, a family tradition, a personal style, or something they have dismissed as irrelevant to business. Often, it is the thing they hesitate to share because it does not seem professional enough.

Put what you genuinely love at the center of your brand, and you never have to manufacture a character for people to follow.

Taz never needed to be invented as my brand mascot. He naturally belonged there.

Sometimes the most powerful visibility strategy is not creating something new. It is recognizing the value of what was there all along and being vulnerable enough to share it with the world.

**ACTION ITEM:** Watch the Brand Visibility Replay inside the AMSE Circle. Join at [www.amsemembers.com](http://www.amsemembers.com)

# Are You Telling It?

## Why Your Story Is Your Most Powerful Content

By Franchette Dyer | Owner of Vetech Business Services, LLC  
Reading time: 5 minutes



Every business has a story. Every military spouse entrepreneur has one too. The question isn't whether you have a story. The question is whether you're telling it.

For more than twenty years, I've helped service members, veterans, military spouses, and their families discover something they often overlook: the value of their own story. Many people believe a résumé is simply a list of jobs and responsibilities. I've spent my career helping clients recognize that their experiences, leadership, resilience, and accomplishments tell a story employers want to hear.

That same principle applies to entrepreneurship.

Many entrepreneurs spend countless hours wondering what to post on social media, how to grow their audience, or how to build their brand. They search for new content when the most valuable message has been with them all along: their own story. Every challenge you've overcome, every lesson you've learned, every client you've served, and every milestone you've reached becomes an opportunity to connect with someone else.

### Learn How to Uncover the Story Behind Your Business

My story began long before I became an entrepreneur. As the daughter of a World War II veteran and a mother who believed in serving others, I learned that helping people was never about recognition. It was about making a difference in someone's life. Those values stayed with me through college, throughout my career in human resources, and eventually led me to establish a business while living overseas as a military spouse. Helping veterans, service members, and their families build meaningful careers wasn't simply a business opportunity. It became my calling.

Throughout my career, I've witnessed firsthand what happens when someone learns how to tell their story. One client retired from the military after 23 years of enlisted service with an associate degree. On paper, many would have underestimated his qualifications. By uncovering his leadership, accomplishments, and transferable skills, I helped present his story in a way that reflected his true value. He entered federal service as a GS-13 because he was able to reframe how he communicated his story, not because it changed.

The same is true for every military spouse entrepreneur. People don't connect with logos. They connect with people. They want to know why you started your business, what challenges you've overcome, what problem you're passionate about solving, and how your experiences shape the way you serve others.

### Learn How to Turn One Story Into Multiple Pieces of Content

Those experiences become the foundation for your website, blogs, newsletters, social media posts, podcasts, speaking engagements, and everyday conversations. One story can become many pieces of content. A single experience can become an About page, a blog article, a podcast episode, a newsletter, a social media post, or the beginning of your next presentation. Instead of constantly searching for something new to say, recognize the value in what you've already lived.

But for me, this work has a much deeper meaning than accolades, awards, or recognition. I'd rather stay humble and let the work speak for itself.

The real reason I do what I do is because of the phone calls:

*"I can support my family now." "I can finally breathe." "My bills are going to be paid."*

Sometimes the conversation ends with, *"Thank you. Whatever you need, just ask me. I've got you, Mrs. D."*

That kind of gratitude is something money can never buy. To me, this work means knowing that because someone finally learned how to tell their story, they now have hope, opportunity, and the ability to provide for the people they love.

For more than twenty years, I've helped military families translate their stories into careers, interviews, and opportunities with Fortune 500 companies. That's the point. A powerful story doesn't just build connections — it opens doors. It allows you to be seen, booked, hired, and trusted.

Your story isn't just content. It's your most powerful visibility tool. I've watched it prove true in every client I've ever worked with.

The next time you're wondering what to post, don't start by searching for content ideas. Start with your story. It has been with you all along.

Now... tell it.



Christina Kimbrough | Owner of Freelif  
Photo Courtesy of AMSE®

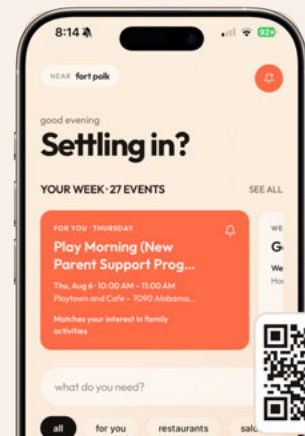
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# From Cower to Power:

## What's Really Keeping Your Brand Small

By Heather Jones |  
Owner of Heather Jones  
Coaching, LLC  
Reading time: 4 minutes



Picture a vast, old forest, full of trees of every size, shape, and age — some towering, some young and reaching for the light. Now picture one tree in particular with roots that run deep into rich soil. The forest has already given it everything it needs to grow: light, water, space above and below the ground. Nothing is withheld. It has full permission, from the forest itself, to grow exactly as large and as full as it was always meant to be.

And yet, notice what this tree does. Whenever a branch begins to reach toward the light it's entitled to, something in the tree hesitates. It curls the branch back in, trims itself smaller, quietly, before anyone even asks it to. No other tree has asked this one to be small. The forest isn't crowded; there's more than enough sky for everyone's branches. But somewhere deep in its own roots, this tree decided that the safest shape to be is a smaller one — and staying small on purpose, day after day, is its own kind of exhaustion.

That image lives inside a hypnosis script I wrote for a client who couldn't imagine visibility as

anything but a threat. If people saw her posts, they might judge her. Her family would be critical, dismissing the profession she'd chosen as silly. Underneath it all sat a deep-seated case of imposter syndrome, and once that took hold, any kind of visibility felt like a threat — the way it does for many entrepreneurs, sometimes to a debilitating degree.

Logic says visibility is necessary for success, and that critics simply aren't your people. But logic loses when imposter syndrome is running the show, because a deeper need — the need to stay safe — has taken over.

**Notice where the shrinking shows up first.** It's the caption deleted before posting, the rate that hasn't moved in two years, the message left in drafts. That's where the survival pattern is running the show.

By the end of the session, my client wasn't just relaxed. She was willing, for the first time in a long time, to imagine taking up her rightful space in her marketing, pricing, and business. The brain responds beautifully to imagery, so when a client has tried everything else, this is often where the effort finally pays off.

As the owner of Heather Jones Coaching LLC and a certified hypnotherapist who works with entrepreneurs on the fear of visibility, I've

learned that "just be more confident" is rarely useful advice. Fear of visibility isn't a confidence problem — it's a subconscious survival pattern, and it's usually the exact thing standing between a business and its full potential. For military spouse entrepreneurs, it has plenty of opportunities to take root.

For military spouse entrepreneurs, this pattern often has less to do with lifestyle and more to do with identity. When "military spouse" or "mom" sits at the center of who someone believes herself to be, and "business owner" is still an outer layer she's trying on, those older, deeper roles win the competition every time. The business owner identity simply hasn't yet earned the same standing as the roles that came first.

**Ask what's actually being protected.** Get specific: what am I protecting myself from by staying quiet right now? The honest answer is rarely about the business itself — more often it's about rejection, judgment, or the exhaustion of being seen while already stretched thin. Naming it hands some of that power back to you.

Underneath it all is a belief system, and belief systems drive our habits, fears, and ways of being. I know this pattern from the inside. As a veteran and military spouse who built my

own business around the demands of that life, I've lived the version of "starting over" that so many readers of this publication know well. My insight isn't to muscle through the fear with sheer willpower, but to recognize the pattern for what it is — a protective response — and give it something safer to do instead.

**Act before the fear fully clears.** Confidence tends to follow action, not precede it. One visible move this week, even a small one, retrains the nervous system faster than waiting to feel brave enough.

Rebuilding a brand after a move, a deployment, or a hard season was never about finding more confidence. It's about giving the part of you that learned to hide, something safer to do than to protect you from being seen. That's brand power: not volume, not confidence on command, but a business no longer asking permission to be seen. The tree in the forest doesn't ask permission to grow. Neither should you in the business you've built.

**ACTION ITEM:** RSVP for Imposter Syndrome Reset Session with Heather Jones inside the AMSE Circle Platform. Join at [www.amsemembers.com](http://www.amsemembers.com)

# The Quiet Kind of Powerful:

## Faith, Elegance, and Ritual

By Yolanda Crenshaw |  
Founder of BRIO ÉLAN  
Reading time: 4 minutes



My brand wasn't built around being the loudest voice in the room. It was built around presence.

At the center of BRIO ÉLAN is a ritual: Pause. Restore. Reflect. Lead. That ritual is more than a marketing phrase. It's the heartbeat of my brand — the belief that self-care isn't an escape from responsibility, but preparation for it. For me, it begins with a pause: creating space to breathe before reacting to the demands of family, business, leadership, and transition. It continues with restoration through intentional care of the body, mind, and spirit. Reflection follows through prayer, journaling, or quiet self-assessment. Then comes leadership: returning to my work, home, and calling with greater confidence, calm, and purpose.

That's the story BRIO ÉLAN tells — and it's the same story that shapes everything I put into the world publicly. Faith looks like stewardship for me: the belief that gifts, ideas, and opportunities aren't accidental, but assignments to be handled with intention. It keeps my message grounded, not performative. Even when I share ambition, I do so from

a place of purpose rather than pressure. Elegance shows up as restraint — clean visuals, thoughtful language, elevated product presentation, and a calm, aspirational tone in my content, my PR, and my visual identity. In a digital world that rewards speed and overexposure, elegance gives me permission to be selective. Every photo, email, article, partnership, and public appearance becomes part of the brand's atmosphere.

This has become even more meaningful during a season when my business momentum had to make room for major family decisions. As my husband prepared for an overseas assignment as a geo-bachelor, I chose to stay behind for my daughter, who is beginning four uninterrupted years of high school — something many military children never get. I also chose to be present for my aging parents during a critical season of their lives. That decision meant giving up my own space, my familiar routine, and the opportunity to experience life overseas with my husband.

Through it all, BRIO ÉLAN entered a quieter season publicly. Yet that pause didn't erase the brand's purpose. It clarified it. It reminded me that a brand isn't measured only by constant posting, perfect visibility, or nonstop momentum. Sometimes it's measured by whether it still has a clear heart-

beat when the founder is holding together a household, a marriage, and a business all at once.

A memorable brand isn't simply a logo, product, or caption style. It's a consistent emotional experience. When people encounter it, they should know what it feels like. For BRIO ÉLAN, that feeling rests on three things: faith, elegance, and ritual. Ritual is what makes the brand memorable. Products may introduce people to BRIO ÉLAN, but ritual gives them a reason to return. A serum becomes more than skincare. A candle becomes more than fragrance. A journal becomes more than paper. Each one supports a moment of restoration, and each message points back to the same invitation: pause, restore, reflect, and lead.

**Military spouse entrepreneurs looking to build the same kind of foundation can start with these steps:**

- 1. Identify the core ritual, belief, or value at the center of the brand.** Then write the origin story around that single thread instead of relying on a general bio.
- 2. Develop a signature visual and verbal identity** — colors, a tagline, a recurring phrase, or a distinct tone — that shows up consistently in content, PR, packaging, and partnerships.

**3. Let the brand's values shape where the story is told.** A wellness brand, faith-rooted brand, luxury brand, or leadership brand does not have to remain only in military spouse spaces. Pitch podcasts, magazines, panels, and communities that align with the larger message.

**4. Use every feature, article, collaboration, or speaking opportunity to reinforce credibility.** Add an "as seen in" section to the website, update the email signature, and repurpose press mentions into social content that builds trust over time.

None of this requires constant noise. Sometimes it simply requires knowing what the brand stands for — and having the confidence to let that truth lead, even in the quiet seasons.

**ACTION ITEM:** RSVP for Imposter Syndrome Rest inside the AMSE Circle Platform. Learn more at [www.amseagency.com](http://www.amseagency.com).

STARS AND STRIPES.

# Letters to Santa

## SEND YOUR WISH LIST TO SANTA!

1

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2

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3

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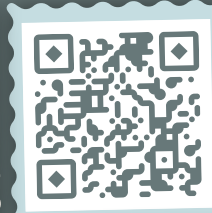




Photo Courtesy of AMSE®

By Courtney Meinders |  
Owner TheWellThing  
Reading time: 4 minutes



I teach women how to release limiting beliefs and step into the person they're meant to become. Ironically, the hardest person I've ever had to coach was myself.

In 2023, I was building my coaching business after overcoming a decade of chronic illness when a few familiar symptoms began creeping back. They weren't enough to derail my life, but they were enough to wake up an old identity I thought I'd left behind.

Suddenly, I wasn't thinking like a business owner anymore.

I was thinking, *Who am I to help other women heal if I'm still figuring this out myself?*

Without realizing it, I started shrinking. I hesitated to post online. I second-guessed launching new offers. I questioned whether I was qualified to coach anyone. Looking back, it wasn't a marketing problem or a business problem.

It was an identity problem.

As a military spouse entrepreneur, I've owned my own business since 2021. During that time, we've moved four times because of the military. Every PCS meant rebuilding from scratch: finding a new community, creating new connections, and growing my business all over again. Like so many military spouses, I became really good at starting over. But each move also challenged something deeper: who I believed I was.

On paper, I looked qualified. I'm a physician assistant, health coach, NLP practitioner, and have spent years overcoming chronic illness

before helping other women do the same. Yet none of those credentials quieted the voice asking, *Who am I to do this?*

Then I realized something surprising. I was teaching my clients every day to recognize limiting beliefs, release old identities, and intentionally choose who they wanted to become. Yet I hadn't fully done that work in my own business. The breakthrough wasn't earning another certification or waiting until I felt completely confident. It was deciding to show up before I felt ready.

I committed to posting on Instagram Stories every day, even though it terrified me. I didn't have a huge following or countless testimonials. When I couldn't find paying clients, I coached people for free. Those experiences became testimonials. The testimonials built credibility. The credibility built confidence.

I wasn't becoming confident before I took action. I became confident because I took action.

The same thing happened when I decided to write my first book. For years, I told myself I wasn't a writer. Who was I to think I could write a book? Then I gave myself thirty days. Every Saturday morning, while my husband stayed home with our kids, I sat in a coffee shop and wrote. Week after week. Page after page.

Today I'm the author of *The Perfect Health Blueprint*. Not because someone gave me permission, but because I wrote the book. Action changed my identity.

One image reminds me of this every time I see it: a flower growing through a crack in the pavement. It doesn't wait for perfect soil or ideal conditions. It pushes its roots deep enough to find what it needs, breaks through the concrete anyway, and transforms an

ordinary sidewalk into something beautiful. Entrepreneurship is much the same.

As military spouses, we rarely build businesses under perfect conditions. We build them through PCS moves, deployments, career interruptions, changing communities, and seasons of uncertainty. If we wait until everything feels stable or we finally feel "qualified enough," we may never begin. Sometimes growth simply means blooming where you're planted.

Looking back, my business didn't grow because I found a better strategy. It grew because I finally stopped waiting to become the perfect version of myself before allowing people to see me. Now, whenever fear starts asking, *Who am I to do this?* I answer with a different question: *Who am I becoming?*

Because identity isn't something we earn at the finish line. It's built every time we choose to act like the person we hope to become. Like the flower that pushes through a crack in the pavement, you don't need perfect conditions to grow. You simply need the courage to take the next step. The future version of you isn't waiting for permission. She's waiting for you to begin.

Train Your Brain for Success

I recommend spending a few minutes each morning visualizing the entrepreneur you want to become. Instead of watching yourself from the outside, step into your own body. See what you see, hear what you hear, and feel what it feels like to already be the confident, capable entrepreneur you're becoming. The brain has difficulty distinguishing between vividly rehearsing an experience and actually living it, making visualization a powerful

way to prepare for real-world action. Then ask yourself one simple question: What would this version of me do today? And go do it.

**ACTION ITEM:** Attend our monthly "Imposter Syndrome Reset Circle" on the AMSE Circle Platform. Join at [www.amsemembers.com](http://www.amsemembers.com)



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STORYTELLING AND CONTENT



Erin Henderson | Owner of Erin Henderson Media  
Photo Courtesy of AMSE®

By **Monika Jefferson** | CEO/  
Founder of the Association of  
Military Spouse Entrepreneurs®  
Read time: 6 minutes

There's a piece of advice every founder eventually gets: build a community. Grow your audience, create belonging, become the leader people trust. It's good advice — and it's also, quietly, incomplete.

Because somewhere in that advice is an assumption nobody says out loud: that you, the founder, stand outside the thing you built. You're the architect. The visionary. The one everyone else leans on. You give; they receive. You lead; they follow. It's a tidy organization chart, and for a while, it works.

Until it doesn't.

I learned this the slow way, watching AMSE grow from a single Facebook group into a membership organization spanning 14 countries. In the early years, it was easy to stay close — I was still in the group, still swapping advice, still needing the same things everyone else needed: a lead, a referral, a gut-check on a decision I wasn't sure about. But as the organization scaled, something shifted. I started showing up as the person with answers, not the person with questions. I became the resource, not a member of the room.

And here's the thing nobody tells you: that shift feels like success. More structure, more polish, more distance between you and the day-to-day mess of the community — it looks like growth and reads as leadership. But it's also exactly what starts to hollow a community out from the inside, and exactly what burns founders out faster than almost anything else in the job.

Because a village isn't a service. It's a relationship. And relationships only hold when both sides are still showing up as people who need something, not just people who provide something.

### What Staying A Villager Actually Looks Like

This isn't about performing vulnerability for content. It's a genuine operational shift in how you lead.

It means asking your own community for help — not just offering it. When I need a vendor recommendation, a gut-check on a pricing decision, or even just someone to tell me a launch plan makes no sense, I ask inside AMSE the same way any member would. Not as a PR move, but because I actually need it, and because the community is genuinely the best resource I have.

It means letting people see you not knowing something. Founders often default to certainty because it feels like what leadership requires. But certainty, performed long enough, starts to read as distance. Admitting "I don't know, what do you all think" does more for trust than any polished thought-leadership post ever will.

It means your content changes, too. Instead of only publishing what you've figured out, you publish what you're still working through. Instead of case studies that end in triumph, you tell the version that's still messy. That's a harder kind of content to make — it requires actual openness, not a curated version of it — but it's the kind that builds trust that survives algorithm changes, platform shifts, and growth spurts, because it was never dependent on the platform in the first place.

# Build the Village, Then Stay In It

## Staying A Villager Doesn't Stop at The Edge of Your Own Community

There's a version of "staying a villager" that only counts within the walls of what you built — showing up in your own Facebook group, your own Circle, your own audience. But that's still a version of you at the center, just a more humble one. The deeper practice is investing in communities that aren't yours: showing up as a member somewhere you have no title, no platform, and nothing to gain but the relationship itself. A mastermind you didn't start. A local business group. Another founder's community, where you're just one more person in the room.

This matters more than it looks like it should, because it's the clearest proof — to yourself, and eventually to your own audience — that you don't need to be the leader to show up. It keeps you fluent in what it actually feels like to be a member: to ask a naive question, to need a favor, to sit with uncertainty in front of people who don't already see you as an expert. That fluency is what you bring back to your own community, and it's the difference between a founder who remembers what belonging feels like and one who's forgotten because she hasn't practiced it anywhere but center stage.

## Six Easy Ways to Start Today

You don't need a strategy overhaul to become a villager again. Start small:

1. **Post a real question in AMSE Circle, not just an answer.** Next time you're stuck — pricing, a vendor, a launch decision — ask the community instead of figuring it out alone. It signals you're still in the room, not just running it.
2. **Use the CEO Hotline as a two-way channel.** Send a voice memo about something you're unsure of, not just something you've mastered. Coaching isn't only for the people you're coaching.
3. **Show up in a chapter meeting as a member, not a keynote.** Sit in, listen, contribute the way anyone else would — no agenda, no announcement.
4. **Reply to comments with a question back.** Instead of a polished response, ask what worked for them. Let your audience teach you something in public.
5. **Share one "still figuring it out" post for every "here's what I learned" post.** If your content is only ever the after-photo, your audience never sees the moment they could actually help you.
6. **Join a community that isn't yours.** Find a mastermind, group, or space where you're just a member — no title, no platform. Show up the way you'd want your own members to show up.

None of these require new tools or new time — just a shift in whether you're standing at

the center of the room or sitting in the circle with everyone else.

## Why This Matters More for Military Spouse Entrepreneurs Specifically

Our community already understands something most founders have to learn the hard way: nobody builds a life — or a business — alone while constantly starting over. Every PCS, every deployment, every new duty station forces you back into a village you don't already belong to. You know, better than almost anyone, that survival depends on being willing to need people, not just being willing to help them.

That instinct is a business asset. The founders in our community who build the strongest, most loyal followings aren't the ones who've built the most polished personal brand — they're the ones who never stopped letting their community see them as one of them. Not above the room. In it.

So if you're building something right now — a business, a brand, a following — ask yourself honestly: are you still in the village, or have you quietly moved outside it to run things?

The answer changes everything about how you lead from here.

**ACTION ITEM:** Log into your AMSE Circle platform on web or app. Join at [www.amse-members.com](http://www.amse-members.com)



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# What 250 Podcast Interviews Reveal About a Standout Pitch

By Kara Infante | Owner of Bookish Flights  
Reading time: 4 minutes



Every week, podcast pitches land in my inbox. As the host of Bookish Flights, I've spent the past four years interviewing more than 250 authors, entrepreneurs, and business owners. I've seen pitches that immediately spark my interest, and others that miss the mark. The difference rarely comes down to follower count or years of experience. The strongest pitches have something much more valuable: a clear story and a unique perspective.

Pitch a Conversation

Podcast interviews aren't commercials — they're long-form conversations. While hosts expect you to mention your business, book, or service, what they're really looking for is something their listeners will want to hear. Before writing a pitch, spend time researching the show. Listen to a few episodes and browse the previous episode titles. This will help you determine whether the podcast is the right fit for you, and help you write a pitch that feels thoughtful instead of mass-produced. When reaching out, mention a specific guest or episode you enjoyed. Then explain what your story or expertise could bring to the listeners.

Your Story Is Bigger Than Your Business

Many people pitch only their business or product. The best guests know their business is only one chapter of their story. Military life, career pivots, leadership experiences, failures, and hobbies can all become great speaking topics. Those experiences shape your perspective and what you have to share. On Bookish Flights, each guest brings three book recommendations to share. Books can be repeated, because no two guests will ever discuss the same book in quite the same way. The same is true of your speaking topics. You don't need a topic no one has ever discussed before — you just need to bring your own perspective to it.

Take a few minutes to brainstorm five to 10 topics you could confidently discuss today, without hours of research or preparation. Some may relate directly to your business, while others should reflect the person behind it. Having this list ready will make it easier to choose the topics that best fit each podcast and personalize your pitch to that particular show.

Make It Easy to Say Yes

Podcast hosts are busy. Some of the quickest ways to lose their attention are mass emails, vague requests, getting the host's name wrong, or emails filled with industry jargon. Taking the time to actually get to know the

show makes your email different, and that matters. One personalized sentence can completely change a pitch. Make it easy for the host to understand who you are, what you do, and why their audience would benefit from hearing your story. Here's an easy pitch formula to follow: address the host by name, mention a specific episode you enjoyed, introduce yourself, suggest one or two speaking topics, and include links to your website or social media pages. Make your email easy to read and your ideas easy to find. If a host has to dig through your email to figure out why you're reaching out, you've probably already lost their attention. If you have a media kit, include it as an attachment rather than relying on it to tell your story for you.

Connection Beats Credentials

Some of my favorite interviews have come from guests with modest followings and very little media experience. What made them memorable was how they showed up for the interview. They got excited about what they

were talking about and told stories instead of relying on rehearsed answers. The best interviews often happen when a guest almost forgets they're there to promote something and simply has a great conversation. The goal isn't to sound impressive. It's to connect with the audience. When you do that well, listeners will naturally want to learn more about you. Military spouses already have experiences worth sharing. They know what it means to build community from scratch, navigate uncertainty, and reinvent themselves along the way. Those aren't just life experiences — they're stories and perspectives someone else can learn from. And that's what ultimately makes a podcast host say yes. Not the biggest following. Not the most impressive résumé. It's showing the host what you can bring to their listeners.

Your story already has value. Don't wait until you feel more qualified to share it. No one is you — and that's your superpower.

**ACTION ITEM:** Tune into the AMSE podcast "Owning Up" wherever you listen & RSVP for Visibility Unlocked inside the AMSE Circle Platform. Learn more at [www.amseagency.com](http://www.amseagency.com).

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# Visible By Design:

## A Milspouse Guide to Building Your Brand OCONUS

By Kimberly Kephart |  
Owner of Kimberly  
Kephart Travels  
Reading time: 4 minutes



I almost didn't walk over.

I was at TBEX (Travel Blogger Exchange Conference) in San Sebastian, surrounded by people with thousands of followers, while all I had were a few bylines and a small blog. A friend pointed across the room and said I should talk to Jessie from the Hamburg Tourism board.

I walked over anyway. Months later, that conversation became a fully hosted press trip to Hamburg's Christmas markets.

I've built my entire business from overseas, and here's what I've learned about staying visible when time zones, language barriers, and the legal print all seem built to erase you.

### Get Out of the Bubble On Purpose

Your base is comfortable and small, but visibility comes from your industry, not from staying on base. I joined the North American Travel Journalist Association, AMSE, the Travel Coach Network, Women Travel Leaders, and Americans Working Around the Globe. Join the professional organization, not only the milspouse one. Or start something yourself: a content creators' group, a hub with Wanderful, a photo walk for local photographers.

Budget one in-person event a year as a business expense. Conferences collapse the time-zone problem — an afternoon in a hallway does what six months of email cannot.

Say yes to the unpaid door. The Stars and Stripes Europe volunteer program gave me visibility and editorial feedback in an industry that's hard to break into. Those bylines are how strangers find me now. Certifications help too.

Reach out to organizations in the military community; most people have no idea what you do. Offer something real: a workshop, a session at the family readiness center, photos for a unit event. It all leads to connections.

### Treat The First Conversation As The Start, Not The Transaction

The introduction is the easy part. What comes after is the skill. Within days of flying home, I sent Jessie a thank-you note — no pitch attached. Months of monthly check-ins came

before the invitation did. That trip didn't come from luck. It came from following up.

It works in reverse, too. After I published a piece about Bassano del Grappa, a PR rep from Poli Grappa invited me to join a media trip with writers across Europe. I felt out of place, but I knew I'd earned it.

Now, my meetings with tourism boards aren't pitches — they're about learning where I fit and what my perspective offers that no one else's can.

The practical version: Follow up within a week, then monthly. Never open with an ask. Publish often enough that people find you without an introduction.

### Work The Visibility Levers SOFA Leaves Open

Status of Forces Agreements (SOFA) vary wildly by country. In Italy, I could work as long as I served the American community, billed in US dollars, and kept my LLC state-side. Belgium was different — registering locally meant surrendering my SOFA status and Protocol ID.

This is exactly why networking became my most powerful visibility tool. When SOFA limits how you can advertise locally, paid marketing stops being reliable. Relationships pick up the slack — a byline read by the right person, a referral — no business license or ad budget required. My visibility wasn't a bonus

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Erica Jones | Owner of Anchor Point Agency  
Photo Courtesy of AMSE®

to my business. It was the strategy SOFA left available to me.

### Start Where You Are

You cannot negotiate with a SOFA. But you can decide whether your industry knows your name — a brand is who vouches for you when you're not in the room.

My path hasn't looked like anyone's business plan. Eight and a half years of building from countries I didn't choose. If I can do it, so can you.

### Your Next Steps: Build Visibility OCONUS

1. Join your industry's professional organization — not just the milspouse one.

2. Pick one in-person event for the year and budget for it now.
3. Say yes to one unpaid opportunity in the next 30 days.
4. Send a thank-you note within 48 hours of every new contact, then follow up in 30 days.
5. Know your SOFA status before you make a move.
6. List three free visibility channels and start one this week.
7. Write down your "why" before your next introduction.

**ACTION ITEM:** Connect with other milspouses in our chat channels in the AMSE Circle Platform.  
Join at [www.amseagency.com](http://www.amseagency.com).

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Lyndsey Akers | Owner of Akers & Co.  
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# You've Been LEADING All Along

By Allison Burton | Owner of Allison Burton Co.  
Reading time: 4 minutes

## Leading in Plain Sight: Building Brand Power Through Visibility

I've spent years leading behind the scenes building communities, solving complex problems, and supporting missions far larger than myself. For a long time, I didn't recognize those same leadership skills as part of my personal brand. Visibility isn't self-promotion. It's about making my experience, expertise, and impact accessible to the people who need it most.

Every hour I've spent volunteering, supporting my spouse's unit, serving at my kids' school, or contributing to a cause I care about has strengthened my knowledge, credibility, and leadership skills. Those weren't just acts of service. They were the foundation of a personal brand built on resilience, adaptability, and influence.

Leadership isn't about becoming the loudest voice in the room. It's about making sure your expertise stops being the best-kept secret.

### Step One: Recognize Your Expertise

I remember sitting down to update my resume and hesitating, because my experi-

ence didn't fit neatly into a traditional job title. Years spent leading volunteer organizations, coordinating events, managing budgets, building community partnerships, recruiting volunteers, or supporting military units get dismissed too easily just because they were unpaid.

They shouldn't be. That experience is real leadership, project management, communication, and strategic planning.

The first step toward visibility is recognizing the expertise you already have. Take inventory of the roles you've held — SFRG leader, PTO president, PWOC membership chair, spouses' club officer, community volunteer — and name the transferable skills each one required.

"Just a military spouse" has no place in that conversation. Before anyone else can recognize your expertise, you have to acknowledge, value, and communicate it with confidence first.

### Step Two: Create a Visibility Routine

Once I recognized the value of my own experience, the next step was making it visible. That didn't mean posting every day or becoming an influencer overnight. It meant creating a routine and showing up consistently.

Commit to one intentional action each week. Publish a LinkedIn post, pitch a podcast, write an article, schedule content, attend a networking event, introduce your business to a new audience. Every action is another chance for someone to discover the person behind the brand.

Perfectionism has silenced more military spouse entrepreneurs than lack of talent ever has. Waiting for the timing to feel right, the wording to be flawless, or confidence to magically show up usually just means the opportunity passes you by.

Visibility rarely waits for confidence. More often, confidence is built because you chose to be visible anyway.

Publish the article. Share the post. Send the pitch. Small actions build credibility and remind you that your voice, experience, and leadership deserve to be seen.

### Step Three: Lead Through Service

The strongest personal brands aren't built by constantly talking about a business — they're built by consistently helping people. I've spent years sharing resources, answering questions, making introductions, helping others navigate military life. Those acts of service are what build trust.

Whether it's recommending a resource, sharing a lesson learned, connecting someone with the right person, or just responding thoughtfully to a message, every interaction is a chance to lead.

Leadership doesn't always look like standing at the front of a room with a microphone. Sometimes it looks like helping a new spouse feel less overwhelmed, or taking time to support a potential client. People rarely remember every post they scroll past, but they do remember how you made them feel.

When people trust your brand, they start sharing your name in rooms you've never entered. That's when visibility becomes reputation.

### Step Four: Say Yes Before You Feel "Ready"

This is the most uncomfortable step, because it means stepping outside what feels familiar. Growth rarely happens in comfort.

The opportunity might be a panel invitation, an article submission, a media pitch, a networking opportunity, a speaking engagement. The specific opportunity matters less than your willingness to say yes.

Too often, we wait until we feel completely qualified, confident, or prepared. If everyone waited until they felt ready, countless ideas, businesses, and opportunities would never exist.

The biggest obstacle to visibility is sometimes not a lack of opportunity — it's getting in your own way.

### Step Five: Build Credibility Through Consistency

A recognizable personal brand doesn't happen overnight. It comes from repeatedly showing up with a clear message, a willingness to serve, and a commitment to the community you're building.

Not every post will perform well. Not every article will get accepted. Not every pitch will get a response. Those moments aren't failures — they're part of the process.

The entrepreneurs who create a lasting impact are the ones who keep moving forward.

Keep opening doors. Keep raising your hand. Keep showing up.

Because visibility isn't a single moment — it's a leadership practice.

**ACTION ITEM:** RSVP for our Leadership Lab monthly workshop. Join at [www.amseagency.com](http://www.amseagency.com).

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# Getting in USA Today Without Knowing Anyone

By Chelsey Thomas | Owner of Camouflage Perks  
Reading time: 3 minutes



When you're a business owner, no one comes and gives you a certificate of success. Attorneys and accountants pass exams. Doctors have boards. You have to find a way to establish your own credibility. I found that legacy media has a way of extending that credibility after I was cited as the primary source in a national USA Today special military edition travel piece, as founder of Camouflage Perks, a military travel media platform.

If you're an entrepreneur and also your own PR representative, the first step is to go where the journalists are. Get on Qwoted, a platform where journalists post what they're reporting on and request sources. Here's what you need to understand to be successful there: answer what you're uniquely qualified for. The queries reach a large list, and reporters

get way more responses than they need. You want to be the most relevant person in their inbox. I recommend deciding in advance what topics would be most mutually beneficial for your business and for the journalists, then not wasting your time on anything else. Filtering by what you want to be known for is what makes the platform worth your time.

**Do this: Study the beats and journalists before pitching.** I researched which journalists were repeatedly covering military life, followed them on LinkedIn, and started engaging with their published work. Qwoted is great for meeting immediate journalistic needs, but you want to move the relationship somewhere else so you can pitch proactively instead. LinkedIn pairs well because you can find their contact information.

When you do get the chance to connect with a journalist on Qwoted, over-deliver. The query that became USA Today was in my specialty, military travel, but I answered the original questions so thoroughly that the reporter

told me it changed the direction of his article, and he came back with more questions. Give even small opportunities the effort that makes them meaningful for your business.

Business timelines and editorial timelines do not run the same. Expect longer stretches of silence, then sprints of work. Don't read a lack of progress as rejection, and follow up much slower than your gut tells you to. When you can't wait any longer and need to check in, come from an angle of "Hey, just checking to see if you have any follow-up questions I can assist you with" not "When will my article come out?"

**Do this: Play the long game with the relationship, not the article.** The ultimate goal is to build a long-term relationship with someone working your beat, not land a single placement. The same reporter came back to me later with a different request. I didn't have the experience necessary, but I connected him with another entrepreneur and nonprofit founder who did. Helping

connect reporters is a great way to stay top of mind for future opportunities.

Building this kind of credibility is a long-term game. It isn't just about being recognizable — it's a growing stack of external voices confirming you know what you're talking about, and that you're worth talking to. I can't trace any specific sales back to that article, but it was still worth pursuing for reasons that outlast a single news cycle. A backlink from a national outlet strengthened my website's authority. And having someone with editorial standards vet me, use me, and come away satisfied with the results built more credibility for the opportunities that came after. I was later featured on the largest travel radio program in the country.

**ACTION ITEM:** Download our AMSE Action Guide on Partnership & Outreach in our Resource Vault on the AMSE Circle Platform. Join at [www.amsemembers.com](http://www.amsemembers.com)

## Six Things That Move With You (and One That Doesn't)

By Erin Henderson | Owner of Erin Henderson Media  
Reading time: 3 minutes



Long before I became a milspouse, I was simply a girl with a camera working toward a dream. At first, I didn't know what that dream was, other than to leave the corporate world. As my business grew, I realized it was autonomy to create: my own schedule, my own art, memories for families, and a life doing something I loved. But importantly, I wanted to build a business that could go wherever I was in the world.

My journey began in 2010, long before Instagram and "brand identity" became what they are today. Since then, Instagram, social media, and marrying a Marine have all transformed my approach to entrepreneurship, evolving further with each overseas PCS. Instagram brought highs like 700,000 views on a Reel, as well as challenges from ever-changing algorithms. In reality, only 3–6% of followers on average see a post, which can take hours to create — a questionable return on investment. And real talk: is that viral Reel actually leading to new clients or business opportunities? Not always.

Instagram should be part of your business marketing strategy, but it shouldn't be the only place you focus your efforts. Colleagues with a blue check mark and hundreds of thousands of followers have lost their accounts overnight. If Instagram is the only place you've built your business, what hap-

pens when you suddenly lose access to your only client base?

### SEO (Search Engine Optimization)

SEO helps your business gain visibility online. Use AI tools and website plugins to optimize pages for the topics you want to rank for, but add your own voice. Register your business website with Google, and if you relocate overseas, use your permanent address. Google is where you can collect client reviews, and it rewards positive reviews with a higher ranking. Don't hesitate to ask happy clients to leave feedback.

My business, then called Erin Costa Photography and now Erin Henderson Media, spent several years on the first page of Google, organically ranking for "Wilmington Wedding Photographers" using these techniques. One tip that worked well: change your image titles to the search terms you're trying to rank for — naming a wedding photo "Best Wilmington Wedding Photographer," for example.

### Email List

An email list is something you own that Google or an algorithm can't take away. This might be one of the most important things you can cultivate in your business: a direct line to clients who've chosen to sign up for what you have to share. Whether it's weekly or monthly, use your list to provide valuable insights that drive people back to your website, encourage a purchase, or inspire

them to share it with a friend. An email list moves where you move — no additional work required.

### Earned Media

Military spouses excel at networking. Sharing favorite restaurants, great finds, and unforgettable trips is part of everyday conversation. That's earned media: when your business becomes what people talk about. Deliver unbeatable service or a unique solution, and your customers and friends become walking, talking referrals.

Earned media also includes online reviews, so keep that Google Business Profile active. Even a quick photo shared by a customer counts. Any publicity you don't pay for is earned media — including that referral in the local Facebook group. Serve your clients well, and you'll reap the benefits.

### Speaking Engagements

Even small speaking engagements can have a big impact. Sign up to speak at spouse events, join a panel, or host a workshop. Sharpen your message and share your story. Each talk boosts your credibility, expertise, and confidence.

### Publications

Nearly every business niche has industry publications. Find a fresh angle, pitch your story, and share your personal experience. Volunteer to write for blogs or local publications until you land paid gigs, ideally with

a link back to your website. I contributed to Rangefinder Magazine and my photo lab's blog, and those contributions built credibility among industry peers and increased bookings from inquiring clients. Today my travel website sees an average of 15,000 visitors a month — 2025 saw 259% growth in visitors over 2024 — thanks to SEO combined with backlinks from the publications I've contributed to.

### Partnerships

Consider which products or services you use or work with daily. Could you partner with those brands or vendors for a marketing campaign? Collaborate with businesses or people outside your industry who reach an audience you'd like to reach. Strategic partnerships expand your range and introduce your business to new client bases.

### Putting It All Together

The key is to reinforce your expertise and make sure your brand gets noticed everywhere. The more your name appears online, the more momentum your business builds. Once you find your rhythm, that momentum can be refined, adapted, and repeated with every move.

**ACTION ITEM:** Check out our "Google-ize your Business" in our Small Biz Courses on the AMSE Circle Platform. Join at [www.amsemembers.com](http://www.amsemembers.com)



# Give Them Something Only You Can Offer

By **Lyndsey Akers** |  
Owner of Akers Co.  
Reading time: 5 minutes



Military spouses have a habit of minimizing what we've successfully navigated.

A cross-country move becomes just another PCS. Rebuilding a professional network becomes something we simply know how to do. Running a business through a deployment, navigating child care disruptions, rebuilding after relocation, working across time zones, or creating opportunity in a place we never chose to live can become so normal that we stop recognizing the significance of what we've accomplished along the way.

We adapt, figure it out, and keep moving.

And somewhere in that process, we can unintentionally devalue the very experiences that have shaped how we lead, solve problems, build relationships, and run our businesses.

But those experiences have value.

For military spouse entrepreneurs, particularly those who have spent years building successful companies, your lived experience isn't simply the backstory behind your business. It's part of what makes your perspective different.

The challenges you've navigated have given you stories to tell. The solutions you've created have given you expertise to share. And the perspective you've earned along the way may be exactly what makes a journalist, podcast host, or audience lean in.

The question is whether you're willing to recognize its value and bring it to the conversation.

After more than 15 years in communications — from Capitol Hill and national organizations to supporting dozens of organizations through my boutique PR firm — I've seen what separates forgettable pitches from compelling features and stories.

It isn't better self-promotion. It's greater value.

A journalist isn't there to market your business. A podcast isn't a 45-minute commercial. The opportunity isn't simply to be seen; it's to contribute something worth seeing.

The question, then, isn't "How do I get featured?" It's "What do I offer that will matter to their audience?"

## 1. Don't Pitch What You Sell. Pitch What You Know.

Start with the person on the other side of the story. What can you help their audience understand, reconsider, or do differently? The strongest contributions tend to inspire through experience, inform with useful knowledge, educate through expertise, entertain through a story worth remembering, and offer perspective the audience might not otherwise encounter.

Your business can establish why you're qualified to speak. It doesn't need to be what you spend the interview talking about.

## 2. Consider the Experiences You've Been Conditioned to Minimize.

Military spouses are often taught to package nonlinear careers into something prospective employers will understand. Earned media allows us to do almost the opposite.

Look at what you've normalized. Did you build systems that allowed your company to survive a PCS? Did you rebuild a network in four different markets? Did you navigate licensure barriers that gave you a firsthand understanding of workforce policy? Did you lead your company while your family was navigating a deployment?

Don't stop at what happened. Ask: what did it teach me?

## 3. Make Your Experience Relevant Beyond the Military Community.

Being a military spouse can be the lens without always being the headline.

The lessons inside military life connect to some of today's biggest conversations: remote work, talent retention, entrepreneurship, child care, economic mobility, workforce policy, community building, and leadership through uncertainty.

A pitch that says, "I'm a military spouse who owns a remote company," tells someone who you are. A pitch exploring what military spouse entrepreneurs understood about distributed work long before much of corporate America had to give them an idea worth discussing.

## 4. Give the Audience Your Best Perspective, Not Your Best Marketing.

This can feel uncomfortable when you've spent years carefully building intellectual property, expertise, and a profitable business.

Give away the good stuff anyway. Share the framework. Explain the mistake. Tell the story. Offer the perspective that took you years to earn.

People rarely encounter true expertise and think, "Well, now I don't need them." They think, "I want to hear more from them."

## 5. Become a Trusted Source, Not Someone Seeking a Press Hit.

Media, like business, is built on relationships. Know what a journalist covers before appearing in their inbox. Understand their audience. Answer the email. Meet the deadline. Make the introduction that helps them even when it doesn't benefit you.

The goal isn't collecting logos for your website. It's becoming someone people trust to bring substance to a conversation.

And military spouse entrepreneurs understand the long game better than most.

We've built careers around timelines we didn't choose, orders we couldn't control, and communities we knew we might eventually leave. Yet somewhere along the way, many of us built something extraordinary — not despite those experiences, but informed by them.

So don't sand down the edges of your story until it sounds like everyone else's. Your company is part of the story, but you are the main character. Share the lessons that could only have been earned by living them.

Then stop asking the media to promote what you've built. Instead, give their audience something only you can offer.

**ACTION ITEM:** RSVP for Visibility Unlocked inside the AMSE Circle Platform. Learn more at [www.amseagency.com](http://www.amseagency.com).



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GET SEEN: VISIBILITY & PR



Crystal Bettenhausen-Bubulka | Founder of Strength in Service  
Photo Courtesy of AMSE®

# When All About Me Turns Into All About We

By Kera Sanchez | Editor & Owner of MilSpo Social Co.  
Reading time: 4 minutes



## How Reverse Visibility Can Boost Your Brand Into the Next Level of Authority and Recognition

I didn't set out to become the Founder and Editor-in-Chief of two publications. I got there because I lived through some pretty hard times. Early in my grief journey after losing my mom, I busied my hands and mind with a project, guided journals and a grief social media account that let me process what I was going through. I also spent months pitching myself, desperate to tell my story and share my resources, and more often than not, I was met with a no, or worse, no response at all.

What I learned is that some pieces of building a brand aren't flashy. Not everyone cares that you built something out of tragedy, and there are only so many platforms willing to highlight those kinds of stories. So I turned to social media and started connecting with other people in my niche, and instead of treating them as competition, I saw them as my way up, as long as I brought them with me. I began hosting Instagram Lives with people in my space, and momentum picked up fast. Soon, people were reaching out to go live with me too.

That's how the idea for a magazine was born, first Get Griefy Magazine, and later a second publication for female military spouse entrepreneurs and thought leaders, MILSPO Social Co. Both grew into full ecosystems of participation, with different levels of affordability that let people ease into what I do, and gave everyone a taste of the recognition I'd wanted so badly at the start.

Here's what I want every military spouse entrepreneur, whether just starting out or already scaling, to know: the less you focus on "me, me, me," and the more you focus on "we, we, we," the faster opportunities, connections, and brand recognition come to you. Brand power doesn't come from building in a silo. It comes from being seen building alongside some of the best in your industry, and the fastest way onto that scene is by amplifying others first.

I call it reverse visibility, the idea that shining a light on other thought leaders, organizations, and brands gets you noticed too. Partly because it's human nature, people want to return the favor and turn their attention toward you. And partly because it creates a sense of FOMO,

other people see the community forming and want in.

## A Few Ways to Put Reverse Visibility to Work

- **Start a series.** Pick a cadence you can actually stick to, weekly or monthly, that highlights someone else in your niche. Think "Who You Should Know Wednesday." Reach out to someone you admire, let them know you'd like to feature them, and send over a short Google form to collect their info. Turn that into a carousel or newsletter shoutout, and you've got your first repeatable reverse visibility activation.
- **Go live.** Whether it's Instagram, Substack, or LinkedIn, invite someone in your space for a fly-on-the-wall coffee chat. People love watching two founders talk shop, and it instantly makes you someone others want to sit down with too.
- **Shout them out in your newsletter.** Someone in your circle published a book, launched a podcast, or won an award? Say so. People remember who cheered for them first, and they tend to return the favor.
- **Tag before you're tagged.** Before you post about your own launch or milestone, take thirty seconds to post and tag three people in your niche on something of theirs. It costs nothing, and it builds goodwill before you ever ask for anything back.
- **Build a community spotlight.** A highlight reel, a page on your site, a recurring newsletter section, somewhere the people you've amplified have a permanent home. It shows you're not dropping one-off shoutouts, you're building a scene, and people want to be part of a scene still standing next month.

Chasing your own spotlight will always feel like running uphill. But the moment you turn around and start handing spotlights to other people, something shifts. The room gets bigger, the door gets wider, and you end up closer to the front of it than you ever did chasing it alone. That's brand power. That's reverse visibility. And it starts the next time you make a post about "we" instead of me.

**ACTION ITEM:** RSVP for the Visibility Unlocked Workshop: Free to join at [www.amsemembers.com](http://www.amsemembers.com)



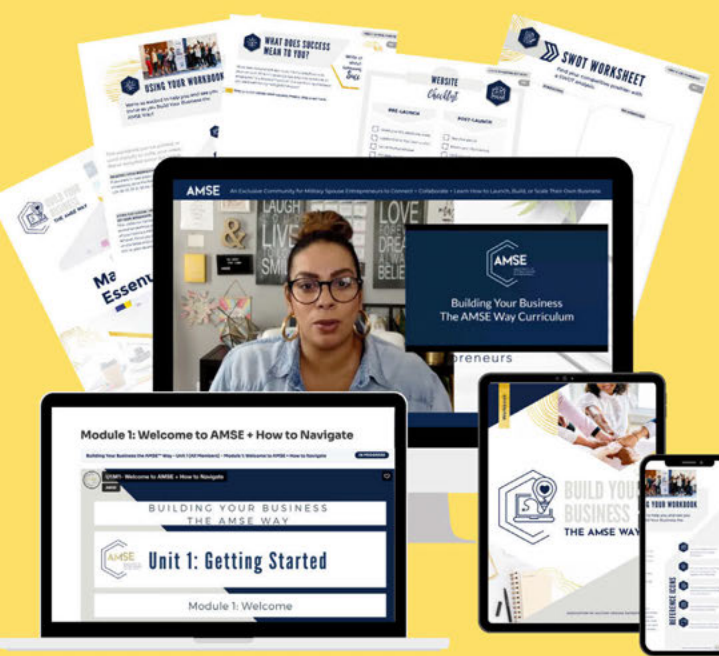
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## SELF WORTH INCREASED

THANK YOU



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Amira Jefferson

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Photo of Kera Sanchez by  
Megan Hochhauser Photography

As we mark our 12th issue, I want to pause and thank everyone who helps bring the Military Spouse Entrepreneur Guide to life.

To our contributors—the military spouse entrepreneurs who keep raising their hands to tell their stories: Sharing both the victories and the hard-won lessons takes courage, and it's exactly what gives this community its strength. You continue to prove what's possible when military spouses decide their circumstances won't dictate their future, and every story you share moves someone else to act.

To our supporters—the organizations and partners walking alongside us: Your ongoing belief in this mission means more than a line item on a budget. The mentorship, resources, and doors you open don't just help one entrepreneur at a time—they ripple outward to strengthen military families across the board, proof that real change

comes from showing up again and again.

To the Stars and Stripes team—longtime champions of military spouse voices: Your partnership has opened doors and built trust we couldn't have earned on our own. Five years on, your commitment to spotlighting this community's achievements hasn't wavered one bit, and that steadiness is a gift.

This guide exists because we all believe in economic resilience that moves with military families, no matter where the next set of orders leads. Looking back at how far we've come, I'm full of gratitude—and looking ahead, I couldn't be more excited for what's next.

With sincere gratitude,

Moni Jefferson

CEO/Founder Association of  
Military Spouse Entrepreneurs®

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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](http://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](http://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](http://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](http://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.



## **APPAREL**

- [27 West](#)
- [78 Magnolia Lane](#)
- [Ailana J.](#)
- [Athena’s Elements, LLC](#)
- [BE Different Designs, LLC](#)
- [Bearerra](#)
- [Echo-san](#)
- [Fashion Plate Boutique](#)
- [Goldfinder Accessories](#)
- [KellyEsq](#)
- [Kinuko](#)
- [Life Soldier](#)
- [Little Bug](#)
- [Lone Birch Lane](#)
- [Magnolia Wishes Boutique](#)
- [MBS](#)
- [One Ocean Swimwear](#)
- [Playing Favorites Designs](#)
- [Quilt Lizzy](#)
- [Sieger Design Co.](#)
- [Soirée Bridal Boutique](#)
- [Style By Marit](#)
- [The Vintage Sailor](#)
- [Tierra Musa](#)
- [TOLITIS Wear](#)
- [Trades of Hope](#)
- [Virtual Creative Co.](#)
- [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](#)
- [SP Designs](#)
- [Studio Vella Design](#)
- [Ursa Interiors](#)

## **ARTS**

- [a Little & a Lottie](#)
- [Alex Place Hansen](#)
- [Amor To Create](#)
- [Amy Morgan & Co. Jewelry](#)
- [Apricate Glass Co.](#)
- [Ashley Ashcraft](#)
- [Creative HadleyDike](#)
- [Dust and Dots](#)
- [For you by LaLa](#)
- [Hip Threads Embroidery](#)
- [Homeland Made Shop](#)
- [Irma’s Arts and Crafts](#)
- [Isha KI’s Art, LLC](#)
- [Jennifer Geletzke](#)
- [Jillian Phillips Art](#)
- [Laura Hersh Designs](#)
- [Lauren Quigley Creations](#)
- [MALWEST design](#)
- [Maryanne Buschini - Fine Art](#)
- [Meraki By Alex + Eli](#)
- [MilitaryPrintableArt](#)
- [Nerissa Alford Designs](#)
- [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](#)
- [Deliberate Mama](#)
- [Developing with Devan](#)
- [Gamma Rho Omricon Gardening Sorority Incorporated](#)
- [Goodie Godmother](#)
- [Happily Joint](#)
- [Happiness with Samantha](#)
- [HD Copywriting](#)
- [Heather Tabers, Author & Blogger – Let’s Do Life Together](#)
- [Hope Fully Motherhood](#)
- [Jaiya Clarke](#)
- [Jen Hardy](#)
- [Jen Hernandez RD, LLC](#)
- [Jennifer Barnhill](#)
- [Jennifer Wake](#)
- [Jo My Gosh](#)
- [Kaci Curtis](#)
- [Lauren Wittenberg Weiner](#)
- [Lindsay Cordero](#)
- [Lindsay Swoboda: Author, Editor, Creative Workshop Development](#)
- [Mama Hu Hears](#)

BLOGGERS/FREELANCE WRITERS  
CONT

|                                        |
|----------------------------------------|
| <a href="#">Marla Bautista, Writer</a> |
| <a href="#">Mil Mom Adventures</a>     |
| <a href="#">Moms Unschooled</a>        |
| <a href="#">Mrs. Navy Mama</a>         |
| <a href="#">MyActiveChild.com</a>      |
| <a href="#">NomadAbout</a>             |
| <a href="#">Seasoned Spouse</a>        |
| <a href="#">Shine Sis</a>              |
| <a href="#">Simply Liz Love</a>        |
| <a href="#">Teaspoon of Nose</a>       |
| <a href="#">The Waiting Warrior</a>    |
| <a href="#">TheMrsTee, LLC</a>         |
| <a href="#">Thrive On, LLC</a>         |
| <a href="#">VidProMom</a>              |
| <a href="#">well + fit living</a>      |
| <a href="#">Your Time Negotiator</a>   |

BEAUTY

|                                              |
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| <a href="#">Arch Aesthetics</a>              |
| <a href="#">BeYoutifully Uncommon, LLC</a>   |
| <a href="#">Bonita2Belleza</a>               |
| <a href="#">Branche Basu Boutique</a>        |
| <a href="#">Bri.Kol Beauty Boutique</a>      |
| <a href="#">Concihairage</a>                 |
| <a href="#">Gemini Naturals</a>              |
| <a href="#">Hyygia</a>                       |
| <a href="#">Jordan Essentials</a>            |
| <a href="#">Moo Bueno</a>                    |
| <a href="#">Nourish &amp; Refine</a>         |
| <a href="#">Piercings by Danielle</a>        |
| <a href="#">Pit Polish Natural Deodorant</a> |
| <a href="#">Pomifera-Jessica Simmons</a>     |
| <a href="#">Simply Liz Love</a>              |
| <a href="#">Star Creations Hair Studio</a>   |
| <a href="#">The Lavished Crown</a>           |
| <a href="#">Tiny Human Skin</a>              |
| <a href="#">Woodknots + Whimsy</a>           |

BOOKEEPING

|                                                                                  |
|----------------------------------------------------------------------------------|
| <a href="#">Alpenglow Accounting LLC (a franchise of Breakaway Advising LLC)</a> |
| <a href="#">Argent Advisor</a>                                                   |

|                                                                          |
|--------------------------------------------------------------------------|
| <a href="#">Balanced Integrity</a>                                       |
| <a href="#">Breakaway and Advising</a>                                   |
| <a href="#">Bynum Bookkeeping</a>                                        |
| <a href="#">Capital Practice Consulting</a>                              |
| <a href="#">Choose Love Solutions, LLC</a>                               |
| <a href="#">Easley Ledger</a>                                            |
| <a href="#">Enumerista, LLC</a>                                          |
| <a href="#">Grow Thrive Succeed, LLC</a>                                 |
| <a href="#">Heritage Business Services</a>                               |
| <a href="#">Level Bookkeeping, LLC</a>                                   |
| <a href="#">Liquid Cents Bookkeeping LLC</a>                             |
| <a href="#">Magnolia Bookkeeping</a>                                     |
| <a href="#">Megan D Lewczyk, CPA, LLC</a>                                |
| <a href="#">Noea Moss Financial Advising at North-western Mutual</a>     |
| <a href="#">SaavyBiz</a>                                                 |
| <a href="#">Sapphire Bookkeeping &amp; Tax Solutions</a>                 |
| <a href="#">Tracking Transactions, LLC</a>                               |
| <a href="#">Valor Payroll Solutions</a>                                  |
| <a href="#">W.E.B.S. Tax Preparation &amp; Bookkeeping Services, LLC</a> |

BOOKS/EDITING

|                                                             |
|-------------------------------------------------------------|
| <a href="#">BARD Studios</a>                                |
| <a href="#">BLACK[W]HOLE PUBLISHING, LLC</a>                |
| <a href="#">By Kathryn Butler</a>                           |
| <a href="#">Carried Away Creative Co.</a>                   |
| <a href="#">Claire Cain</a>                                 |
| <a href="#">Copy with Chrissie</a>                          |
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| <a href="#">Jamie McGillen</a>                              |
| <a href="#">Kaci Curtis Writer</a>                          |
| <a href="#">Magical Order of Brave Knights</a>              |
| <a href="#">MILSPO Social Co. Magazine</a>                  |
| <a href="#">Nomad Copy Agency</a>                           |
| <a href="#">Service &amp; Soul</a>                          |
| <a href="#">Silent Rank Press</a>                           |
| <a href="#">The Life of a Military Brat</a>                 |
| <a href="#">The Military Editor® Agency, LLC</a>            |

CLEANING

|                                   |
|-----------------------------------|
| <a href="#">Freedom Cleaning</a>  |
| <a href="#">Jordan Essentials</a> |

|                                            |
|--------------------------------------------|
| <a href="#">Manifesto Home + Office</a>    |
| <a href="#">Overstreet Organizing, LLC</a> |

COACHING/CONSULTING

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| <a href="#">Acadia Nunes Coaching</a>                          |
| <a href="#">Addo Aesthetics</a>                                |
| <a href="#">Adroitly Co.</a>                                   |
| <a href="#">Alpenglow Business Services</a>                    |
| <a href="#">Amanda Heider, LLC</a>                             |
| <a href="#">American Spirit Athletics</a>                      |
| <a href="#">Amos Fit-Run Program</a>                           |
| <a href="#">Amy L. Jones</a>                                   |
| <a href="#">Amy Miller, AFC® Military Money Coach</a>          |
| <a href="#">April Wright Creative</a>                          |
| <a href="#">AWL Strategies</a>                                 |
| <a href="#">Barbie Rebranded</a>                               |
| <a href="#">Barrington Leadership Group</a>                    |
| <a href="#">Bee Cause Special Education Advocacy, LLC</a>      |
| <a href="#">Bethany Wells</a>                                  |
| <a href="#">Black Girl Hug</a>                                 |
| <a href="#">Blue Huki</a>                                      |
| <a href="#">Brandi M. Warren</a>                               |
| <a href="#">Breaking Through Wellness, LLC</a>                 |
| <a href="#">Bridgette Patterson</a>                            |
| <a href="#">Calm Corner</a>                                    |
| <a href="#">Calming Minds, LLC/ GRACE Empowerment Coaching</a> |
| <a href="#">Capital Practice Consulting</a>                    |
| <a href="#">Check Six Virtual Solutions, LLC</a>               |
| <a href="#">Civil Technology Inc.</a>                          |
| <a href="#">Crozier Creative</a>                               |
| <a href="#">D Foster Consulting, LLC</a>                       |
| <a href="#">Darla Bishop</a>                                   |
| <a href="#">DEC Impact Hub</a>                                 |
| <a href="#">Defy Nutrition</a>                                 |
| <a href="#">Denise Leigh Waters Coaching</a>                   |
| <a href="#">Denver Business Coach</a>                          |
| <a href="#">Di Nola Consulting</a>                             |
| <a href="#">E. Wolfe Co</a>                                    |
| <a href="#">E.P. House</a>                                     |
| <a href="#">Enilram Creative Solutions, LLC</a>                |
| <a href="#">Erika Wallgren - Professional Coach</a>            |
| <a href="#">Eurway Tours</a>                                   |
| <a href="#">Evolve</a>                                         |

MILITARY SPOUSE OWNED BUSINESS DIRECTORY

|                                                       |
|-------------------------------------------------------|
| <a href="#">Fab Life Now</a>                          |
| <a href="#">Family in Focus</a>                       |
| <a href="#">FitPath Coaching, LLC</a>                 |
| <a href="#">Freedom- Focused Counseling</a>           |
| <a href="#">GuideOn Education Consulting, LLC</a>     |
| <a href="#">Heather Jones Coaching</a>                |
| <a href="#">Heritage Business Services</a>            |
| <a href="#">Hey Ms. Lee</a>                           |
| <a href="#">Holliday Design Studio</a>                |
| <a href="#">Honest Talk International, LLC</a>        |
| <a href="#">Hypnosis Haven</a>                        |
| <a href="#">Jaiya Clarke</a>                          |
| <a href="#">JeClet</a>                                |
| <a href="#">Jennifer Hurtig Coaching</a>              |
| <a href="#">JTJ Strategies</a>                        |
| <a href="#">KDG Support, LLC</a>                      |
| <a href="#">Kids Can Cope, LLC</a>                    |
| <a href="#">Kimberly’s Life Coaching</a>              |
| <a href="#">Kristen Christy Cares</a>                 |
| <a href="#">Kristjana Richter</a>                     |
| <a href="#">KT Smith Consulting, LLC</a>              |
| <a href="#">LaPora Lindsey</a>                        |
| <a href="#">LIV Strategic Consulting</a>              |
| <a href="#">Lumela Business and Wed Solutions</a>     |
| <a href="#">Mahalko Agency, LLC</a>                   |
| <a href="#">Married to Navy Counseling Services</a>   |
| <a href="#">Mary Crozier</a>                          |
| <a href="#">Mazie Hollenbaugh</a>                     |
| <a href="#">Meg Flanagan Education Solutions, LLC</a> |
| <a href="#">Michelle L Hughes Consulting</a>          |
| <a href="#">Mil Money Coach</a>                       |
| <a href="#">MilSpouse Mastermind</a>                  |
| <a href="#">Moniek James</a>                          |
| <a href="#">Mother Together</a>                       |
| <a href="#">Moving Mountains Psychology</a>           |
| <a href="#">Myrna Rivera Life Coaching</a>            |
| <a href="#">Nobody Greater, LLC</a>                   |
| <a href="#">Operation Child Care</a>                  |
| <a href="#">Pillman &amp; Co Solutions, LLC</a>       |
| <a href="#">Plaka + Associates</a>                    |
| <a href="#">Powerhouse Planning, LLC</a>              |
| <a href="#">Pride &amp; Grit</a>                      |
| <a href="#">Project Solvers</a>                       |
| <a href="#">Renea Skelton, LLC</a>                    |
| <a href="#">Revellation Facilitation</a>              |

|                                                               |
|---------------------------------------------------------------|
| <a href="#">Rigaud Speech Pathology, LLC</a>                  |
| <a href="#">Right4U College Counseling</a>                    |
| <a href="#">Rikki Nate Winters</a>                            |
| <a href="#">RISE by Elizabeth A. Castro</a>                   |
| <a href="#">Rook Interpersonal</a>                            |
| <a href="#">Rose Holland</a>                                  |
| <a href="#">Running Wild Collective</a>                       |
| <a href="#">S3 Catalyst</a>                                   |
| <a href="#">Service and Soul</a>                              |
| <a href="#">Shannon Powers CPST</a>                           |
| <a href="#">Sheri Miter Co.</a>                               |
| <a href="#">Slim Sadie Coaching</a>                           |
| <a href="#">Soulful Livin</a>                                 |
| <a href="#">Specht &amp; Co. Creative Studio</a>              |
| <a href="#">Spotlight Talent Group</a>                        |
| <a href="#">Stepping Stones Coaching</a>                      |
| <a href="#">Strive 4ward Coaching</a>                         |
| <a href="#">Student Wellness Coach</a>                        |
| <a href="#">Tai Phoenix Consulting</a>                        |
| <a href="#">Talent Stays</a>                                  |
| <a href="#">Team Hansen Education and Empowerment, LLC</a>    |
| <a href="#">The Center For Confidence, LLC</a>                |
| <a href="#">The Crews Coach</a>                               |
| <a href="#">The Institute for Integrative Intelligence</a>    |
| <a href="#">The Joy Weaver</a>                                |
| <a href="#">The Tyne Group</a>                                |
| <a href="#">Thompson Consulting</a>                           |
| <a href="#">Transforming Life with Heidi</a>                  |
| <a href="#">Veridian Legacy Partners LLC</a>                  |
| <a href="#">Violet Consulting</a>                             |
| <a href="#">VIRTARA SOLUTIONS</a>                             |
| <a href="#">Vision to Purpose, LLC</a>                        |
| <a href="#">Waterfall Yoga Therapy</a>                        |
| <a href="#">Wendy Fish Coaching</a>                           |
| <a href="#">Where Life Meets Style</a>                        |
| <a href="#">Wise Women Build Consulting</a>                   |
| <a href="#">Women’s Empowerment Coaching &amp; Consulting</a> |
| <a href="#">Wright Life Coaching</a>                          |
| <a href="#">Yellow Rose Paint Party</a>                       |
| <a href="#">Your VA Lab</a>                                   |
| <a href="#">Zenergy Health &amp; Performance</a>              |

DIRECT SALES

|                                                |
|------------------------------------------------|
| <a href="#">A. Atkinson - Arbonne</a>          |
| <a href="#">A. Bruner - Mary Kay</a>           |
| <a href="#">E. Mays - Juice Plus</a>           |
| <a href="#">Hearing Benefit Services</a>       |
| <a href="#">J. Miesbauer - Beachbody</a>       |
| <a href="#">Jeanette Deatherage - Mary Kay</a> |
| <a href="#">K. Dennison - DoTerra</a>          |
| <a href="#">N. Mack - Paparazzi</a>            |
| <a href="#">Nightingale’s Pen LLC</a>          |
| <a href="#">Palm Breeze Digital</a>            |
| <a href="#">Protect Me JC</a>                  |
| <a href="#">S. Fuenty - Mary Kay</a>           |
| <a href="#">W. Corey - Scout &amp; Cellar</a>  |

EDUCATION

|                                                      |
|------------------------------------------------------|
| <a href="#">AMSE®</a>                                |
| <a href="#">Black Girl MATHgic</a>                   |
| <a href="#">Cinquanta Cox Smith</a>                  |
| <a href="#">Echo-san L.C.</a>                        |
| <a href="#">Every Learner Rising</a>                 |
| <a href="#">Flyga Twiga™ LLC</a>                     |
| <a href="#">Greater Writing Tutoring Service LLC</a> |
| <a href="#">Imagodei Academy</a>                     |
| <a href="#">LeeAnna Taylor</a>                       |
| <a href="#">Meg Flanagan Education Solutions</a>     |
| <a href="#">Navigating Behavior Change</a>           |
| <a href="#">Tetiana’s Piano Studio</a>               |
| <a href="#">The Languages Corner</a>                 |
| <a href="#">The Learning PEARadise</a>               |
| <a href="#">Vimbo Watson, LLC</a>                    |

EMPLOYMENT

|                                                                          |
|--------------------------------------------------------------------------|
| <a href="#">A Platinum Resume &amp; A Platinum Resume Career Academy</a> |
| <a href="#">Nexus Search Group</a>                                       |
| <a href="#">Vetech Business Services, LLC</a>                            |
| <a href="#">VirtForce, LLC</a>                                           |
| <a href="#">WISE Advise + Assist Team</a>                                |
| <a href="#">With You With Me</a>                                         |

EVENT PLANNING

|                                                      |
|------------------------------------------------------|
| <a href="#">Blessid Union Officiant &amp; Events</a> |
|------------------------------------------------------|

EVENT PLANNING CONT.

|                                                          |
|----------------------------------------------------------|
| <a href="#">FTM Fashion Week</a>                         |
| <a href="#">Happily Ever After Express</a>               |
| <a href="#">HelmsBriscoe</a>                             |
| <a href="#">LNW Enterprises</a>                          |
| <a href="#">Love Wedding &amp; Events + Photo Booths</a> |
| <a href="#">Military Creator Con</a>                     |
| <a href="#">MKM Collective</a>                           |
| <a href="#">PME, Professional Momentous Events, LLC</a>  |
| <a href="#">Sip Social Huntsville</a>                    |
| <a href="#">Special Ops Child Watch, LLC.</a>            |
| <a href="#">The Agency National Harbor</a>               |
| <a href="#">Together Hub</a>                             |
| <a href="#">Vida Chic Weddings and Events</a>            |

FINANCIAL

|                                                                                                         |
|---------------------------------------------------------------------------------------------------------|
| <a href="#">Align Financial Planning, The MacPherson House Bed &amp; Breakfast and Bloom Apothecary</a> |
| <a href="#">BayView Financial Planning</a>                                                              |
| <a href="#">Crusaders for Change</a>                                                                    |
| <a href="#">Cultivated Strategy Group</a>                                                               |
| <a href="#">Empowered Investor</a>                                                                      |
| <a href="#">For the Love of Funds, LLC.</a>                                                             |
| <a href="#">G.R.A.C.E. Financial Coaching</a>                                                           |
| <a href="#">KellyEsq</a>                                                                                |
| <a href="#">Key Financial Coaching</a>                                                                  |
| <a href="#">Managed Expectations</a>                                                                    |
| <a href="#">Mass Mutual</a>                                                                             |
| <a href="#">Metis Financial</a>                                                                         |
| <a href="#">Noea Moss Financial Representative at Northwestern Mutual</a>                               |
| <a href="#">On My Own Financial</a>                                                                     |
| <a href="#">Pasion Media, LLC</a>                                                                       |
| <a href="#">Primerica Financial Services</a>                                                            |
| <a href="#">Real Life Finances</a>                                                                      |
| <a href="#">Slay This Debt</a>                                                                          |
| <a href="#">The Agency National Harbor</a>                                                              |
| <a href="#">Wayfarer Financial, LLC</a>                                                                 |

FITNESS

|                                                                                     |
|-------------------------------------------------------------------------------------|
| <a href="#">American Sports &amp; Entertainment, DBA: American Spirit Athletics</a> |
| <a href="#">Bernadette Soler</a>                                                    |
| <a href="#">Breakthrough Wellness</a>                                               |
| <a href="#">Cayuga Climbs</a>                                                       |

|                                                     |
|-----------------------------------------------------|
| <a href="#">DMM Fitness and Nutrition</a>           |
| <a href="#">Fierce Fit Sisterhood</a>               |
| <a href="#">High Flight Fitness, LLC</a>            |
| <a href="#">Kella Price Fitness and Consulting</a>  |
| <a href="#">Lotus River Wellness</a>                |
| <a href="#">Massage By Carrie</a>                   |
| <a href="#">Mel Marie Yoga</a>                      |
| <a href="#">Moore Fitness Lab</a>                   |
| <a href="#">Sweat Space</a>                         |
| <a href="#">Trauma Healing Yoga Therapy Program</a> |
| <a href="#">Yoga with Emily</a>                     |

FOOD

|                                           |
|-------------------------------------------|
| <a href="#">Alamo Kitchens</a>            |
| <a href="#">American Force Coffee</a>     |
| <a href="#">BAK’D by McKinney Makes</a>   |
| <a href="#">Beech St. Sweets</a>          |
| <a href="#">Cafe Cate</a>                 |
| <a href="#">Cake Artista, LLC</a>         |
| <a href="#">Craven Sweet Treats LLC</a>   |
| <a href="#">Defy Nutrition, LLC</a>       |
| <a href="#">Kids Cake Boxes</a>           |
| <a href="#">La-Re-Mi Cupcakery</a>        |
| <a href="#">Lulu’s Custom Bakery</a>      |
| <a href="#">Mission Brewed Coffee</a>     |
| <a href="#">Oh My Pies &amp; More</a>     |
| <a href="#">Rose Macarons</a>             |
| <a href="#">Sarah’s Cookie Boutique</a>   |
| <a href="#">The Professor’s Kitchen</a>   |
| <a href="#">Wandering Rose Coffee Co.</a> |

GIFT/PRODUCTS

|                                                               |
|---------------------------------------------------------------|
| <a href="#">Abby Maddy Designs// Abby Maddy &amp; Company</a> |
| <a href="#">Betzy’s Designs</a>                               |
| <a href="#">BFF Press</a>                                     |
| <a href="#">Blank &amp; Birch Design Co.</a>                  |
| <a href="#">Brushfire Blue, LLC</a>                           |
| <a href="#">Cerulea, LLC</a>                                  |
| <a href="#">Coins and Connections</a>                         |
| <a href="#">Ewe &amp; You Fiber Arts, LLC</a>                 |
| <a href="#">Fair Winds Candle Company</a>                     |
| <a href="#">Four Season Gift Shop</a>                         |
| <a href="#">Gadsby’s Garage</a>                               |
| <a href="#">Graceful Leo Designs</a>                          |

|                                                |
|------------------------------------------------|
| <a href="#">Green Book Cover</a>               |
| <a href="#">Hoagland Handmade</a>              |
| <a href="#">Hook and String</a>                |
| <a href="#">Hurley Handmade Crafts</a>         |
| <a href="#">JA Crafting</a>                    |
| <a href="#">Jolly Holiday Yarns</a>            |
| <a href="#">Js Original Leather</a>            |
| <a href="#">La Fabrique de Constance</a>       |
| <a href="#">List &amp; File</a>                |
| <a href="#">Lo Bello Imports, LLC</a>          |
| <a href="#">Love and Lettering by Katie</a>    |
| <a href="#">Lyons Art Studios</a>              |
| <a href="#">Magnolia Studios</a>               |
| <a href="#">Merry and Grace Design Co.</a>     |
| <a href="#">Midnight Wisteria</a>              |
| <a href="#">Military Printable Art</a>         |
| <a href="#">Northern Knots Macrame</a>         |
| <a href="#">Pearls And Fern Paper</a>          |
| <a href="#">Piper Mountain Christmas Trees</a> |
| <a href="#">Prove It Studio</a>                |
| <a href="#">R&amp;M Custom Designs</a>         |
| <a href="#">Sandy Turtle Studios, LLC</a>      |
| <a href="#">Sena Nukunu</a>                    |
| <a href="#">Shimmer and Shawls</a>             |
| <a href="#">Spouse-ly</a>                      |
| <a href="#">SteadyHandsCrochet</a>             |
| <a href="#">Sweet Pea Lullabies</a>            |
| <a href="#">The Crafted Lady</a>               |
| <a href="#">Westview Candle</a>                |
| <a href="#">Wilco Supply</a>                   |
| <a href="#">Wood Knots &amp; Whimsy</a>        |
| <a href="#">Woven Golden Crafts</a>            |
| <a href="#">Wreaths By Nicole P</a>            |
| <a href="#">ZALT-Designs</a>                   |

HEALTH & WELLNESS

|                                              |
|----------------------------------------------|
| <a href="#">Alicia Smith Chiropractic</a>    |
| <a href="#">Ascension Physio</a>             |
| <a href="#">Awakening Mental Health</a>      |
| <a href="#">Barre3</a>                       |
| <a href="#">Becoming Mom by Kaleigh</a>      |
| <a href="#">Brain Executive Program</a>      |
| <a href="#">Bullet Proof Wellness Studio</a> |
| <a href="#">Compassionate Warriors</a>       |
| <a href="#">Conveying Awareness</a>          |

MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[CPRWrap](#)  
[Craft My Wellness](#)  
[Crusaders for Change, LLC](#)  
[Dana Palmer Physical Therapy](#)  
[Defy Nutrition, LLC](#)  
[Doll Wear Yoga](#)  
[Evoke Strong](#)  
[ForgeKey](#)  
[fueLED Nutrition Coaching](#)  
[Gaffney Massage & Holistic Therapies](#)  
[Graceful Balance](#)  
[Happy and Able](#)  
[Hearts and Helmets](#)  
[Hearts Apart Creations, LLC](#)  
[Her Ruck](#)  
[HONEA](#)  
[InDependent, Inc](#)  
[IntuEats](#)  
[JFH Coaching](#)  
[Jordan Essentials](#)  
[Julie Jacobs Coaching, LLC](#)  
[Karim Counseling Services, PLLC](#)  
[Kristen Earp](#)  
[LITE Mental Health and Wellness Center](#)  
[Live Well Physical Therapy](#)  
[Loving Roots Project](#)  
[M.E.T. Speech Therapy, LLC](#)  
[Mama Duty](#)  
[MARQUIS](#)  
[Mazie Hollenbaugh](#)  
[MindShift With Lauren](#)  
[Muchness Mama](#)  
[My Little Essentials](#)  
[Oceanside Hypnobirthing](#)  
[Old Town Psychotherapy](#)  
[Pink Fortitude](#)  
[Restoration Psychological Services](#)  
[RiskWise Supplies, LLC](#)  
[Shane Rilat, Independent Agent](#)  
[SOW & REAP Physical Therapy](#)  
[The Functional Foundations](#)  
[The Movement Doula](#)  
[The Refinery Day Spa](#)  
[Therapeutic Pathways](#)  
[THRIVE Behavioral Health & Consulting, LLC](#)

[Thrive Fitness Therapy](#)  
[Thrive On, LLC](#)  
[Vision Serenity](#)  
[Wellness Wilderness with Elizabeth](#)  
[Whole Motion Therapy and Wellness, PLLC](#)  
[Willow’s Bend Therapeutic Massage](#)  
[YOMEI](#)  
[Your Time Negotiator](#)

HEALTH CARE

[Blossoming Families](#)  
[Breathing Room Virtual Assistants](#)  
[CPRWrap, Inc.](#)  
[Family Inceptions](#)  
[Kirstin Brueckmann Kruip](#)  
[LaPora Lindsey](#)  
[SHI’ Management](#)  
[Vet Dental Network](#)  
[Violet Consulting](#)

INFLUENCERS/CONTENT CREATORS

[A Joyful Milspouse](#)  
[Angel Shepherd](#)  
[Kayla Christine Design](#)  
[Signed by Roxci](#)

JEWELRY

[Charliemadison Originals](#)  
[Charmed by the Sea](#)  
[Jane Mae Boutique](#)  
[Jasper and Elm](#)  
[Manda Threadz](#)  
[Morgan & Co](#)  
[Morse & Mantra](#)  
[Studio LeRoux Boutique](#)  
[TUTTUTUZZTU By TUTTU](#)  
[When Flowers Bloom](#)

KIDS

[Ailana J.](#)  
[Black Girl MATHgic](#)  
[Bunnee, LLC](#)  
[Clap for Classics!](#)  
[Elevated Toddler Play](#)

[Impact Learning & Development](#)  
[Kids’ Cake Boxes](#)  
[Little Ones Sleep Society](#)  
[Mother Together](#)  
[My Active Child](#)  
[Oceanside HypnoBirthing, Doula Trainings and Serivces, LLC](#)  
[Playing Favorites Designs](#)  
[Rogue Wave](#)  
[Social Graces, LLC](#)  
[Sweet Pea Lullabies](#)  
[The Awkward Little Turtle](#)  
[The Functional Foundations](#)  
[The Princess Performer, LLC](#)  
[The Wordshop](#)  
[Tiny Melon Designs](#)  
[Tiny Troops Soccer](#)  
[Wild Olive Threads](#)

LEGAL

[Bodkin IP](#)  
[Cranford Marshall Legal, LLC](#)  
[Excerebus Logistics](#)  
[Insure The Heroes, Inc.](#)  
[Job Morph](#)  
[Kay Camp Law](#)  
[Legal Tech](#)  
[LNW Enterprises, LLC](#)  
[MZA Legal](#)  
[Spinks Law Firm](#)  
[The Law Office of Ashley Lansdown, PLLC](#)  
[TradeMark Express](#)

MARKETING

[1QR](#)  
[A Dose of Digital](#)  
[AJE Media & Marketing](#)  
[Akers Co.](#)  
[All-in-One-Social-Media](#)  
[Allison Bell](#)  
[American Sports and Entertainment](#)  
[Breathing Room Virtual Assistants](#)  
[Caitlin Audrey Creative](#)  
[Circletown Marketing](#)  
[CommunisPR](#)

MARKETING CONT.

|                                                           |
|-----------------------------------------------------------|
| <a href="#">Copy with Chrissie</a>                        |
| <a href="#">Coral House Productions</a>                   |
| <a href="#">CreWeb Designs</a>                            |
| <a href="#">Dawn M. Smith Written By DMS</a>              |
| <a href="#">Digital LB</a>                                |
| <a href="#">Dog Tags and Heels PR</a>                     |
| <a href="#">Emphasis.LA</a>                               |
| <a href="#">EmpowerHER Wave</a>                           |
| <a href="#">Eugenia Gardner Consulting</a>                |
| <a href="#">Germono Advertising Company</a>               |
| <a href="#">Gini Freeman Design</a>                       |
| <a href="#">Hauoli-Socially Inspired</a>                  |
| <a href="#">Hit Wise Agency</a>                           |
| <a href="#">Influence Alchemy</a>                         |
| <a href="#">Information Design by Nicole</a>              |
| <a href="#">Jemoy Creative</a>                            |
| <a href="#">Kaila Ruan, LLC</a>                           |
| <a href="#">Kirstin Brueckmann Kruip</a>                  |
| <a href="#">KMG Designs</a>                               |
| <a href="#">Kristin Mudd Graphic Design</a>               |
| <a href="#">KTA Interactive</a>                           |
| <a href="#">Laura Hersh Designs</a>                       |
| <a href="#">Lily &amp; Co. Creative</a>                   |
| <a href="#">Liva Creative Studio</a>                      |
| <a href="#">Mary Christian Co.</a>                        |
| <a href="#">Mave Marketing</a>                            |
| <a href="#">Melissa Clampitt Designs</a>                  |
| <a href="#">Milspouse Creative + Entrepreneur</a>         |
| <a href="#">Nicole Alexander &amp; Co.</a>                |
| <a href="#">Nikte Creative Design, LLC</a>                |
| <a href="#">Olive Fox Design, LLC</a>                     |
| <a href="#">Sandee Booth Social Media</a>                 |
| <a href="#">Sandra Ocasio, LLC</a>                        |
| <a href="#">Sawgrass Marketing, LLC</a>                   |
| <a href="#">SimpliSocial Health Media and Simplidishe</a> |
| <a href="#">Simply Digitec</a>                            |
| <a href="#">Smart Hustle-Jill Quash</a>                   |
| <a href="#">Social Wave Strategies</a>                    |
| <a href="#">Southworth Design Co.</a>                     |
| <a href="#">Spicy Lemon Marketing</a>                     |
| <a href="#">Team B Strategy</a>                           |
| <a href="#">The Media Tour, LLC</a>                       |
| <a href="#">The Wynn Studio</a>                           |
| <a href="#">Think Social HQ</a>                           |

|                                                                  |
|------------------------------------------------------------------|
| <a href="#">Visions2images</a>                                   |
| <b>NONPROFIT</b>                                                 |
| <a href="#">Action Zone and Action Zone Academy</a>              |
| <a href="#">AMSE® Alliance</a>                                   |
| <a href="#">Bautista Project Inc.</a>                            |
| <a href="#">Blacks in Technology in Columbia</a>                 |
| <a href="#">Building Military Families Network</a>               |
| <a href="#">Defenders of Resilience Military Ministry</a>        |
| <a href="#">Deployed Love</a>                                    |
| <a href="#">Enriching Lives</a>                                  |
| <a href="#">Esposas Militares Hispanas USA Armed Forces</a>      |
| <a href="#">Feya Foundation</a>                                  |
| <a href="#">Hero Kids Foundation</a>                             |
| <a href="#">Hero Missions</a>                                    |
| <a href="#">Inspire Up</a>                                       |
| <a href="#">It’s All About You</a>                               |
| <a href="#">National Capital Regional Military Spouses</a>       |
| <a href="#">National Society for African American Innovators</a> |
| <a href="#">NV3 Foundation</a>                                   |
| <a href="#">Orphans To Royalty</a>                               |
| <a href="#">Pink Warrior Angels</a>                              |
| <a href="#">Planting Roots</a>                                   |
| <a href="#">Semper K9 Assistance Dogs</a>                        |
| <a href="#">The Veteran’s Spouse Project</a>                     |
| <a href="#">Tiny Together</a>                                    |

PET CARE

|                                              |
|----------------------------------------------|
| <a href="#">KnS Equine Systema Farm, LLC</a> |
| <a href="#">Old Fashion K9, LLC</a>          |
| <a href="#">The Paws Corner, LLC</a>         |

PHOTOGRAPHY

|                                                           |
|-----------------------------------------------------------|
| <a href="#">Alison Bell, Photographer</a>                 |
| <a href="#">Amanda Brisco Photography, LLC</a>            |
| <a href="#">Ashton Gabrielle Photography</a>              |
| <a href="#">Augenblicke by Steffi Sessoms Photography</a> |
| <a href="#">Brittany Harmening Photography</a>            |
| <a href="#">Christa Paustenbaugh Photography</a>          |
| <a href="#">Danielle Hiltner Photography</a>              |
| <a href="#">Emma B Photography</a>                        |
| <a href="#">Erin Thompson Photography</a>                 |
| <a href="#">Funny Bone Photo Booth</a>                    |

|                                                      |
|------------------------------------------------------|
| <a href="#">Impac Media Group</a>                    |
| <a href="#">Jenny Hansen Photography</a>             |
| <a href="#">Jerelsy Photography</a>                  |
| <a href="#">Joanie Zipperer Photography, LLC</a>     |
| <a href="#">Julie Igo Photography</a>                |
| <a href="#">Kela Stout Photography, LLC</a>          |
| <a href="#">Kelley Stinson Photography</a>           |
| <a href="#">Kia &amp; Co</a>                         |
| <a href="#">Kim Kimber Photography</a>               |
| <a href="#">Lena Lee Photography, LLC</a>            |
| <a href="#">Lyssa Barrow Photography</a>             |
| <a href="#">Marisa Glaser Creative</a>               |
| <a href="#">Megan Culbertson Design</a>              |
| <a href="#">MILSTOCK.  </a>                          |
| <a href="#">Mr. Brian Walsh Photography</a>          |
| <a href="#">Nanu Graphics</a>                        |
| <a href="#">Nicole Lockhart Photography</a>          |
| <a href="#">Photogra-Z</a>                           |
| <a href="#">Rebecca Caroline Photography</a>         |
| <a href="#">Ricker VA Assistance &amp; J9 Studio</a> |
| <a href="#">Romasanta Media, LLC</a>                 |
| <a href="#">Samantha Lynn Photography</a>            |
| <a href="#">Shelby Roberts Photography</a>           |
| <a href="#">Sherry Dornblaser Photography</a>        |
| <a href="#">TRBeattie Photography</a>                |
| <a href="#">VSD Photography</a>                      |

PODCASTS

|                                                                     |
|---------------------------------------------------------------------|
| <a href="#">A wild ride called life</a>                             |
| <a href="#">Confessions of a Military Spouse</a>                    |
| <a href="#">Deeply Rooted</a>                                       |
| <a href="#">Married to Military, LLC</a>                            |
| <a href="#">Mothers In Construction</a>                             |
| <a href="#">My Military Life - The Military Spouse Show</a>         |
| <a href="#">Owning Up (Assoc. of Military Spouse Entrepreneurs)</a> |
| <a href="#">The Lions Garden</a>                                    |
| <a href="#">The Waiting Warrior</a>                                 |
| <a href="#">Trisha Fraley, LLC</a>                                  |

REAL ESTATE/PCS

|                                                             |
|-------------------------------------------------------------|
| <a href="#">Alyssa Wray, Licensed Real Estate Agent, VA</a> |
| <a href="#">Azucar Inc.</a>                                 |
| <a href="#">Candice Saenz Real Estate Strategist</a>        |
| <a href="#">Candid REI Coaching, LLC</a>                    |

[Excerebus™ Logistics, Inc.](#)

[List & File](#)

[Mac Pherson House](#)

[Mariana Bridges](#)

[Mountain Peak Realty](#)

[Neka Blair LLC](#)

[New Jersey Realtor](#)

[Pavilion Services](#)

[Raven Wade Real Estate](#)

[Rocket City Homes](#)

[Scheerer Home Team, LLC](#)

[Select Properties](#)

[Simple Southern Flare](#)

[TC Service Pro, LLC](#)

[The Panos Group at RE/MAX Infinity](#)

[VBW Ventures](#)

[Victoria Burland, REALTOR® with  
NextHome Unlimited](#)

[Walker Real Estate Experts](#)

**RELIGIOUS**

[Against The Grain Group, LLC](#)

[God and Me Now](#)

[Happiness Advocate](#)

[Nueva Ministries](#)

[Rev. I, do Officiating](#)

**TRAVEL**

[Adventure By Allison](#)

[Busy Lil' Bri Organizing](#)

[Dream Light Vacations](#)

[Dream Vacations](#)

[Endless Routes Travel, LLC](#)

[Explore More](#)

[Flyga Twiga™, LLC](#)

[Incredible Memories Travel](#)

[Jetset Destinations](#)

[Mommy and Me Travels](#)

[MustWants](#)

[Nitas Pampered Vacations](#)

[Pensacola X](#)

[Pinkney Travel Group](#)

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

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

[The PCS Homegirls](#)

[Turo Rental](#)

**TECHNOLOGY/SOFTWARE**

[AABLE, LLC](#)

[Back Octopus AI](#)

[Civil Technology Inc.](#)

[Client Coud Care](#)

[Goldbrim](#)

[Hera Health Tech](#)

[Kovinno Inc.](#)

[Neka Blair LLC and House of Blair Studios](#)

[Rooted Agility](#)

[Security Raptors](#)

[Skill-Dev](#)

[Solentra CRM](#)

[Stellar Quanta Labs LLC](#)

[Stone Operations](#)

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

**VIRTUAL ASSISTANTS**

[All About Her Business](#)

[Brittany Dantzler](#)

[Britteney Barber](#)

[Emily Porter](#)

[Freedom Makers](#)

[Meredith Whitley](#)

[Organized Q](#)

[Skycee Virtual Solutions, LLC](#)

**OTHER**

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

[MTG OSAN TABLETOP](#)

[Good DEED Pack, Ship & Print](#)



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