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# Military Spouse Entrepreneur Guide

9th Edition  
2024

Fall 2024

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

## MAXIMIZING SMALL BUSINESS SUCCESS

*During the Holidays*



*in this guide*

DRIVE SEASONAL SALES WITH  
SMART SOCIAL MEDIA STRATEGIES

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Scrooge-Proof Hacks for Work From Home Productivity



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## Welcome to Issue 9

Ho-ho-holy moly, you magnificent military spouse entrepreneurs!

Welcome to the special holiday edition of the Military Spouse Entrepreneur Guide—or as we like to call it, "How to Jingle All the Way to the Bank Without Losing Your Santa-ty." If you're reading this, you're probably wondering how on earth you're going to balance your booming business with decking the halls and rocking around that Christmas tree. Well, grab a mug of eggnog (or a bottle of wine, we don't judge), and let's sleigh this holiday season together!

**First things first:** Let's address the tinsel-covered elephant in the room. Yes, running a business during the holidays is about as easy as explaining to your kids why Santa has different handwriting each year. But guess what? If anyone can pull off this Christmas miracle, it's you, you magnificent multitasking maestro!

In this festive issue, we're going to show you how to turn those holiday oh-no's into ho-ho-hos. *PCS during peak shopping season?* More like a built-in opportunity for market expansion across state lines! *Deployed spouse?* Think of it as your chance to corner the care package market AND run your empire!

Remember, this guide isn't just about surviving the holiday season—it's about thriving! You're not just an entrepreneur; you're a *military spouse* entrepreneur. That means you can organize a last-minute holiday party with one hand while closing a major business deal with the other, all while your kid is using you as a human jungle gym.

So whether you're reading this from your cozy home office, the base exchange food court (bless that free WiFi), or hiding in the bathroom during your unit's

holiday party, know this: You've got what it takes to sleigh your business goals AND enjoy the holiday season.

This guide is here to help you jingle all the way to success, navigate the holiday business blizzard, and still have time to build a snowman or two. Because let's face it, after dealing with military life, a little holiday chaos is just another day in paradise for you.

So, are you ready to turn this holiday season into a yuletide yearning for your awesome products? Let's do this!

**Welcome to Operation: Holiday Hustle.** Your mission, should you choose to accept it (who are we kidding, of course you will), is to crush your business goals faster

than your kids can demolish a gingerbread house.

Now, grab another cookie, flip that page, and let's make some holiday magic happen!

Your partner in crime, business, and fruit cake avoidance,

**Moni Jefferson**

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

*P.S. If at any point you feel overwhelmed, just remember: You've survived military balls, six PCS's in five years, and that one time you had to explain to the FRG why you couldn't make 200 cupcakes overnight. The holiday business rush? You've totally got this!*



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

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## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS



Ashley Brown | Owner Deployed Love  
Photo Courtesy of AMSE\*

## How to Afford Everything This Holiday Season!

By Dr. Darla Bishop |  
Author of [How to Afford Everything](#)



Military spouses are pros at making it all work, but the holiday season can break even the most carefully crafted budget. Here are 5 tips to help you afford everything that matters and plan for the new year.

### 1. First, check your calendar.

Count how many paychecks or invoices you expect to come in between now and January 1. After that, make note of any special celebrations, birthdays, family meals, trips, or outings for the last part of the year that may put a strain on your budget. When most people fail at budgeting, it's not the regular expenses that get them in trouble, it's those things that are on the calendar that have an out of the ordinary expense like a new outfit, extra transportation, or gifts. Ask yourself, what's on the calendar that we need to financially plan for?

### 2. Next, write down the names of everyone you need a gift for this year.

Now? Yes, right now! Grab a piece of paper or start a note in your phone. After you make the list of names, take a moment and think about any expenses that came up last year that blew your budget. This might be travel, an extra hotel night, or if you're like me, it's the sage. It never fails that we use up all the sage at Thanksgiving and when I go get it the night before our big family dinner, all that's left on the shelf is the organic sage at triple what I would've paid if I had just planned ahead.

### 3. Set a spending limit and stick to it.

If you say \$200, it means \$200. Sticking to it might take some work but here are ways to keep yourself

honest. Put the money into a separate account or in an envelope, once the account is empty, you're done shopping. When you shop, always use a coupon, promo code, or military discount to bring the price down. Keep your receipts and pay attention to prices so you can get a price adjustment or store credit for the difference if the item goes on sale.

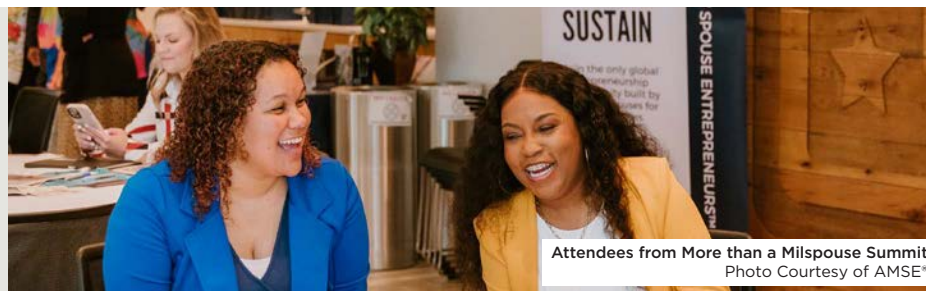
### 4. Put on your thinking cap.

Go back to your name list and write down what each person might like or need. Remember that gifts don't always have to be new, or items at all. Consider baking, sharing an experience together, crafting handmade items, or even regifting a clothing item or accessory they admire of yours. For the items you need to buy, keep an eye out for the item and when you're out and about, grab it, wrap it, and put it in your gift spot and cross that person off your list! This helps you spread out the expense, beat the shopping rush in December, and reduce your stress.

### 5. Plan your travel early.

Book flights and lodging early to get the best deals. Consider alternative travel dates to save money. Research shows booking one to three months ahead is the sweet spot, also it pays to keep track of those booked flights.

As the holiday season approaches, remember that you have the power to manage your budget and make this time of year joyful and stress-free. With a little planning, creativity, and smart use of resources, you can enjoy the holidays without financial worry. If the season feels particularly challenging, don't hesitate to reach out and use the military family resources available to you. Check if your base or community offers holiday assistance programs or support services to help manage all that comes with the season. You've got this!



Attendees from More than a Milspouse Summit  
Photo Courtesy of AMSE\*

## Sleigh Seasonal Sales with Smart Social Strategies

By Sydney O'Brien |  
Host of the [Momprenuer Mastery](#) podcast



The holidays can be a *whirlwind* for military spouse entrepreneurs. Between family gatherings, gift shopping, and trying to keep your business afloat, it can feel like you're juggling a dozen plates at once. That's why it's *crucial* to plan your social media strategy ahead of time. Create a content calendar outlining your posts, promotions, and engagement activities. This will help you stay organized and ensure that each step is completed prior to the actual promotion so you can boost your holiday sales.

Your audience wants to connect with you on a personal level. Share behind-the-scenes glimpses of your business, your offers, your mission, and don't be afraid to let your personality shine through. Trust me, your followers will appreciate the authenticity and that connection you can foster by utilizing the social aspect of social media helps your business get more sales.

When you have a connection with your audience on your chosen social media platform, it's imperative that you seed your offer ahead of any big promotion or sales. This means subtly introducing your products or services into your content. Share relevant tips, advice, or behind-the-scenes glimpses that highlight the value of your offerings. By doing this, you're familiarizing your audience with your offers and making them more likely to consider purchasing when your product goes live.

The third thing you want to do prior to a holiday sale is to build trust with your audience. It's hard for people to buy something from strangers on the internet. But it's a lot easier if they know that your product or service is going to deliver on its promise. Share content that proves you are an expert in your industry and that your offer is both helpful and worth the investment. Share case studies, client or customer testimonials to build trust and authority and show your audience that you have a proven track record of success.

Now that you've fostered connection, built trust, and seeded your offer, it's time to promote your holiday sale. One of the biggest mistakes I see business owners make when promoting their offers on social

media, is that they focus on the deliverables instead of the transformation. For example, I'm not selling a content map of three months of curated content. I'm selling a way to take the guesswork out of knowing what to post, saving business owners stress and two hours each week on planning their social media content. Highlight what your offer does, how it helps them, rather than what they get with it. What problems do they solve? How do they make your customers' lives easier? By highlighting the benefits, you're creating a story that resonates with your audience and makes them want to be part of it.

With a little planning and focusing on connecting with your audience, preparing them for the sale, and building trust, you can boost your holiday sales so your business thrives during this lucrative season. A well-executed social media strategy can be a powerful tool for driving sales and achieving your business goals.



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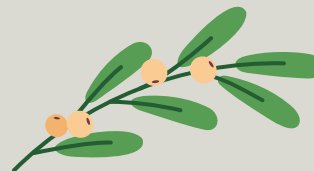
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MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# Fa-La-La 8 Best Practices for Crafting Convert: Festive Emails that Boost Sales



By Stephani Shepherd |  
Owner of Great Life is a Must



If you have an email list, give yourself a round of applause! If not, no worries—just add it to your to-do list. Email is one of the most effective ways to reach your customers, and when platforms like Facebook and Instagram recently went down, businesses with email lists kept communicating seamlessly, while others scrambled to find alternatives. An email list is truly the holy grail for sales. With the holiday season approaching, it's crucial to make your email communications top-tier to boost sales. Here are the 8 best practices to help you do just that this holiday season.

## 1. Get in the Holiday Spirit

Don't be afraid to be "cheesy" during the holiday season. Incorporate holiday-themed imagery and colors into your email designs. This will capture attention and evoke the holiday spirit, making your emails more engaging. Craft headlines, email copy and subject lines that reflect this. For example, try phrases such as "12 Days of Coaching" or "Don't Be a Turkey with Your Finances." Using festive language, emojis, or plays on holiday phrases

will grab attention, increase open rates, and boost sales.

## 2. Focus on Value Proposition

According to the National Retail Federation, consumers spent around \$936 billion during the 2022 holiday season. To get in on this action, clearly highlight the benefits of your product or service and why it's the best choice amongst the many other options. Ensure your audience understands what's in it for them. If you study your target audience well, you know what is valuable to them—give them just that!

## 3. Master Your Call-to-Action

**Fact:** Your email readers need clear guidance on what to do, especially during the busy holiday season. Don't assume they'll just know. A strong call-to-action (CTA) channels their excitement or curiosity into action. Be clear about what they'll gain by clicking and make your CTA specific. Instead of a generic "join" button, try "Join the End-of-Year Cohort Today" or "Get Your Holiday Discount Now" to clearly convey the value and urgency. Pro tip: don't make your CTAs hard to find. Place them early and throughout the email, especially if the email is lengthy.

## 4. Incorporate a Gift or Contest into your Offer

Consider giving a small gift away with every purchase, such as vinyl stickers or a downloadable. Another option is to run a give-away contest during your holiday campaign. For example, if you are offering a sale on your graphic tees, run a contest entering the first 25 customers into a drawing to win a free shirt. The goal is to incentivize customers to purchase for the chance of winning a prize.

## 5. Connect your Holiday Campaigns to a Charity

People are more generous during the holiday season. Why not forge a connection with a nonprofit organization you love. Run an email campaign highlighting that a portion of your sales will be donated to your partner charity. This approach allows your customers to make a positive impact while supporting your business.

## 6. Create Urgency with Limited-Time Offers

The truth is, FOMO—fear of missing out—is real. Take advantage of FOMO and emphasize the time-sensitive nature of your holiday promotions.

Use countdown timers or highlight limited stock to encourage quicker conversions. Nobody wants to miss out on a good deal. Your readers will be more inclined to act quickly if they know a good deal is not going to be around long.

## 7. Segment Your Audience

Tailor your holiday messages to different segments of your email list based on their demographics, purchase history, or engagement levels. For example, send personalized gift guides to frequent shoppers, or exclusive offers to those who have shown interest but haven't yet purchased. This holiday-specific personalization makes your emails more relevant and increases the likelihood of turning festive interest into conversions.

## 8. Leverage Social Sharing

Include social sharing buttons or encourage recipients to share your email content with their networks. Encourage your recipients to spread the holiday cheer by sharing your festive email content with their friends and family. Include social sharing buttons with a holiday-themed call-to-action, like "Share the Joy" or "Spread the Holiday



Annette Harris | Harris Financial Coaching  
Photo Courtesy of AMSE®

Spirit." This can expand your reach and bring in new customers, increasing the overall effectiveness of your campaign.

As you gear up for the holiday season, remember that your email list is a powerful tool to drive sales and deepen connections with your customers. By incorporating these best practices, you'll be well on your way to crafting emails that resonate and convert, making this holiday season your most successful yet.

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## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# Yuletide Triumph for Military Spouse Entrepreneurs:

## Plan Early, Thrive Later

By Selena Conmackie |  
Hauoli-Socially  
Inspired, LLC



The holiday season can be a whirlwind of activity, especially for military spouse entrepreneurs. Balancing the demands of running a business with the unique challenges of military life can seem daunting. However, with early preparation, the holiday season can be a time of joy and success for businesses.

Here's how military spouse entrepreneurs can start preparing their businesses for the holidays well in advance.

### Start Early: Lessons from Multimillion-Dollar Clients

From working with clients who run multimillion-dollar businesses, it has become clear that early preparation is crucial. The more that can be accomplished before the holiday rush, the better the outcome. Light conversations with clients often begin in the summer to identify any items that need to be ordered in advance. For example, Halloween planning often kicks off in August, setting the stage for the rest of the holiday season.

For military spouse entrepreneurs, the holidays can be particularly hectic. With a spouse potentially on leave, children on holiday break, and family visits, it's a busy time both personally and professionally. Early preparation is key to managing this chaos effectively.

### Unique Challenges for Military Spouse Entrepreneurs

Military spouse entrepreneurs face unique challenges during the holiday season. There may be the possibility of a Permanent Change of Station (PCS), holiday trips to visit family, or welcoming a spouse home for R&R. Some may even find themselves running the business as a single parent due to a spouse's deployment. This makes it all the more important to get organized before the holiday craziness begins.

### Top Tips for Holiday Preparation

- 1. Set Clear Goals:** The first step in holiday preparation is to organize your goals. Whether it's hitting a specific financial target or selling a certain number of products, having clear objectives ensures that all preparations align with these goals.
- 2. Anticipate Hard Work:** Military spouse entrepreneurs hoping the holidays bring good tidings to their bank accounts must understand that success comes with hard work. Unlike others who might take time off during the holidays, these entrepreneurs will be busy ensuring their businesses run smoothly. Double-checking everything to minimize hiccups is essential.
- 3. Utilize Project Management Tools:** Staying organized is

crucial. Using project management tools like Notion, Trello, or Asana helps keep track of tasks and deadlines. These tools can help manage workloads effectively and ensure no important details are missed.

- 4. Learn from the Big Companies:** A great way to determine the best time to launch holiday campaigns is to observe big companies. It's often joked that before Halloween is over, Christmas is already peeking out from store shelves. This strategy helps plant the idea of the upcoming holiday season, even when it's still two months away. By following their lead, military spouse entrepreneurs can strategically plan their holiday launches to maximize impact.

### Holiday Content Calendar for Your Business

One of the key elements to a successful holiday season is having a well-planned content calendar. This ensures that blogs, social media posts, and newsletters are all aligned with the holiday promotions and activities.

**Start with a Theme:** Choose a consistent theme for your holiday content that resonates with your brand and audience. Whether it's "Family and Togetherness" or "Holiday Joy," a theme will provide cohesion across all your platforms.



Olivia Laynel |  
The Olivia Camille Brand  
Photo Courtesy of AMSE\*

**Plan Ahead:** Schedule your content well in advance. Identify key dates, such as Black Friday, Cyber Monday, and key holiday shipping deadlines. Plan your blog posts, social media campaigns, and newsletters around these dates to build momentum.

**Mix It Up:** Variety is key. Combine promotional content with value-driven content, like holiday tips, gift guides, or behind-the-scenes looks at your holiday preparations. This keeps your audience engaged and interested.

**Utilize Automation Tools:** Tools like Metricool, Hootsuite, or Buffer can help schedule your posts across various

platforms, ensuring consistent communication without overwhelming yourself during the busy holiday season.

### Call to Action

For a free guide to holiday preparation, military spouse entrepreneurs are encouraged to grab the [Holiday Success Planner](#). It's designed to help navigate the holiday season with ease. Whether it's for this year or the next, the planner will be an invaluable addition to your toolkit.

The key to a successful holiday season is early preparation. By starting now, military spouse entrepreneurs will be well on their way to thriving during the busiest time of the year.



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MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# Deck the Stock: Unwrap Inventory Tips for Retailers



Sloth or Rory Lion are always available.

### 5. Negotiate with Suppliers Early

Building good relationships with your suppliers can save your sanity. At Little Bug, we chat with our suppliers well in advance to ensure timely deliveries and the best prices. Establishing these relationships early can also mean better negotiation terms and a smoother supply chain during the busy holiday season.

### 6. Plan for Returns and Exchanges

Let's be real—returns are part of the game. Having a clear and easy return policy is essential for keeping your customers happy. At Little Bug, the return and exchange procedures are designed to be as smooth as possible, ensuring customer satisfaction even if the initial purchase didn't work out as planned.

### 7. Monitor Seasonal Trends

Keep an eye out for what's trending. Trends shift faster than my toddler's mood. Stay flexible and update your inventory based on what's hot in the market. Whether it's a new color, design, or character, being adaptable can keep your products relevant and in demand.

### Special Section: Prepping Handmade Items for the Holidays

If you're into handmade items, this part's for you! Preparing handmade goodies for the holiday rush is a unique challenge. Here are some tips tailored for you:

**Start Early:** Handmade takes time, so begin your crafting as early as possible. I've learned that starting in July doesn't make me crazy—it makes me prepared.

**Batch Production:** Create your items in batches to save time and increase efficiency. Batch production is like meal prep for your business. This method streamlines the process and ensures consistent quality.

**Test Your Market:** If you're introducing new handmade items, test them out with a small batch before scaling up. Customer feedback can be your guiding light. This approach minimizes risk and helps you gauge the market's response.

Managing inventory during the holidays can feel like a Herculean task, but with a little planning and a lot of coffee, you've got this! By forecasting demand, diversifying inventory, utilizing tech, maintaining safety stock levels, negotiating early, planning for returns, monitoring trends, and prepping for handmade items, you'll navigate the holiday season like the pro you are.

Let's make this holiday season the best one yet! And if you want to check out Little Bug's comforting lovies, pop over to our website at [www.littlebugstore.com](http://www.littlebugstore.com).

By Rebecca Bender | CEO of Little Bug



As the holidays approach, it's crucial to get our inventory game strong. I'm Rebecca Bender, the CEO of Little Bug, a mom of two energetic kiddos, and a military spouse. I totally get the juggling act—it's like being in a circus, but with more coffee and fewer clowns.

Managing inventory for holiday sales can feel like predicting the weather while blindfolded, but with some solid strategies, we believe you can keep your sanity intact. Here are our tried-and-true tips to help you crush the holiday season with confidence!

### 1. Forecast Demand Early and Often

You've got to forecast like your holiday cheer depends on it. Dive into last year's sales data to see what patterns emerge. By understanding peak sales periods, planning stock levels becomes more accurate.

### 2. Diversify Your Inventory

Variety is not just the spice of life; it's the secret sauce to a robust

inventory. At Little Bug, we offer a range of lovies because everyone likes a bit of choice, right? By offering different but complementary products, you can appeal to a broader customer base and minimize the risk of unsold stock.

### 3. Utilize Inventory Management Software

Technology is your friend, especially when you're balancing family and business. Use inventory management software to track stock levels in real time. These tools make life so much easier and help you make informed decisions without the guesswork. The software can also alert you when stock levels are running low, preventing last-minute scrambles.

### 4. Implement a Safety Stock Level

Unexpected surges happen, so always have a little extra on hand. Safety stock is like that emergency chocolate stash—it's there when you need it most. Keep a buffer of your best-sellers to handle last-minute rushes, ensuring that your most popular items like the Henry

# Military Spouse Entrepreneur Award 2024 Winner: Simone Atkinson

The Association of Military Spouse Entrepreneurs® (AMSE®) is proud to announce Simone Atkinson, founder of [Kids-Friendly Tours](http://Kids-Friendly Tours), as the 2024 Military Spouse Entrepreneur Award recipient. Now in its second year, this prestigious recognition celebrates the exceptional achievements of military spouses who have embraced entrepreneurship while supporting their families and communities.

AMSE®, established in 2019, has cultivated a thriving network of over 2500+ entrepreneurs. The organization is dedicated to creating economic impact for the nation's military families by equipping military spouse entrepreneurs with essential tools and resources for business success, offering in-person

and online events to foster growth and networking opportunities.

Simone Atkinson, a mother of two toddlers currently based in Hohenfels, Germany, launched Kids-Friendly Tours in February 2023. Her company's mission is to help parents rediscover their adventurous spirit by offering family-friendly trips to destinations across Europe, Africa, and Asia. With partnerships extending to nannies in 32 countries, Kid Friendly Tours ensures stroller-friendly itineraries and incorporates an "Adult Day" into every trip.

The AMSE® Military Spouse Entrepreneur Award, created to honor the resilience and dedication of military spouses, attracted 75 applicants this year. The selection process focused

on three key areas: Mission/Impact, Community Involvement/Building, and Compelling Story. As the winner, Simone will have the opportunity to choose between two exceptional prizes: a trip to New York Fashion Week, complete with center stage exposure and celebrity stylist treatment, or participation in the Gathering of Giants MilSpouse mentorship program, offering six months of guidance from millionaire mentors.

AMSE® recognizes the unique challenges faced by military spouses and celebrates their entrepreneurial spirit. This award serves as a testament to their ability to create thriving businesses while supporting their families and making significant contributions to their communities.



Simone Atkinson | Kids-Friendly Tours  
Photo Courtesy of AMSE®

MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# More Than A MilSpouse Summit: Empowering Military Spouse Entrepreneurs

By Moni Jefferson | CEO/ Founder of **AMSE®**



Simone Atkinson | Kids-Friendly Tours; Christina Kimbrough | Free Life, LLC; Pinky Uttayaya-Andrews | Zenergy Health & Performance, LLC  
Photo Courtesy of AMSE®

The inaugural *"More Than a MilSpouse Summit"* recently brought together over 40 military spouses at the USO Warrior and Family Center on Fort Belvoir, showcasing the growing momentum of entrepreneurship within the military community. This educational event, organized by the Association of Military Spouse Entrepreneurs® (AMSE®), was made possible through the generous support of sponsors First Command, USAA, and Newrez, both long-standing advocates for military families.

The summit began with a powerful keynote address by James D. Rodriguez, Assistant Secretary for Veterans' Employment and Training Service at the U.S. Department of Labor. His speech set an inspiring tone for the day, emphasizing the importance of military spouse entrepreneurship and the support available at the federal level.

AMSE® has been at the forefront of empowering military spouses to pursue their entrepreneurial dreams. The organization's

mission aligns perfectly with the summit's goals: to equip attendees with the tools, connections, and inspiration needed to thrive in the business world, despite the unique challenges faced by military families.

The summit offered far more than just networking opportunities—it provided a comprehensive platform for military spouses to gain valuable knowledge and resources for launching and growing successful businesses. A series of engaging panels, with questions from the audience, covered a range of topics crucial for aspiring entrepreneurs. These discussions delved into areas such as financial stability, mindset shifts, marketing strategies, and everything in between, providing attendees with practical insights and advice.

Expert speakers and successful military spouse business owners shared their experiences and insights, providing real-world advice and encouragement. The event emphasized the adaptability and resilience of military spouses, qualities that translate well

into the entrepreneurial world. The summit reinforced the idea that being a military spouse is not a limitation but rather a unique advantage in the business landscape.

A standout feature of the summit was the pitch competition, where military spouse entrepreneurs had the opportunity to present their business ideas to a panel of judges. This competition not only provided a platform for spouses to showcase their innovative concepts but also offered substantial rewards. We are thrilled to congratulate the winners of the pitch competition:

- **First Place:** Simone Atkinson of Kids-Friendly Tours
- **Runner-up:** Christina Kimbrough of Free Life, LLC
- **Honorable Mention:** Pinky Uttayaya-Andrews of Zenergy Health & Performance, LLC

These outstanding entrepreneurs were awarded cash prizes to help jumpstart or grow their businesses. Additionally, winners received access to valuable small business



Attendees from More than a MilSpouse Summit  
Photo Courtesy of AMSE®

resources, further supporting their entrepreneurial journeys.

Networking played a large role in the summit, allowing attendees to connect with like-minded individuals, potential mentors, and collaborators. These connections are invaluable in the entrepreneurial journey, especially for military spouses who may frequently relocate due to service commitments.

The event's success highlights the growing interest and need for entrepreneurial education within the military spouse community. It serves as a testament to the determination and creativity of military spouses who are carving out their own career paths while supporting their service members.

The "More Than A MilSpouse Summit" is more than just an event; it's a movement that recognizes and nurtures the potential of military spouses as business leaders and innovators. By providing education, resources, and a supportive community, AMSE® and events like this summit are helping to reshape the narrative around military spouse careers and contributing to the economic empowerment of military families.

As AMSE® continues to grow and evolve, events like this will undoubtedly play a crucial role in fostering a new generation of successful military spouse entrepreneurs, ready to take on the challenges and opportunities of the business world. The inclusion of inspiring speakers, interactive panel discussions, pitch competitions, recognition of innovative ideas, and the provision of tangible support in the form of cash prizes and business resources demonstrate a concrete commitment to turning entrepreneurial dreams into reality for military spouses.

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## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS



Jenna Griffith | Owner Service and Soul  
Photo Courtesy of AMSE®

# Countdown to Success:

## Your Top 10 New Year's Eve-olution Checklist

By the AMSE® Team



The new year is creeping up, and it's time to get your business life together. Whether you're navigating between PCS moves, wrangling the kiddos, or just trying to maintain your sanity during deployments, this is your moment to get things locked in for a killer new year. Let's map out a plan that'll keep you ahead of the game, no matter what military life throws your way.

Here's your no-nonsense checklist to make sure your business hits the ground running next year!

### 1. Reflect on the Current Year (No Sugar-Coating)

Before we dive into the New Year, take a minute to reflect. Let's be real—what worked and what flopped? Ask yourself:

- **Wins:** What did I absolutely crush this year?
- **Lessons** (not failures): Where did things not go as planned, and why?

Don't just glance over the messy stuff. Dig into it. We learn from those "Oh no" moments just as much as the wins. If you want to dig deep, grab the monthly CEO Power Hour workbook to get started.

### 2. Set Bigger Business Goals

Let's talk goals. You know what you want, but this is the year to go bigger and bolder. Time to work on:

- **Money Moves:** Increase revenue, reduce unnecessary spending, or create passive income streams (yes, please).

- **Boss Expansion:** Time to grow your empire—new products, new markets, new ways to dominate.
- **Life Goals:** You're not just a CEO. You're the main character, and if last year taught you anything, it's that self-care is non-negotiable.

### 3. Craft a Flexible (But Fierce) Business Plan

You know military life can flip your plans upside down. So let's make sure your business plan is as adaptable as you are. Map out your big goals, but leave some wiggle room for the unexpected. PCS orders or last-minute deployments? No problem, you've got contingency plans for days.

### 4. Get Your Money Right

The new year is not about scrambling for receipts when tax season hits. Do a financial detox now:

- **Cut the crap:** Where can you slash expenses and free up cash for boss moves?
- **Prep for Uncle Sam:** Get your taxes, documents, and everything in order before the stress hits.
- **Invest in Growth:** Start thinking about how to reinvest in your business—new tech, hiring that assistant, or maybe upgrading your workspace to feel more CEO-chic.

### 5. Give Your Marketing a Glow-Up

We're not doing stale marketing in the new year. No way. It's time for a fresh strategy:

- **Website audit:** Is it on point, or does it need some love?

- **SEO game:** Are you being seen? If not, fix it. Time to get those Google and SEO lessons working for you.

- **Get personal:** Use your story! Being a military spouse gives you a one-of-a-kind edge. Your people want to connect with you, so keep it real and relatable.

### 6. Invest in You, Boo

You're not just leveling up your business, you're leveling up you. Let's be clear: growth doesn't stop when you hit a goal.

- **Workshops & Webinars:** Stay ahead of the curve with online learning. The more you know, the more you grow.
- **Hire a coach:** You don't have to do this solo, sis. Get a mentor, or hire a business coach who can help you level up fast.
- **Mastermind groups:** Surround yourself with other go-getters. You're the average of the five people you hang out with—so pick some powerhouses.

### 7. Prepare for PCS and Deployment Like a Pro

Military spouse life is unpredictable, but your business doesn't have to be. Set up systems that have your back when life gets chaotic.

- **Automate, automate, automate:** Set up processes so your business keeps running when you're dealing with movers or deployment preparation.
- **Backup support:** Don't hesitate to outsource or build a team to keep things running smoothly when you need to focus on family.

### 8. Reconnect with Your Why

Running a business is hard. But when the going gets tough, the tough reconnects with their purpose. Why did you start this journey in the first place? Let that fuel your fire. You're not just in this for the money; you're here to create something meaningful while living your dream.

### 9. Celebrate Like the Boss You Are

Before we close out the year, stop and celebrate everything you've done. Pop the champagne or treat yourself to something fabulous because you've hustled hard. Maybe you didn't check off every goal, but look at how far you've come, and give yourself credit for every small (and big) win.

### 10. Set Your Intention for the Year

Goals are great, but what's the vibe you want to carry into next year? Whether it's "freedom," "expansion," "grace," or "fearless," set an intention that guides how you move. This will keep you grounded when the grind gets tough.

### Final Thoughts: Let's Do This

Military spouse life might come with its own set of challenges, but you've proven time and again that nothing can stop you. With a clear plan, fierce determination, and this checklist as your guide, the new year is yours for the taking.

You've got this! Time to take your business—and your life—to the next level in the new year. Let's show the world what a military spouse entrepreneur is made of!

MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# Jingle All the Way to Tax Day



By Nisla Love | [IRS Enrolled Agent, MST](#)



Military spouse small business owner face unique challenges. From frequent moves to the complexities of military life, it can be easy to let taxes slip by. I'm here to guide you through the tax maze and give some helpful tips you can implement now to remove any stress or surprises on tax day.

As a fellow military spouse who's walked in your shoes and continues to, I understand the challenges we face when managing our businesses and staying compliant with ever-changing tax regulations. Before I became a tax professional, I navigated these murky waters myself. Now, I'm here to share some tried-and-true tips to help you sail smoothly into tax season.

### 1. Don't Procrastinate – Start Organizing Now

I know, I know—it's tempting to push off tax prep until after the new year. But trust me, getting a head start will save you from a mountain of stress later. Start by gathering all your financial documents: income statements, expense receipts, and other relevant paperwork. Your future self will thank you if you take a few minutes each month to organize your receipts. If you use a spreadsheet or accounting system, that would be great. You want to have a good filing system that you can easily manage and use for tax day to use accurately.

### 2. Maximize Your Deductions

As a military spouse running a small business, you can access various tax deductions that significantly reduce the taxable

income for which you might be qualified. Your home office should be used exclusively for business purposes. Business-related travel? Check. Equipment and supplies? Absolutely. Don't miss out on these savings! Every little bit helps, especially as a business owner. Keeping your receipts is vital for your business.

### 3. Review Your Estimated Tax Payments

Making estimated tax payments throughout the years is a great habit, but tracking if your payments are right is something that can be applied to avoid paying penalties or, better yet, keep more money in your pocket. If you're unsure how to do this, don't hesitate to reach out—I'm happy to help!

### 4. Stay on Top of IRS Changes

Tax laws always change, and keeping up with the latest IRS updates can feel like a full-time job. The good news? Investing with a tax professional can save you big. You don't have to do it alone. Having someone to help and guide you to the necessary updates that are tailored to you is going to be beneficial for you and your business. Seek a tax professional who will partner with you on your tax journey. As someone who's been there, I've made it my mission to stay current with all the latest changes so you don't have to. I've got you covered if you are looking for a tax professional.

### 5. Take Advantage of Military Spouse Benefits

Did you know that as a military spouse, special tax benefits are

available to you? There are many ways to save, from the Military Spouse Residency Relief Act to state-specific tax breaks. Don't let these benefits go untapped—they help ease the financial burden that often comes with our unique lifestyle.

### 6. Consult a Tax Professional

When in doubt, it's always a good idea to consult with a tax professional who understands the ins and outs of your situation. Whether you have questions about deductions, need help with your bookkeeping, or just want peace of mind knowing you're doing everything right, a tax professional can help.

### Let's Make Tax Season a Breeze

Running a small business is no small feat, especially when balancing military life's challenges. But with a little preparation and the right guidance, tax season doesn't have to be stressful. I'm here to help you every step of the way so you can focus on what you do best—running your business and supporting your family.

If you have any questions or need assistance, don't hesitate to reach out. Together, we'll ensure you're on the right track for a successful tax season. After all, we military spouses know how to handle whatever comes our way—including the IRS!

You can contact Nisla Love at [chooselovesolutions.com](http://chooselovesolutions.com).

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## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS



# Merry & Bright Marketing Essentials

By the **AMSE** Team

Alright, military spouse CEOs, it's time to get serious about the holidays. The festive season is the prime time to rake in those sales and show the world what your business is all about. Just because you're running a business with the hustle of military life on your plate doesn't mean you can't crush the holiday game. Let's dive into some next-level holiday marketing strategies to make sure your business thrives—and, of course, we're doing it all with that boss mentality.

## 1. Leverage Your Military Spouse Story

Let's start with your secret weapon: YOU. Being a military spouse entrepreneur means you have a unique story that resonates with people. So, don't be afraid to bring that out in your holiday marketing. Use your journey, your resilience, and your hustle as a powerful connection point.

- **Campaign Idea:** Run a "Support a Military Spouse-Owned Business" campaign, highlighting the strength and adaptability that come with being a milspouse. People love to support small businesses with a cause, and your story? Yeah, it's the cherry on top.
- **Social Media:** Share some behind-the-scenes moments—whether it's prepping orders before a PCS move or balancing the chaos of deployment with holiday sales. Be real, be relatable, and watch how quickly people connect.

## 2. Run a Holiday-Themed Sale or Promo

You're not just going to blend into the sea of holiday discounts. Nope. You're going to stand out, and here's how:

- **Exclusive Discounts:** Create military-exclusive discounts or partner with military organizations to amplify your reach. Trust me, people will appreciate that nod to the military community.
- **Holiday Bundles:** People love a good deal, especially when it's wrapped up in a cute holiday package. Offer themed bundles of your products or services at a

slightly discounted rate. You can call them "Holiday Survival Kits" or "PCS Packing Essentials"—get creative!

- **Free Shipping:** Because who doesn't love free shipping during the holidays? Throw in free shipping for all orders during the festive season or even on certain days—think of it like your version of Black Friday or Free Shipping Day.

## 3. Capitalize on the Urgency of the Season

It's the holiday season—people are in "buy now or regret it later" mode. Use this to your advantage by creating a sense of urgency in your marketing campaigns.

- **Countdown Timers:** Use countdown timers on your website or email campaigns to create interest. Whether it's a flash sale or a holiday discount that's about to end, get people to click "Buy now" before time runs out.
- **Limited-Edition Products:** This is the time to roll out some exclusive, limited-edition holiday products. Whether it's a new product line, limited-time offer, or custom holiday packaging, make it clear that once it's gone, it's gone.

## 4. Email Campaigns That Convert

If you're not sending out emails during the holidays, it's time to make that change now. Email marketing is your holiday cash cow. It's personal, direct, and most importantly—it works.

- **Holiday-Themed Series:** Send out a series of holiday emails building up the excitement. Start with a "sneak peek" email, then follow up with product recommendations, and finish strong with a "Last Chance for Holiday Shopping" email.
- **Personal Touch:** Add a touch of personality—whether that's offering a heartfelt "thank you" to your loyal customers or sharing a bit of your own holiday traditions as a military family. People want to feel connected, especially around the holidays.

## 5. Optimize Your Website for the Holiday Rush

Let's be real—your website is your digital storefront, and if it's not holiday-ready, you're leaving money on the table. People are shopping fast, and they want a smooth, seamless experience.

- **Festive Vibes:** Spruce up your homepage with holiday designs, banners, and calls to action that scream holiday cheer. Make it visually festive, but don't sacrifice clarity for glitter.
- **Gift Guides:** Create a "Holiday Gift Guide" that features your products. Make it easy for people to find gifts for their spouse, kids, or even an office gift exchange. Pro tip: Create specific categories like "Gifts for the Deployed" or "Military Family Stocking Stuffers" to show you get your audience.
- **Mobile-Friendly:** More people shop on their phones during the holidays, so your site better be optimized for mobile. No one has time for a slow-loading page when they're trying to score last-minute gifts!

## 6. Collaborate and Cross-Promote

Teamwork makes the dream work, and in this case, it also makes your sales skyrocket. Find other military spouse entrepreneurs or small businesses and collaborate on holiday bundles or giveaways.

- **Holiday Bundle:** Partner with complementary businesses to offer exclusive holiday bundles. Think a military spouse-owned candle company teaming up with a fellow milspouse who sells custom mugs—instant gift set!
- **Social Media Takeovers:** Collaborate with influencers or fellow entrepreneurs in your niche to do Instagram or Facebook takeovers during the holidays. It's a win-win: You both gain exposure to each other's audiences, and people love following along during takeovers.

## 7. Give Back to the Military Community

The holidays are all about giving, and this is your chance to not only make

sales but also make a difference. Run a campaign that supports the military community, whether it's donating a portion of sales to a military-related charity or offering discounts to service members and their families.

- **Give Back Campaign:** For every purchase made, donate a percentage to a cause close to your heart—whether it's a nonprofit for veterans, military spouses, or families of the deployed. Your customers will appreciate knowing their dollars are going to a good cause.
- **Host a Charity Drive:** If you want to go the extra mile, host a holiday charity drive for your local military community. Use your platform to give back, and you'll gain goodwill—and maybe even a few loyal customers.

## 8. Don't Forget Post-Holiday Shoppers

News flash: The holiday shopping doesn't stop on December 25. Post-holiday shoppers are out in full force, looking for deals and cashing in on gift cards.

- **New Year, New You Sales:** Right after the holidays, pivot your marketing towards New Year's sales. Help your customers feel like they're getting a fresh start with your products or services.
- **Clearance Sales:** Don't let old inventory sit around—run clearance sales on holiday items or offer deep discounts to attract those post-holiday shoppers.

## Final Thoughts: It's Time to Shine, CEO Baddie

The holidays are *your* time to dominate. With the right marketing strategies, a sprinkle of holiday magic, and that unique military spouse grit, you'll not only boost your sales but also build stronger connections with your customers.

So, get your holiday campaigns in gear, boss up, and make this the season where your business shines brighter than those holiday lights. Let's make this holiday season your most successful one yet!



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## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# Mistletoe & Wow:

## Smooch-Worthy Service That Keeps Clients Coming Back



By the AMSE® Team



Alright, boss babe, the holiday rush is upon us, and if there's one thing that'll make or break your business during the craziest time of year, it's customer service. Your customers don't care. They want fast, seamless service with a smile (virtual or otherwise), and you're going to give it to them.

Let's get into some CEO-level customer service strategies that'll keep your clients happy, loyal, and raving about your brand all season long.

### 1. Set Clear Expectations—And Stick to Them

Nothing frustrates customers more than not knowing when they'll get their order or what to expect. Don't leave them hanging! Set clear expectations upfront about shipping times, holiday hours, and response times for customer inquiries.

- **Holiday Shipping Info:** Make sure your customers know your cut-off dates for holiday shipping. Post it everywhere—your website, social media, email campaigns—so no one can say they didn't know.
- **Honesty is Everything:** If there's a delay, be straight-up about it. Customers would rather hear the truth than be left wondering where their package is. Transparency builds trust—and loyal customers.
- **Set Boundaries:** Yes, you want to keep customers happy, but setting clear hours for customer service responses helps manage expectations. Let them know your response window—then stick to it.

### 2. Automate and Delegate Like a Boss

You can't be everywhere at once. That's why you need to lean into automation and delegate where you can. Automation isn't just about saving time—it's about being consistent.

- **Autoresponders for the Win:** Set up automatic responses for common inquiries, especially during busy holiday periods. A quick, friendly response with "Hey, we've got your message! Expect a reply within 24 hours" goes a long way in keeping customers from feeling ignored.

- **Chatbots for FAQs:** Got the same questions rolling in like a broken record? Use a chatbot or FAQ section to answer repetitive questions. This frees you up for the more complicated issues that need your personal touch.

### 3. Over-Communicate to Keep the Peace

When it comes to the holiday season, there's no such thing as too much communication. Customers are stressed, they're in a hurry, and they want answers ASAP. Keep them in the loop at every stage of the game.

- **Order Confirmations and Updates:** As soon as someone places an order, hit them with an immediate confirmation email. Follow up with shipping info, tracking numbers, and delivery estimates. Don't make them hunt you down for the details—be proactive.
- **Social Media Check-Ins:** Use your social platforms to keep customers updated on any changes, delays, or issues. If you're running a small team or dealing with the chaos of military life, be upfront. Customers will appreciate the transparency.

### 4. Go Above and Beyond—But Be Smart About It

The holiday season is when customers need a little extra love. While you don't have to bend over backward for every single request, adding a few thoughtful touches can create lifelong fans.

- **Personalized Thank You Notes:** Throw in a handwritten thank you note or personalized message with their order. It's a small thing, but it adds a lot of heart to the transaction.

- **Surprise Freebies:** If you're feeling extra generous, throw in a little freebie or upgrade their shipping. You'd be amazed how far a small gesture can go during the holidays.

- **But remember:** don't over-promise and under-deliver. Keep your extra efforts within your bandwidth so you can handle the volume without burnout.

### 5. Be Empathetic, but Firm

Look, the holidays can bring out the best and worst in people. Customers might be stressed, impatient, and downright cranky. Your job is to be empathetic while still holding your ground. You can be kind without being a pushover.

- **Stay Calm, Cool, and Collected:** When a customer loses it over a delayed package, don't take it personally. Respond with empathy but maintain your policies. A simple "I completely understand how frustrating this is, and I'm going to do everything I can to make it right" works wonders.
- **Draw the Line:** You're a CEO, not a doormat. If a customer is being unreasonable, it's okay to politely say, "Here's what I can do to help." You can't please everyone. Know when to walk away from energy-draining situations.

### 6. Turn Mistakes into Opportunities

Things can go sideways during the holiday season. Whether it's a shipping delay or a wrong order, it's not about the mistake—it's about how you handle it. Turn those slip-ups into moments that wow your customers.

- **Own Up to It:** If you've messed up, don't hide from it. Acknowledge the error and immediately offer a solution. Customers respect honesty and will likely stick around if they see you're willing to make things right.
- **Compensate Smartly:** Offering a discount on a future order, a free gift, or expedited shipping can

turn an upset customer into a loyal fan. But don't go overboard—find a balance that works for both you and your bottom line.

### 7. Encourage Customer Engagement

The holiday season is a perfect time to ramp up engagement with your customers. Not only will this make them feel valued, but it'll keep them coming back.

- **Social Media Shout-Outs:** Feature your customers in your holiday posts or stories. Whether it's a photo of them with their purchase or a glowing review, making them feel seen boosts loyalty.
- **Create a Hashtag:** Encourage your customers to share photos of their holiday purchases with a branded hashtag. This not only builds community but creates user-generated content you can share.

### 8. After-Holiday Follow-Up

Don't ghost your customers after the holiday rush is over. Keep the relationship alive with some solid post-holiday follow-up.

- **Thank You Emails:** Send out a quick "Thank You" email after the holidays. Show appreciation for their business and let them know how much it means during the busiest season of the year.
- **New Year Offers:** Follow up with a "New Year, New Deals" promotion or a special discount for those who shopped with you during the holidays. Keep that momentum going!

### Final Thoughts: Run Customer Service Like a Boss

This holiday season, you've got a business to run, customers to keep happy, and a million other things on your plate. But with the right customer service strategy, you can keep everyone engaged, satisfied, and coming back for more.

**Remember:** Customer service isn't just about handling problems—it's about creating an unforgettable experience that turns casual buyers into raving fans. You've got this. Now go out there and crush the customer service game, CEO.

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

MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# Stress-Free Holidays: How to Prepare Your Business for a Break

By Michelle Hughes | Michelle Hughes, LLC



Imagine shutting down your business for a month to enjoy the holiday season. I know what you're thinking, yeah right! Managing military life along with running your business is tough for military spouse entrepreneurs. Add festive celebrations, team parties, and gift shopping and you've got your ticket to feeling overwhelmed. A strategic plan, effective team coordination, and automation tools can help your business thrive while you're away enjoying some well deserved time off. You'll get practical advice on how to get ready for the holiday break and set yourself up for a great start in the new year in this guide.

Don't wait until the last minute—now is the perfect time to prepare your business for a stress-free vacation. Here's how you can get ahead and ensure your business thrives, even when you're not around.

## Planning Ahead: The Key to Success

The first step in ensuring your business thrives while you're away is to start planning early. Begin by assessing your workload and identifying the tasks that absolutely must be completed before you take time off. Create a comprehensive checklist of deadlines, client deliverables, and any other essential responsibilities.

Next, communicate your holiday schedule with your team, clients, and partners well in advance. Clear communication helps manage expectations and ensures that everyone is on the same page. Consider implementing a "soft close" period leading up to your break, during which you gradually reduce your workload and transition tasks to your team.

For product-based businesses, this may involve managing inventory levels to meet holiday demand and coordinating with suppliers to prevent shortages. Service-oriented businesses might focus

on scheduling client appointments and completing ongoing projects ahead of time. By anticipating potential challenges and addressing them proactively, entrepreneurs can minimize disruptions and maintain service quality.

## Empowering Your Team: Delegation Done Right

As a military spouse entrepreneur, you likely wear many hats. However, during the holiday season, it's crucial to lean on your team to keep the business running smoothly. Delegation is not only a way to lighten your load but also an opportunity to empower your team members to take on new responsibilities.

Open up dialogue with your team about the holiday schedule, delegate responsibilities, and ensure everyone knows what's expected. Be prepared to address any concerns or questions from the team. Equip them with the tools and guidelines they need to make decisions confidently in your absence. Remember, trust is key—give your team the autonomy they need to succeed, but be available for support if necessary.

## Create Project Roadmap

Before the holiday season kicks into high gear, take time to map out all ongoing projects. Create a comprehensive overview that includes:

- Current status of each project
- Key milestones and deadlines
- Team members involved
- Any potential challenges or roadblocks
- Projects to be prioritized when returning

This document will be your guide for when you return from break. For each project, establish clear stopping points before the break. This might involve completing a specific phase, reaching a particular milestone, or wrapping up certain tasks. Clearly communicate these

points to both your team and clients to ensure everyone is on the same page.

## Automation: Your Secret Weapon

In today's digital age, automation is a game-changer for military spouse entrepreneurs looking to maintain engagement and operational efficiency during holidays. By automating routine processes, you can keep your business running without you having to manually intervene.

Start by automating your email marketing campaigns. Schedule holiday-themed emails, promotions, or newsletters to go out while you're away. This keeps your brand top-of-mind for your customers without requiring you to lift a finger.

Next, take advantage of social media scheduling tools. Plan and schedule your social media content in advance, ensuring that your online presence remains active even when you're offline. Engage with your audience by setting up automatic responses to common inquiries or directing them to a team member who's available. Manychat is a great way to do this!

For e-commerce businesses, automation can extend to inventory management, order processing, and even customer service. Implement chatbots to handle frequently asked questions, ensuring that your customers receive timely responses, even during your absence.

## Setting Clear Customer Expectations

Transparent communication with customers about holiday schedules and service availability is crucial for maintaining trust and satisfaction. Informing clients in advance about any changes in operating hours, delivery times, or support availability helps manage their expectations and reduces potential frustration. You can utilize newsletters, social media announcements, and website banners to convey this information effectively.

## Re-entry, Reflecting and Refining Post-Holiday

Before returning from the break, schedule a "re-entry" day. Use this time to:

- Review the project overview created before the break
- Check in on any automated processes or tasks that ran during your absence
- Go through important emails or messages
- Update your to-do list based on current project statuses

Upon returning take time to review how the business operated in your absence. Gather feedback from team members and assess customer interactions so you can highlight areas of success and opportunities for improvement.

If you have a team make sure to celebrate their achievements to boost morale and reinforce a collaborative company culture. This reflection enables you to refine your strategies and processes for future breaks, fostering continuous growth and resilience.

## Ready to Take Action?

Don't let the holiday season catch you off guard. Start preparing your business today so you can enjoy a stress-free break and come back recharged and ready for the new year. Empower your team, leverage automation, and set clear expectations to keep everything running smoothly.

**Take the first step now**—sit down with your team, review your plans, and start implementing these strategies. Your future self will thank you when you're able to relax with your loved ones, knowing your business is running smoothly.

Happy holidays, and here's to a successful, stress-free break!

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## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS



Alexis Harlow | Mindfully Military  
Photo Courtesy of AMSE\*

## Sleigh Your Holiday Campaigns

### 8 Tips for Scroll-Stopping Subject Lines

By Michele Bradfield |  
[HeyMicheleB](#)



Believe it or not, some people will carelessly craft their email subject lines this holiday season and then wonder why their sales fall flat. But that's not going to be you! You're going to sleigh your holiday campaign with subject lines that stop the scroll, and here's why: **Emails are 5X more likely to be read than social posts and have a 6X higher**

**conversion rate!** So, yes, you definitely want to ensure you're A) sending emails and B) getting them opened and read.

Email really works and is worth the effort, but here's the catch...

The holidays are noisy, especially in our inboxes. That's why your subject lines need to be foolproof so they don't end up in the trash bin—or worse, in spam jail.

**Here are six tips to help you craft scroll-stopping subject**

**lines for your holiday campaigns:**

- 1. Keep It Short and Sweet:** Aim for 50 characters or less, especially since mobile devices often show only 25-30 characters. For example, try something like "5 no-fail gift ideas for him."
- 2. Play with Tone:** Sometimes a straightforward approach works, like "read this asap." Other times, a playful or curiosity-driven subject line, like a

solo emoji (👀), can be more engaging. Both strategies can help your email stand out in someone's inbox.

**3. Personalize, but Don't Overdo It:** Including the reader's first name adds a nice touch, but keep it simple—just their first name, as in, "saw this and thought of you, [Name]."

**4. Be Picky with Punctuation:** Less is more with punctuation. If you must use an exclamation point, stick to just one.

**5. Skip the ALL CAPS:** Using all caps can feel like shouting, so save it for abbreviations.

**6. Make It Enticing, Not Inquisitive:** Instead of asking, "Are you ready for the holidays?", try something more intriguing like "5 cozy holiday hacks you need this fall."

**7. Avoid Spam Words:** Watch out for trigger words that can send your email straight to spam jail. Words like free, urgent, save up to, act now, and promise are red flags for spam filters. You've put a lot of work into your holiday messaging,

so don't let it end up in a spam folder. Before hitting send, check out the article "**188 Spam Words to Avoid: How to Stay Out of Email Spam Folders**" by ActiveCampaign.

**8. Use a Headline Analyzer:** Pro marketers and writers use a headline analyzer to craft must-read subject lines, and you can too. These tools evaluate your subject line based on length, clarity, readability, sentiment, and engagement potential. Analyzing these elements helps refine your subject line to maximize its effectiveness and click rate. Many free versions are available online, so a quick search will help you find one that suits your needs.

**Ta-dah!  
You're all set.**

With these straightforward and actionable tips, you're ready to create subject lines that grab attention and drive results, leading to the ultimate holiday gift for any small business owner: sales.

**fiserv.**

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the Military Community

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MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS



# Bah Humbug to Brilliant:



## Scrooge-Proof Hacks for Work From Home Productivity

By Kelly Foster | [Motivated By Kelly, LLC](#)



As the holiday season approaches, military spouse entrepreneurs face unique challenges. Balancing the demands of a home-based business with the festive chaos requires strategic planning and disciplined execution. Here are practical tips to maintain productivity and focus during the holidays.

### 1. Create a Festive, Yet Functional Workspace

Decorating your workspace with holiday cheer can boost your mood but avoid clutter that may distract you. A well-organized, festive environment can keep your spirits high and your productivity intact.

### 2. Set Clear Boundaries

Establish clear work hours and communicate them to your family. This helps manage expectations and ensures you have dedicated time to focus on your business. Use a visual signal, like a closed door or a sign, to indicate when you're working.

### 3. Prioritize and Plan Ahead

The Motivated By Kelly Planner can be a game-changer during the holidays. Start by jotting down your goals and breaking them into actionable steps. Prioritize tasks that align with your business objectives and schedule them into your planner. This helps you stay on track despite holiday distractions.

### 4. Embrace Time Blocking

Time blocking is an effective way to manage your day. Allocate specific time slots for work tasks, family activities, and self-care. Stick to your schedule as much as possible and adjust as needed to accommodate holiday events.

### 5. Delegate and Outsource

Don't be afraid to delegate tasks to family members or outsource certain business activities. This not only lightens your load but also involves your loved ones in your entrepreneurial journey. Consider hiring a virtual assistant or using freelance platforms for temporary help.

### 6. Practice Self-Care

The holiday season can be stressful. Ensure you're taking time for

self-care to maintain your well-being. Incorporate activities that rejuvenate you, such as exercise, meditation, or simply taking a break to enjoy a holiday movie.

### 7. Stay Connected with Your Community

Networking with other military spouse entrepreneurs can provide support and inspiration. Join online communities or local groups where you can share experiences, exchange tips, and offer mutual encouragement.

### 8. Reflect and Celebrate Small Wins

Take time to reflect on your progress and celebrate small victories. The Motivated By Kelly Planner includes sections for weekly reflections and gratitude, helping you stay motivated and positive.

### 9. Adapt to Unexpected Changes

Flexibility is crucial during the holidays. Be prepared to adapt your plans if unexpected events arise. Keep a buffer in your schedule for unforeseen tasks or family needs.

### 10. Plan for the New Year

Use the holiday season to set the stage for the coming year. Reflect on your business achievements and challenges and plan your goals for the next year. The Motivated By Kelly Planner ([www.motivated-bykelly.com/shop](http://www.motivated-bykelly.com/shop)) is an excellent tool for brainstorming and setting actionable objectives.

The holiday season, while filled with joy and celebration, can also bring challenges for military spouse entrepreneurs. By creating a functional workspace, setting boundaries, prioritizing tasks, and practicing self-care, you can maintain productivity and enjoy the festivities. Embrace the power of planning with the Motivated By Kelly Planner, and navigate the holiday season with confidence and ease.

### Special Offer:

For those looking to get a head start on their planning, if you purchase a 2025 Motivated By Kelly Planner now, you will receive a digital copy of the 2024 November and December months—complimentary. This bonus allows you to seamlessly transition into the new year with a clear and organized mindset.



## TWINKLE AND TENACITY: OUTSHINING THE COMPETITION



By Cindy Leslie | [BeYoutifully Uncommon](#)



As the twinkle of holiday lights ushers in a season of togetherness and joy, it's important to remember those who may find this time challenging—our military families and service members. For military families and service members, it can be a difficult time, especially for those who are deployed away from their loved ones. That is why the role of military-owned businesses during the holidays is so critical. These businesses not only provide unique gifts and experiences but also help support the military community and contribute to the overall festive spirit. These unsung heroes are military spouse entrepreneurs, who not only manage the challenges of military life but also run businesses that make a significant impact during the festive season.

**One of the most significant challenges faced by military-owned businesses during the holiday season is standing out in a crowded market.** Small businesses are competing with larger retailers, both online and in-store, and must find ways to attract new customers and retain existing ones. However, military-owned businesses have a distinct advantage in that they can offer products and services that resonate with the military community. From personalized gifts featuring military insignias to unique experiences that celebrate the military's history and culture, these businesses can create a memorable experience for their customers.

**Military spouse entrepreneurs are not only running businesses but also inspiring and empowering others in their communities.** By showcasing their entrepreneurial spirit and success, they serve as role models for other military spouses who may be seeking to start their own businesses. These entrepreneurs demonstrate that it is possible to

balance the demands of military life while pursuing their passions and contributing to their communities.

**In the spirit of giving back, many military-owned businesses participate in charitable initiatives during the holiday season.** These entrepreneurs understand the importance of giving back and making a positive impact on the lives of others. They contribute to organizations that support service members and their families, particularly those who are deployed during the holidays. By giving back to their community in this way, military spouse entrepreneurs not only provide support to others but also foster a sense of community, goodwill and embody the essence of the holiday season.

**For service members who are often separated from their families during the holidays, businesses owned by military spouses offer comfort and familiarity.** The holiday season can be particularly tough for the military community, as

many are away from their loved ones. Businesses led by military spouse entrepreneurs provide a sense of connection and support by offering products and services that celebrate military culture. much-needed support system during the holiday season.

In essence, military spouse entrepreneurs play an inspiring and empowering role in supporting the military community during the holiday season. They offer unique products and services, engage in charitable initiatives, provide a sense of familiarity and connection for those who are deployed away from home. They embody the spirit of giving back and fostering connection. As we embrace the spirit of the holiday season, let us remember to show our support for these businesses by choosing to shop and patronize them. Together, we can make the holiday season a time of celebration, gratitude, and appreciation for our unsung heroes and for all who serve our country.

## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS



Sultana Karim | Karim Counseling Services, PLLC  
Photo Courtesy of AMSE®

# Merry Mic-mas

## Sprinkle Podcast Pixie Dust for Holiday Gold

By Heather Jones |  
[Heather Jones Coaching](#)



Truth time! The holidays are hectic, right? You're juggling a business, family, and probably a few Elf on the Shelf shenanigans. But guess what? Podcasting can be your secret weapon to survive (and thrive) this holiday season. It's like having an extra pair of hands—or maybe a tiny helper. Let's dive in and figure out how to turn up the holiday cheer for your business with the magic of podcasts.

### Connect and Convert

Military spouses are experts at building a community from scratch. Guest starring on podcasts offers a unique opportunity to extend that connection-building superpower to a global audience. By sharing personal stories, challenges, and triumphs, you can create a sense of trust and rapport with new listeners.

The holiday season is a time for giving, and podcasting offers a unique opportunity to connect with the audience on a personal level. By sharing stories that resonate with the holiday spirit, you can position your business as a source of joy and celebration. Building strong relationships during this time can lead to increased customer loyalty and gift purchases.

### Leveraging Your Expertise

While you may be a guest, speaking to someone else's audience, it's an opportunity to shine. When you connect with listeners, they'll often seek you out directly. Your host will most likely ask where they can find you, giving you a prime opportunity to direct them to your platforms.

Put a holiday twist on your point of view. You can talk about

holiday entertaining, gift ideas, or stress management for the busy season. By providing valuable information, you'll establish yourself as a trusted source and increase the likelihood of holiday sales.

### Expanding Your Impact

So many of us know what it's like to struggle to have your voice heard over all of the other noise on the internet. Stepping into guest appearance opportunities on relevant podcasts can be a fabulous way to very literally get your voice heard. You get to tap into a brand new audience and as a sparkly side effect, elevate your credibility. Collaborating with other military spouse entrepreneurs or complementary businesses can create mutually beneficial partnerships and expand your reach.

And here's the cherry on top: Once you record each podcast, it becomes a gift that keeps on giving. Repurpose it as social media content, create blog posts, or even trim it down for video clips (with the host's permission). It's like finding extra presents under the tree!"

### Exclusive Offers for Listeners

In the spirit of giving, consider creating exclusive offers specifically for the podcast audience. By providing unique value, you can foster a strong connection with the podcast host's audience and drive conversions. You can provide things like:

- Unique discount codes for podcast listeners
- Exclusive product bundles tailored to the audience
- Early access to new products or collections
- Personalized experiences or consultations

### Finding Your Voice

Now, let's talk about finding your voice. Stepping into the spotlight and putting yourself out there might feel scary. Remember, you're not alone. Most entrepreneurs face similar doubts and challenges.

Here's where your superpowers come in. Military spouses possess unique stories. Sharing these stories on podcasts gives you an opportunity to share your experience and a little peak inside what makes you uniquely you and by extension what makes your products or services special. By embracing vulnerability, you can create a genuine connection with the audience.

Overcoming self-doubt can be a significant hurdle, especially when considering podcasting. However, it's important to remember that your unique perspective is valuable and can resonate with listeners. Somebody needs what you've got, but they need to know you have it.

To illustrate, imagine a military spouse who owns a bakery. Sharing her passion for baking and her journey to perfecting

those special holiday recipes can create a strong connection with listeners. By discussing the challenges of balancing family life, military moves, and the demands of the holiday baking season, she can position herself as a relatable and knowledgeable expert.

### To Wrap it All Up

Research shows that a significant percent of podcast listeners have purchased a product or service after hearing about it on a podcast. That's right, your podcast episode can be your own personal "salesperson."

By sharing your story, connecting with the audience, and positioning yourself as an expert, you're not just recording a podcast episode; you're building a loyal customer base ready to support your business. So, what are you waiting for? Snag some guest spots, and let's turn those podcast spots into holiday sales.

## HOW AMSE STACKS UP

### OTHER RESOURCES USED

According to AMSE members, AMSE ranked 82% higher across the board than other programs. This approval covers everything from serving the Military Spouse entrepreneur to our education and resources to our programming and community.

# 84%

Rank AMSE better than other programs for Community

# 82%

Rank AMSE better than other programs in serving the Military Spouse Entrepreneur

# 59%

Rank AMSE better than other programs in Military Spouse Entrepreneur Education + Resources

### ECONOMIC IMPACT

Despite a global pandemic, 54% of AMSE members reported that their revenues have increased since joining the program. 33% also reported a stronger sense of financial stability.

### GOAL SETTING

AMSE utilizes community to help our members set tangible goals and achieve them. Since joining AMSE, 54% of members report achieving their goals has been easier.

# 54%

of members report that their revenues have increased since joining AMSE

# 85%

Report that their confidence in their future career has increased

# 93%

Report that their self-worth has increased

Access AMSE® Military Spouse Entrepreneur Impact Reports and gain exclusive insights into our nation's military spouse entrepreneurs.

Despite strides in employment, challenges like unemployment and underemployment persist, with military spouses facing rates approximately 5 times the national average. They represent one of the most underserved groups, experiencing a staggering unemployment rate of around 22%. Since our inception in 2019, AMSE® has been dedicated to advocating for fellow military spouse entrepreneurs.

With each passing year, we've released the Military Spouse Entrepreneur Impact Report, capturing vital data and trends, including the latest findings from 2023.

Despite being in operation for just over 4 years, our commitment to empowering military spouses has remained steadfast. We advocate for our community, collaborating with organizations and companies to develop entrepreneurial programs and resources tailored to their needs.

Within these reports, you'll discover insightful statistics, such as the types of businesses military spouses are operating, their revenue generation, employee numbers, and their most pressing needs to thrive in business.



Impact Report

FAMILY LEGACY SPOTLIGHT

# Family Legacy Spotlight: Building Tomorrow's Inheritance

In the dynamic world of military spouse entrepreneurship, creating a lasting legacy isn't just about business success—it's about weaving your family into the very fabric of your venture. This spotlight explores how military spouse entrepreneurs are building more than just companies; they're crafting enduring family legacies.

## An Interview with the Association of Military Spouse Entrepreneurs®

**How did you come up with the idea for your business, and what inspired you to start it while navigating military life?**

When I started Dog Tags and Heels, my PR agency, back in 2014, I never imagined it would lead to something much bigger. I created a Facebook group for military spouse business owners, and it quickly became clear that there was a huge need for resources tailored to our unique situation. Most of us were building web-based businesses and facing challenges that traditional resources didn't address. That's when the idea for the [Association of Military Spouse Entrepreneurs® \(AMSE®\)](#) was born.

**What unique challenges have you faced as a military spouse in running a business, and how have you overcome them?**

As a military spouse entrepreneur, funding has always been our biggest hurdle. It's tough to be taken seriously and show the impact we're making. That's why we produce an annual impact report—to showcase the real difference we're making in military families' lives.

**How does your family's military lifestyle influence or shape the way you run your business?**

Our military lifestyle has taught me the importance of flexibility. I've structured AMSE® to be adaptable, just like our families have to be. When COVID hit—the same year I launched AMSE®—my kids were suddenly home all the time. I saw an opportunity to involve them in the business, and it's been amazing to watch their talents flourish.

**What made you decide to involve your family in your business?**

Now, my daughter, a junior at Temple University, is our membership coordinator. My younger kids, Zahara and Tyberius, help with event setup and customer service. They even weigh in on our social media content! My husband Roy sits on our board of advisors, bringing valuable experience and ideas to the table.

**What lessons have you and your family learned along the way?**

The biggest lesson we've learned as a family is that not everything goes as



planned, but each step is a learning opportunity. My advice to other military spouses considering entrepreneurship is to be transparent with your family. Share everything—the struggles, the victories, the lingo. You never know when they might spot an opportunity or have an idea to improve things.

**What are your goals for your business in the coming years, and how do you see it growing with your family?**

Looking ahead, I see AMSE® becoming a globally recognized name for military spouse entrepreneurs. It's not just about building a business; it's about creating a legacy and shared experiences with my family. Their involvement, skills, and talents are helping to shape and improve our program every day. We're on a mission to empower military spouses to start, grow, and sustain successful businesses, and I couldn't be more excited about the future.



## An Interview with Moxies

**How did you come up with the idea for your business, and what inspired you to start it while navigating military life?**

[Moxies Business Development Coaching, LLC](#) was created for several reasons: to contribute to the family's financial needs without adding stress to schedules, use life and business experience to help others, and finally, because I am terrible at job interviews.

**What unique challenges have you faced as a military spouse in running a business, and how have you overcome them?**

Sustainability means looking beyond the current month of contracts and bills, forecasting possibilities, and connecting with potential clients.

Funding is tricky in our industry. We are in a niche, and there is not much out there unless we have specific certifications, such as women-owned or veteran-owned. While we are working on those certifications for grants to grow our business, we are lucky enough to have a business

partner who invested in our vision (Thank you, Martin!)

Balancing marriage, kids, work, and life can be difficult. A client asked me how we balance everything and "stay married." It's a choice; it is looking at the global picture and understanding that the solutions we come up with today will affect future challenges. Sometimes it means taking a break and just saying, "Let's go for a drive," or grabbing a coffee alone and sitting in the car. And all of that is okay. It is one moment at a time, one email at a time.

**How does your family's military lifestyle influence or shape the way you run your business?**

The military is mission-driven for measurable results and obtainable benchmarks. Anyone can have an idea, but how do you map that out? We take the templates of action and thought and layer them over our processes to ensure we are aligned as a business and that our expectations are realistic. We also work together to

understand each other's viewpoints, ask questions, do the research.

**What made you decide to involve your family in your business?**

My spouse and I have worked together for many years and have always been driven to help each other. We rarely do anything alone; we get along and like each other. Our children each have gifts that have complimented this venture, and our goal is to one day leave the business to them and watch them flourish.

**What role, does your spouse or other family members play in the business?**

My spouse, Patrick, is the BIM Manager and Technology Trainer. He is the face of Content Origin. Our daughter has done commissioned work for us over the years with visual content and logos. If I cannot make it in Canva, she will bring up the Autodesk Sketchbook and create what we need. Our son, who is under 10, is like our mascot. He loves events, talking to people, and just being involved. Finally, (although not

## FAMILY LEGACY SPOTLIGHT

## FROM PG. 19

blood-related) is our business partner, Martin, who creates databases and plugins, and his wife, Felicia, without whom Content Origin would still be dreams on a spreadsheet.

#### What lessons have you and your family learned along the way?

It's not easy, but there will always be something to learn. Celebrate your wins, grieve the losses, and hold on to those who support you. Disregard the negative

words from others and keep pushing forward.

#### What advice would you give to other military spouses who are considering starting their own business and want to get family involved?

If you can deal with the military, you can deal with anything. Life is hard, and the military is challenging, but the most devastating thing can be not trusting yourself. Look at you! The kids are alive, you woke up, and the spouse has made it through another night. You are the

catalyst for the success around you. You are the reason things stay balanced; you give and love. Now, turn that inward, take that love you give others, and give it to yourself. So, grab your family and start brainstorming!

#### How has the military community supported your business journey, and what resources or networks have been the most helpful?

I found the best support with AMSE® for myself, and my spouse has found support with his local VA groups, such as Coffee with

a Veteran. Sometimes, being associated with the military makes you feel like you are on an island. However, many out there feel the same way and are waiting to find you. Maybe start a military spouse get-together at a park where the kids can play or a book club. If you can't find your tribe, create one in-person or online!

#### What are your goals for your business in the coming years, and how do you see it growing with your family?

Goals are meant to be set and achieved, but they should also

be flexible. Our goal is to grow slowly and be sustainable, become a driving force of change in our industry while supporting innovation with integrity and transparency. Our kids will always be able to join forces with us or pave their own journey in life.

We will make goals and benchmarks, but one thing we should never forget is not to limit ourselves. Sometimes, we make those plans, and if we are not flexible, we could miss the opportunity for something bigger than we could have ever imagined.

## An Interview with Charliemadison

#### How did you come up with the idea for your business, and what inspired you to start it while navigating military life?

The idea for [Charliemadison Originals](#) was inspired by the three generations and four service branches of military service members in our family. Their examples of service and sacrifices for our country led us to our mission of giving back 5% of our sales to military-affiliated nonprofit organizations and support military families through our community.

#### What unique challenges have you faced as a military spouse in running a business, and how have you overcome them?

One of the biggest challenges we've faced is finding resources to help us grow a product-based business. As we've reached certain pivotal points in our business journey, we've struggled to find training, mentors, and assistance to guide us in reaching the next step – once you've been in business for a number of years, the challenges are much different than those for a new entrepreneur.

So we are expanding the Charliemadison brand and will be offering business training, resources, and coaching for fellow military spouse and veteran entrepreneurs in the near future.

#### How does your family's military lifestyle influence or shape the way you run your business?

Since we are a veteran military family, the constant relocations, deployments, and uncertainties of military life are in the rearview mirror. However, we used our family's rich history of military service to fuel our business model and mission. Because we understand the unique challenges faced by military families, we are able to create meaningful products that support, inspire, and empower other military families, no matter where they are on their service journey.

#### What made you decide to involve your family in your business?

From the very beginning, Charliemadison Originals has been about family -The name "Charliemadison" is a combination of my daughters' names—Charlotte and Madison. I have to give credit to my husband (if you see him, be sure to tell him I gave him credit—in writing) for the idea because it was his from the start. My daughters were just 7 and 12 when I started the business and they've watched me grow as an entrepreneur, while also working a full-time job as a scientist. After Madison graduated from college, she didn't want to go the traditional employment route, but found that entrepreneurship suited her well. She has infused our brand with a fresh perspective and has taken over video content, which is definitely not my favorite.

#### What role, does your spouse or other family members play in the business?

Both of my daughters are now part of Charliemadison. Madison is our Marketing Director, although she plays so many more roles in the business. Charlotte has recently joined us as a Marketing intern. My spouse is our constant cheerleader, giving us advice and some tough love when we need it.

#### What lessons have you and your family learned along the way?

Up until four years ago, I ran the business as a solo-preneur doing all the things—everything from designing, to accounting, photography, shipping orders, marketing, and stringing bracelets. When Madison joined me, it was suddenly so much easier to accomplish things. I had to give up control, delegate, let go, and teach Madison so I could focus on the bigger business picture.

#### What advice would you give to other military spouses who are considering starting their own business and want to get family involved?

Our family is very close and always has been. Just like all families, we have our moments and disagreements, but the most important thing we always remember is to respect each other's feelings, ideas, and advice. There is also a



high trust factor—we trust that the work will get done on time, that it will be up to our brand's high standards, and that we feel empowered to take the lead on new ideas. Communication is also key. Deciding whether to involve family in business is always a personal choice, but the smartest advice I can share is to talk, share in ownership of ideas and projects, and be very clear on what roles each of you play in the business.

#### How has the military community supported your business journey, and what resources or networks have been the most helpful?

The military community has been our biggest supporters and have been part of our smaller Charliemadison community as well. Giving back to military nonprofits is our mission, but we are passionate about empowering women and military family members with our jewelry and hiring military spouse and

veteran-owned businesses to help us grow.

#### What are your goals for your business in the coming years, and how do you see it growing with your family?

Now that both of my daughters are working alongside me, I feel like it's a full-circle moment. What started as a brand that was named after my daughters has grown into an empowering business that is represented by its namesakes. We will continue to support military families through our products and community, but we're striving to bring more of a family experience to the brand. And with all the lessons Madison and I have learned along the way, we are expanding Charliemadison to include a business resources, training, and coaching component to help aspiring entrepreneurs get started and arm seasoned entrepreneurs with resources to grow their product-based business.

MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS



Panel Attendees from More than a Milspouse Summit  
Photo Courtesy of AMSE®

# Embracing Presence: for Festive Harmony

By Latasha Brooks |  
Founder of [Coach  
Brooks Business  
Consulting](#)



In the fast-paced world of military spouse entrepreneurship, where duty calls and business demands never cease, the holiday season often sneaks up like a stealth mission. For many, the thought of stepping away from the laptop or putting the phone on silent can feel as daunting as a new deployment. Yet, as the tinsel begins to sparkle and the aroma of cinnamon fills the air, there's an opportunity to embark on a different kind of mission: Operation Family Time.

I am Latasha Brooks, founder of Coach Brooks Business Consulting and a proud military spouse, and I know this struggle all too well. I used to think taking a break would mean business would fall apart faster than a poorly frosted gingerbread house. However, I have come to realize that the constant hustle mentality is outdated. Success, especially

during the holidays, needs to be redefined.

I am not alone in this realization. A growing number of military spouse entrepreneurs are recognizing the importance of unplugging during the festive season. It's not just about avoiding burnout; it's about nurturing the very relationships that fuel their drive to succeed.

I realized I was so busy helping other entrepreneurs manage their time that I forgot to manage my own. A few years ago, I decided to treat family time like a high-priority client meeting—non-negotiable, scheduled, and given my full attention.

But how exactly does one transition from round-the-clock entrepreneur to present partner and parent? Here are some strategies that have worked for me:

**Communicate with clients early:** Set expectations well in advance. Let them know your holiday hours and stick to

them. Brooks has found that clients respect boundaries when they're clearly communicated.

**Automate and delegate:** Use technology to advantage. Brooks recommends setting up automated responses, scheduling social media posts, and considering hiring temporary help to manage urgent matters.

**Create a holiday-specific routine:** Establish dedicated work hours during the holidays, allowing for ample family time. This structure, Brooks notes, can help ease the guilt of not being "always on."

**Practice mindfulness:** When with family, be fully present. Brooks advises putting the phone away, closing the laptop, and engaging in the moment. The emails will still be there tomorrow.

**Reframe thinking:** Instead of viewing time off as a setback, see it as an investment in well-being and relationships—both of which are crucial for long-term success.

I have found that taking time off actually boosted my creativity. I came back to work with fresh ideas and renewed energy. That time with my family wasn't just good for her soul; it was good for my bottom line too.

The holiday season presents a unique challenge for military families, often navigating separations and reunions. For those fortunate enough to be together, it's an opportunity too precious to miss. Military families often don't know where they'll be stationed next year or if a spouse will be deployed. So when they're together, I emphasize the importance of soaking up every minute.

As a business coach, I often reminds my clients that success isn't just about profit margins and client lists. It's about building a life that honors all aspects of who they are—entrepreneur, spouse, parent, friend. The holidays offer a perfect opportunity to recalibrate and remember why they started their businesses in the first place.

I have learned that my most innovative ideas often come when I'm not actively working. Sometimes, it's during a family game night or while decorating the Christmas tree that inspiration strikes. Being present in these moments doesn't just make me a better family member; it makes me a better entrepreneur.

As the year winds down and the promise of a new one approaches, military spouse entrepreneurs have a choice to make. Will they push through, bleary-eyed and stressed, or will they choose to be present, creating memories that last far longer than any to-do list?

I am choosing the latter, recognizing that true wealth isn't measured in dollars and cents, but in moments shared and memories made. This holiday season, as military spouse entrepreneurs are building their empires, I advise them not to forget to build their gingerbread houses too. Their businesses will thank them, and more importantly, so will their hearts.

## MAXIMIZING SMALL BUSINESS SUCCESS DURING THE HOLIDAYS

# Four Joyful Tips for Peace



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

By AJ Smit | [The Joy Weaver](#)



Holiday joy can infuse into everything from the food you eat to how you dress, but have you considered bringing that same delight into your business? Here are four ways to bring tidings of laughter and joy to your customers and work this holiday season.

## Caroling to your Customers

You might not literally knock on their doors to belt out a classic, but how could you add a personal touch this month? After a client utilizes your service, could you write them a letter, send them a voicemail, or give them a shout-out on social media? You could host a client appreciation evening, create a special deal, or find another way to let your customers or top clients know you are grateful for their support.

This time of year is filled with spending money, rushing around, and trying to

be present, so a personal touch to tell customers they are as remarkable as the first snowfall can leave an impact long after the snow melts.

## Deck the Halls and the Desks

Most people think of spring when resetting their spaces, but winter can be a great time to check in on what is not working anymore. As you decorate for the holidays, ask yourself what more joy in your physical workspace looks like. Do you want to replace pictures, bring in plants, or paint a wall? Get curious about what needs sprucing up in your workspace.

The way you decorate your desk area impacts your mood more than you think, so taking a moment to add joy, even if it's a thank-you note from a client or a fun pencil holder, can make you smile on hard days and feel rejuvenated to work on and in your business. No need to walk in and look at clutter or a dull space and think, "Oh

no, no..." because soon you'll be saying, "Oh-ho-ho, let's go!"

## Working in Winter Wonderland

It can be easy to get caught up in the day-to-day busyness of fulfilling orders and responding to emails, but have you tapped into your wonder and why lately? Take a moment to review how far you've come and how you are doing the work you dreamed of doing. Reflecting with gratitude can grant you perspective and fill you with wonder.

Once you feel the awe of where you are, remember your why and use that to imagine what you want next in your business. Doing this practice can lead to more joy as you step forward in your work and make the tedious parts feel lighter overall. Your goals can feel as good as a cozy blanket with hot chocolate when they come from a wonder-filled, why-centered place instead of a traditional I-should-do-it-this-way-place.

## Bringing the Joy Home

Inviting joy into business can be focused on the work itself or the people around you, but this is also a great time to ask yourself about your happiness. Are you taking care of yourself or feeling drained? What fills your cup or helps you feel rejuvenated? Is there anything you'd like to add or shift?

It might seem odd to prioritize your happiness in your business, but as an entrepreneur, your energy in your regular life impacts business more than you know. Take a few minutes to journal about what could add a little sparkle to your eye, and as you add those activities, note how it ripples into your work.

Joy doesn't need to stay relegated to the holiday season, but you can add it to entrepreneurship's hustle and bustle. Take some time this season to reflect on how you can weave delight within your business so you feel inspired and joyous through this winter and the seasons beyond.

# Meet Naomi

- > Military Spouse
- > Business Owner
- > Community Planner

From auto and personal loans to supporting the military, Naomi has found a partner in Service CU. You can, too.

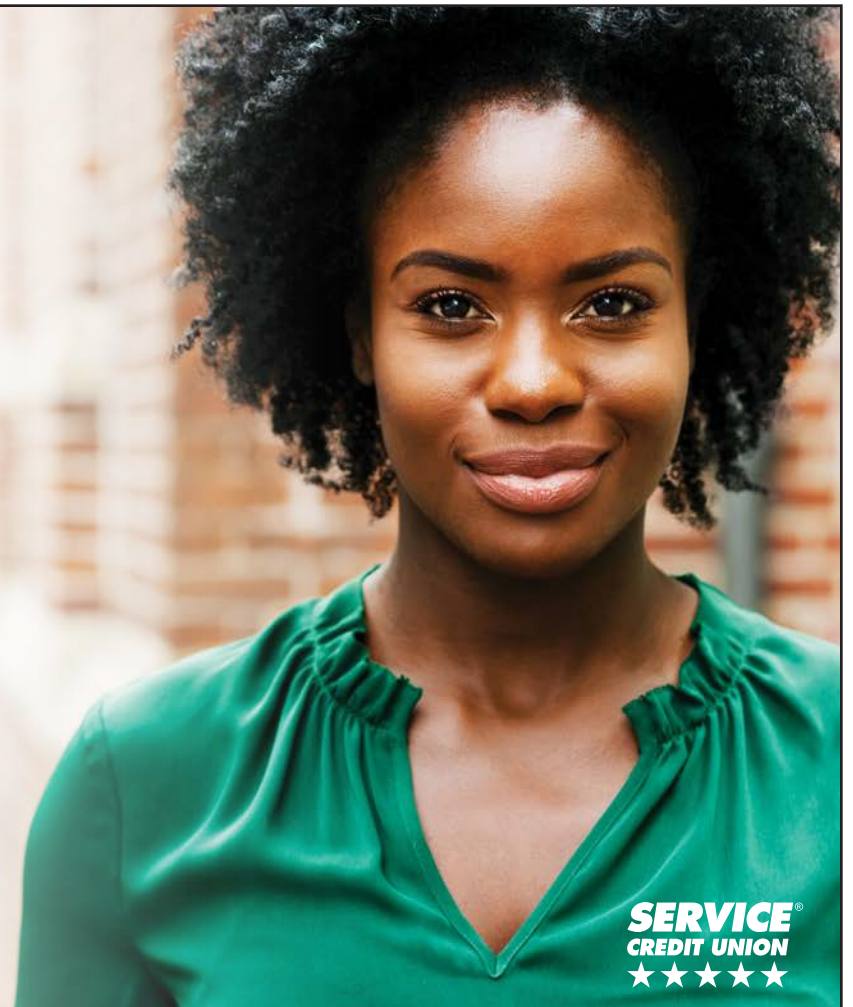


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THANK YOU



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Marisa Glaser I  
Marisa Glaser Creatives, LLC

**Hey there, Entrepreneurial Rockstars!**

Hold onto your hats, because Issue 9 of the Military Spouse Entrepreneur Guide (MSEG) has just hit the streets, and it's hotter than a fresh cup of deployment coffee!

First things first: to our dream team of wordsmiths, design wizards, and editing ninjas—you've outdone yourselves. Again. Seriously, do you all have secret superpowers or what? Your ability to turn complex business jargon into bite-sized, actionable nuggets of gold is nothing short of miraculous. Pat yourselves on the back, then go treat yourselves to something fancy. You've earned it!

Now, let's talk about our amazing partners and sponsors. Stars and Stripes, you beautiful beacon of support, you! Your commitment to our cause is like that one friend who always shows up to help you move—invaluable and slightly crazy (in the best way possible). To all our sponsors: your support is the wind beneath our wings, the peanut butter to our jelly, the... okay, I'll stop with the metaphors, but you get the idea. We couldn't do this without you, and we're eternally grateful.

And to our readers—you magnificent, resilient,

entrepreneurial powerhouses! You're the reason we push ourselves to the limit with each issue. Your feedback, your success stories, and yes, even your epic fails (because let's face it, we all have them) fuel our fire. You're out there crushing it every day, juggling businesses, families, and the ever-exciting military life. If that's not superhero material, I don't know what is.

Now, let's get real for a hot second. The world of entrepreneurship is changing faster than a toddler's mood swings, and military spouse entrepreneurs are leading the charge. We're not just adapting; we're innovating, disrupting, and redefining what it means to be a business owner in today's world.

Here's some food for thought: In an age where remote work is becoming the norm, who better to lead the way than military spouses? We've been mastering the art of portable careers and flexible work arrangements since before it was cool. We're not just keeping up with the times; we're setting the pace.

Our unique experiences as military spouses give us an edge in the global marketplace. We're masters of cultural adaptation, logistics ninjas, and resilience personified. These aren't just fancy buzzwords; they're our lived experiences,

and they're our secret weapons in the business world.

As we launch Issue 9, we're not just celebrating another publication. We're celebrating a movement. A revolution, if you will. We're showing the world that military spouses are a force to be reckoned with in the business arena. We're not asking for a seat at the table; we're building our own tables, and they're fabulous!

So, here's to Issue 9—may it inspire you, challenge you, and maybe make you snort-laugh once or twice (because let's face it, if we can't laugh at ourselves, who can we laugh at?). Here's to breaking barriers, shattering stereotypes, and building empires—all while rocking this military life like the bosses we are.

**Remember:** You're not just entrepreneurs; you're *military spouse* entrepreneurs. That's like being a regular entrepreneur, but with an extra shot of awesomeness and a side of flexibility that would make a yoga instructor jealous.

Now go forth and conquer, you magnificent creatures. The world isn't ready for what you're about to unleash!

*Moni Jefferson*

*CEO/Founder Association of Military Spouse Entrepreneurs®*

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Scan the QR code for access to our Online Directory on Stripes.com



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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

## 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](#)

## 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.



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.



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[NomadAbout](#)  
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[Stories She Tells](#)  
[Systemized Mama](#)  
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[Teaspoon of Nose](#)  
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[S.Christy - It Works](#)

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

**EDUCATION**

[AMSE®](#)  
[Black Girl MATHgic](#)  
[Coins and Connections](#)  
[Echo-san L.C.](#)  
[Flyga Twiga™, LLC](#)  
[Imagodei Academy](#)  
[Js Original Leather](#)  
[Literacy in Flight](#)  
[Meg Flanagan Education Solutions](#)  
[Navigating Behavior Change](#)  
[Sign on Connect](#)  
[The Languages Corner](#)

**EMPLOYMENT**

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

**EVENT PLANNING**

[Blessid Union Officiant & Events](#)  
[CK Connections](#)  
[FTM Fashion Week](#)  
[Galaxy Events](#)  
[Happily Ever After Express](#)  
[HelmsBriscoe](#)  
[LNW Enterprises](#)  
[MKM Collective](#)  
[PME, Professional Momentous Events, LLC](#)  
[Setting Moods](#)  
[The Agency National Harbor](#)  
[Vida Chic Weddings and Events](#)

**FINANCIAL**

[Align Financial Planning, The MacPherson House Bed & Breakfast and Bloom Apothecary](#)  
[Andrew Johnson First Command Advisor](#)  
[Caroline Y. Beasley, CPA](#)

[Crusaders for Change](#)  
[Cultivated Strategy Group](#)  
[Grace and Grit Financial, LLC](#)  
[Grace Financial Coaching](#)  
[Mass Mutual](#)  
[Metis Financial](#)  
[Noea Moss Financial Representative at Northwestern Mutual](#)  
[On My Own Financial](#)  
[Primerica Financial Services](#)  
[Slay This Debt](#)  
[The Agency National Harbor](#)  
[Woven Golden Crafts](#)

**FITNESS**

[American Sports & Entertainment, DBA: American Spirit Athletics](#)  
[Cayuga Climbs](#)  
[DMM Fitness and Nutrition](#)  
[Doll Yoga Wear](#)  
[Healthy Fit / Price Consulting Group](#)  
[Heart and Sole Fitness & Wellness](#)  
[Kella Price Fitness and Consulting](#)  
[KK Method](#)  
[Made to Move](#)  
[Massage By Carrie](#)  
[Mel Marie Yoga](#)  
[Moore Fitness Lab](#)  
[Resolve Fitness Solutions](#)  
[SSweat Space](#)  
[Taylor Hester Fitness](#)  
[Trauma Healing Yoga Therapy Program](#)  
[Yoga with Emily](#)

**FOOD**

[A Little Something Boards](#)  
[Alamo Kitchens](#)  
[American Force Coffee](#)  
[Beech St. Sweets](#)  
[Cake Artista, LLC](#)  
[Defy Nutrition, LLC](#)  
[Kids Cake Boxes](#)  
[La-Re-Mi Cupcakery](#)  
[Lulu's Custom Bakery](#)  
[Nelly Browns Kitchen](#)

[Oh My Pies & More](#)  
[Rose Macarons](#)  
[Sarah's Cookie Boutique](#)  
[Sarah's Sweets Cookie Company](#)  
[Sip Social Co](#)  
[Swatara Coffee](#)  
[Sweet Blooms Confectionery](#)  
[The Professor's Kitchen](#)  
[TIFF B SWEET, LLC](#)  
[Wandering Rose Coffee Co.](#)

**GIFT/PRODUCTS**

[Abby Maddy Designs// Abby Maddy & Company](#)  
[Bearerra Handmade Heirlooms and Keepsakes](#)  
[Betzy's Designs](#)  
[BFF Press](#)  
[Blank & Birch Design Co.](#)  
[Broken Vessel Creations](#)  
[Brushfire Blue, LLC](#)  
[Cerulea, LLC](#)  
[Fair Winds Candle Company](#)  
[Four Season Gift Shop](#)  
[Gadsby's Garage](#)  
[Graceful Leo Designs](#)  
[Hoagland Handmade](#)  
[Hook and String](#)  
[Hurley Handmade Crafts](#)  
[JA Crafting](#)  
[Jasper and Elm](#)  
[Jolly Holiday Yarns](#)  
[Kids Cake Boxes](#)  
[Kinuko](#)  
[List & File](#)  
[Lo Bello Imports, LLC](#)  
[Love and Lettering by Katie](#)  
[Magical Order of Brave Knights, LLC](#)  
[Magnolia Studios](#)  
[Merry and Grace Design Co.](#)  
[Military Printable Art](#)  
[Northern Knots Macrame](#)  
[Piper Mountain Christmas Trees](#)  
[Prove It Studio](#)  
[R&M Custom Designs](#)

[Sandy Turtle Studios, LLC](#)

[Shimmer and Shawls](#)

[SteadyHandsCrochet](#)

[Swatara Coffee Company](#)

[sweet pea lullabies](#)

[The Chic Avocado](#)

[The Crafted Lady](#)

[The Fiberology Lab](#)

[Vinyl By Panch](#)

[Westhouse](#)

[Westview Candle](#)

[Wilco Supply](#)

[Wood Knots & Whimsy](#)

[Yarrow Home & Lifestyle Co.](#)

[ZALT-Designs](#)

## HEALTH & WELLNESS

[Defy Nutrition, LLC](#)

[A'Marie Talks](#)

[Alicia Smith Chiropractic](#)

[Ascension Physio](#)

[barre3 Okinawa](#)

[Becoming Mom by Kaleigh](#)

[Brain Executive Program](#)

[Bullet Proof Wellness Studio](#)

[Compassionate Warriors](#)

[Conveying Awareness](#)

[CPRWrap](#)

[Craft My Wellness](#)

[Crusaders for Change, LLC](#)

[Dana Palmer Physical Therapy](#)

[Defy Nutrition, LLC](#)

[Doll Wear Yoga](#)

[Empower Your Purpose](#)

[Empowered Energy](#)

[EmpowerHer Consulting](#)

[Evoke Strong](#)

[fuelED Nutrition Coaching](#)

[Gaffney Massage & Holistic Therapies](#)

[Happy and Able](#)

[Heart and Sole Fitness & Wellness](#)

[Hearts Apart Creations, LLC](#)

[Her Ruck](#)

[InDependent, Inc](#)

[IntuEats](#)

[Jennifer Hurtig Coaching](#)

[Jordan Essentials](#)

[Joyfuellife, LCC](#)

[Julie Jacobs Coaching, LLC](#)

[Karim Counseling Services, PLLC](#)

[Kristen Earp](#)

[Live Well Physical Therapy](#)

[Loving Roots Project](#)

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

[Mama Duty](#)

[Mama's Wing Woman](#)

[MARQUIS](#)

[Mazie Hollenbaugh](#)

[MindShift With Lauren](#)

[Muchness Mama](#)

[My Little Essentials](#)

[Old Town Psychotherapy](#)

[Pink Fortitude](#)

[Restoration Psychological Services](#)

[Shane Rilat, Independent Agent](#)

[SOW & REAP Physical Therapy](#)

[The Movement Doula](#)

[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

[Breathing Room Virtual Assistants](#)

[CPRWrap, Inc.](#)

[Family Inceptions](#)

[HomeFactor Financial, LLC](#)

[LaPora Lindsey](#)

[SHI' Management](#)

[V.O.I.C.E.S. Against Sexual Assault \(non-profit\)](#)

[Vet Dental Network](#)

[Violet Consulting](#)

## JEWELRY

[Charliemadison Originals](#)

[Charmed by the Sea](#)

[Create Creative Mindset](#)

[Jane Mae Boutique](#)

[Manda Threadz](#)

[Morgan & Co](#)

[Morse & Mantra](#)

[Original Eve Designs](#)

[Shay's Stash](#)

[Studio LeRoux Boutique](#)

[TUTTUTUZTU By TUTTU](#)

[When Flowers Bloom](#)

## KIDS

[Tiny Melon Designs](#)

[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](#)

[MyActiveChild.com Hampton Roads](#)

[Oak Harbor Playtown, LLC](#)

[Oceanside HypnoBirthing, Doula Trainings and Services, LLC](#)

[Operation Child Care](#)

[Playing Favorites Designs](#)

[Rogue Wave](#)

[Shannon Powers, CPST](#)

[Social Graces, LLC](#)

[Sweet Pea Lullabies](#)

[The Awkward Little Turtle](#)

[The Functional Foundations](#)

[The Princess Performer, LLC](#)

[The Wordshop](#)

[Tiny Troops Soccer](#)

[Wild Olive Threads](#)

**LEGAL**

[Cranford Marshall Legal, LLC](#)  
[Insure The Heroes, Inc.](#)  
[Job Morph](#)  
[Kay Camp Law](#)  
[LNW Enterprises, LLC](#)  
[Spinks Law Firm](#)  
[The Law Office of Ashley Lansdown, PLLC](#)

**MARKETING**

[A Dose of Digital](#)  
[Akers Co.](#)  
[All-in-One-Social-Media](#)  
[Allison Bell](#)  
[American Sports and Entertainment](#)  
[Amplify Public Relations](#)  
[BluVising Marketing](#)  
[Brandevi](#)  
[Caitlin Audrey Creative](#)  
[Circletown Marketing](#)  
[CKConnections](#)  
[CommunisPR](#)  
[Copy with Chrissie](#)  
[Coral House Productions](#)  
[Create/Captivate Digital Marketing](#)  
[Daily Hustle Marketing](#)  
[Dawn M. Smith Written By DMS](#)  
[Dekco Virtual Solutions](#)  
[Digital LB](#)  
[Dog Tags and Heels PR](#)  
[Emphasis.LA](#)  
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[Germono Advertising Company](#)  
[GomerlandINK](#)  
[HAKIMI WEB SOLUTIONS](#)  
[Hauoli-Socially Inspired](#)  
[JC Photo Designs](#)  
[Jemoy Creative](#)  
[Kaila Ruan, LLC](#)  
[KDR Communications, LLC](#)  
[Kirstin Brueckmann Kruij](#)  
[KLI Brand](#)  
[KMG Designs](#)  
[Kollo Marketing](#)  
[KTA Interactive](#)

[Lily & Co. Creative](#)  
[Liva Creative Studio](#)  
[Luxe Haven](#)  
[Milspouse Creative + Entrepreneur](#)  
[NEU Marketing Group](#)  
[Nicole Alexander & Co.](#)  
[Olive Fox Design, LLC](#)  
[Palm Breeze Digital](#)  
[Rich Studio Designs](#)  
[Sandra Ocasio, LLC](#)  
[Sawgrass Marketing, LLC](#)  
[Selena Conmackie](#)  
[SimpliSocial Health Media and Simplidishe](#)  
[Simply Digitec](#)  
[SkyLine Canopies, LLC](#)  
[Smart Hustle-Jill Quash](#)  
[Socially Yours](#)  
[Southworth Design Co.](#)  
[Spicy Lemon Marketing](#)  
[Summit Collaborations, LLC](#)  
[Talking Forests](#)  
[Team B Strategy](#)  
[The Media Tour, LLC](#)  
[The Blessed Garden](#)  
[Think Social HQ](#)  
[Thompsoncre8](#)  
[Thriving Homefront](#)  
[Venture Brand Consulting](#)  
[Visions2images](#)  
[Wise Advise and Assist](#)  
[Within Sight Skills by LMGT Services, LLC](#)  
[WPClover](#)

**NONPROFIT**

[Action Zone and Action Zone Academy](#)  
[AMSE® Alliance](#)  
[Bautista Project Inc.](#)  
[Blacks in Technology in Columbia](#)  
[Boot Memorial](#)  
[Deployed Love](#)  
[Esposas Militares Hispanas USA Armed Forces](#)  
[Feya Foundation](#)  
[Hero Kids Foundation](#)  
[InDependent](#)

[Inspire Up](#)  
[It's A Military Life](#)  
[It's All About You](#)  
[Its a Military Life Corporation](#)  
[National Capital Regional Military Spouses](#)  
[National Society for African American Innovators](#)  
[NV3 Foundation](#)  
[Operation Amplify](#)  
[Operation Freelance](#)  
[Orphans To Royalty](#)  
[Pink Warrior Angels](#)  
[Planting Roots](#)  
[Sage My Soul](#)  
[Semper K9 Assistance Dogs](#)  
[The Veteran's Spouse Project](#)  
[V.O.I.C.E.S. Against SA \(nonprofit\)](#)  
[Working Concepts](#)

**PET CARE**

[KnS Equine Systema Farm, LLC](#)  
[Old Fashion K9 LLC](#)  
[The Paws Corner, LLC](#)

**PHOTOGRAPHY**

[Alison Bell, Photographer](#)  
[Amanda Brisco Photography, LLC](#)  
[Anna Spiering Photography](#)  
[Augenblicke by Steffi Sessoms Photography](#)  
[AVC Photo Projects](#)  
[Bethany Pendleton Photography](#)  
[Brittany Harmening Photography](#)  
[Christa Paustenbaugh Photography](#)  
[Danielle Hiltner Photography](#)  
[Emma B Photography](#)  
[Erin Thompson Photography](#)  
[Fingers and Toes Photography](#)  
[Funny Bone Photo Booth](#)  
[Impac Media Group](#)  
[Jenny Hansen Photography](#)  
[Jerelsy Photography](#)  
[Joanie Zipperer Photography, LLC](#)  
[Julie Igo Photography](#)  
[Kelley Stinson Photography](#)  
[Kia & Co](#)



## MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[Kim Kimber Photography](#)

[Lena Lee Photography, LLC](#)

[Lyssa Barrow Photography](#)

[Marisa Glaser Creative](#)

[MILSTOCK. |](#)

[Mr. Brian Walsh Photography](#)

[Mr. C Images](#)

[Nanu Graphics](#)

[Nicole Lockhart Photography](#)

[Photogra-Z](#)

[Rebecca Caroline Photography](#)

[Ricker VA Assistance & J9 Studio](#)

[Romasanta Media LLC](#)

[Samantha Lynn Photography](#)

[Shelby Roberts Photography](#)

[Sherry Dornblaser Photography](#)

[TRBeattie Photography](#)

[VSD Photography](#)

### **PODCASTS**

[A wild ride called life](#)

[Airman to Mom](#)

[Confessions of a Military Spouse](#)

[Deeply Rooted](#)

[Gather The Scattered](#)

[Married to Military, LLC](#)

[Mothers In Construction](#)

[The Intuitive Collective](#)

[The Spouse Angle](#)

[The Waiting Warrior](#)

[Trisha Fraley, LLC](#)

### **REAL ESTATE/PCS**

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

[Candice Saenz Real Estate Strategist](#)

[Doleman Realty Development, LLC](#)

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

[List & File](#)

[Mac Pherson House](#)

[Mandy Mitchell, Keller Williams](#)

[Mariana Bridges](#)

[Mountain Peak Realty](#)

[My Ultimate PCS](#)

[Neka Blair, LLC](#)

[New Jersey Realtor](#)

[NextHome Integrity First](#)

[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](#)

[Nueva Ministries](#)

[Planting Roots](#)

[Rev. I, do Officiating](#)

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

### **TRAVEL**

[Dream Light Vacations](#)

[Dream Vacations](#)

[Endless Routes Travel, LLC](#)

[Explore More](#)

[Flyga Twiga™](#)

[Incredible Memories Travel](#)

[Jetset Destinations](#)

[Kids-Friendly Tours](#)

[MacPherson House Bed & Breakfast](#)

[Mommy and Me Travels](#)

[Pinkney Travel Group](#)

[Songbird Legacy Travels](#)

[StarDream Expeditions, LLC](#)

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

[The PCS Homegirls](#)

### **TECHNOLOGY/SOFTWARE**

[AABLE, LLC](#)

[Caroline Heeren Creative](#)

[Client Coud Care](#)

[DynoSafe](#)

[Kovinno Inc.](#)

[MustWants](#)

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

[Sawston Wealth Management, LLC](#)

[Skill-Dev](#)

[Spouse-ly](#)

[Wayfarer Financial, LLC](#)

### **VIRTUAL ASSISTANTS**

[A Purposeful Home](#)

[All About Her Business](#)

[Brittney Barber](#)

[Emily Porter](#)

[Freedom Makers](#)

[Kaitlyn Cerrato Virtual Assistant](#)

[KF Virtual Assistant](#)

[Meredith Whitley](#)

[Organized Q](#)

[Skycee Virtual Solutions, LLC](#)

[Thompson Consulting](#)

[Virtual Changemakers](#)

[Your Time Negotiator](#)

[Your Virtual HQ](#)

### **OTHER**

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

[Recruit Me](#)