

SWPGR

Smart Women Partner & Grow Rich



www.smartwomenpartner.com

2024
The Year of "WE"
B2B Women Partner for LinkedIn Dominance

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Dedicated To ...



Deborah Thorne

The Information Diva

Heaven Gained Two Angels in 2023

Thank you ladies for over a decade of friendship and collaboration. I know you are in heaven hanging out with Kim Beasley.

Margo Lovett

Her Business Her Voice





Please Read First

Welcome to the 2024 Smart Women Partner & Grow Rich business Yearbook, a testament to excellence and empowerment. As you embark on this captivating journey through our meticulously curated Yearbook, we are thrilled to unveil an exciting addition – the embedded Scavenger Hunt. Crafted to elevate your experience and deepen your engagement with our content, the Scavenger Hunt awaits you at the culmination of each section.

At the conclusion of every section, you will encounter prompts guiding you to access the Scavenger Hunt form. Here, you will respond to tailored clues and tasks designed to immerse you in the essence of the content you are exploring. Fear not the challenge, for the process is seamless – a simple click on the provided link will lead you to the Google Form, where your responses will be securely stored until you are prepared to submit the completed masterpiece.

Embrace the freedom of flexibility and convenience, as the Google Form allows you to save your progress and refine your responses at your leisure. Upon completion, a comprehensive copy of your responses will be graciously dispatched to your inbox, empowering you to seamlessly implement the strategies you've cultivated.

In addition, we have enriched your browsing experience by granting direct access to the LinkedIn profiles of the remarkable women gracing our Yearbook. Simply click on their names to forge connections and explore their inspiring professional journeys.

Step forward with confidence, for the Scavenger Hunt serves as your gateway to unlocking invaluable insights, networking opportunities, and strategic resources within the esteemed Smart Women Partner & Grow Rich community. Happy hunting, and may your exploration yield boundless rewards of knowledge and empowerment. Please reach out if we can be of service to you.

Thank You!!!

Scavenger Hunt Rewards

Upon triumphant completion of the Smart Women Partner & Grow Rich Scavenger Hunt, participants will be bestowed with an array of invaluable rewards and opportunities meticulously crafted to amplify their business growth and collaborative marketing prowess within the esteemed Smart Women Partner & Grow Rich community:

1. Partner With Me Listing:

A prestigious inclusion in the Smart Women Partner & Grow Rich database, meticulously detailing the types of co-marketing, cross-marketing, and cross-promotional partnerships participants are actively seeking.

This coveted listing will be shared with esteemed sponsors and our esteemed mailing list, propelling participants into the spotlight for potential collaboration opportunities.

2. Collaborative Marketing Opportunities:

Introduction to a plethora of lucrative collaborative marketing prospects within the vibrant Smart Women Partner & Grow Rich community, as well as those presented by Yearbook sponsors.

This groundbreaking opportunity opens doors to joint marketing campaigns, cross-promotions, and groundbreaking partnership initiatives, fostering expansive visibility and impactful engagement.

3. Participation in a Link Up Event for Networking:

Immersion in an exclusive virtual networking extravaganza, offering a platform for participants to forge profound connections with fellow entrepreneurs.

This meticulously curated session, structured as dynamic roundtable discussions or captivating themed networking events, promises a wealth of insights and potential collaborations.

4. Participation in an Educational Workshop or Webinar:

Indulgence in an enlightening educational workshop or riveting webinar meticulously designed to delve deep into the realm of collaborative marketing strategies.

Topics ranging from partnership development to pioneering joint marketing campaigns, cross-promotion tactics, and masterful networking techniques will be explored.

Participants shall emerge empowered with actionable insights and profound knowledge, poised to elevate their marketing endeavors to unparalleled heights.

5. Exclusive Marketing Q&A Session:

A prestigious seat at the table during a live and enthralling Marketing Q&A session, where participants are encouraged to unleash their burning marketing inquiries.

Esteemed marketing experts stand at the ready to provide expert insights, invaluable tips, and tailored advice to navigate and conquer specific marketing challenges.

6. Exclusive Offers and Discounts:

A token of appreciation in the form of exclusive offers, enticing discounts, or captivating special promotions from our esteemed sponsors.

These exclusive incentives serve as a testament to participants' triumphant completion of the Yearbook Scavenger Hunt, further igniting engagement and propelling their entrepreneurial journey forward.

With these remarkable rewards and unrivaled opportunities at their fingertips, participants are poised to embark on a transformative journey of growth, collaboration, and unparalleled success within the illustrious Smart Women Partner & Grow Rich community.



Introduction

Get to know Smart Women Partner & Grow Rich, its founder Jerrilynn B. Thomas, and discover how co-marketing can expand the trajectory of your business in 2024.



Jerrilynn B. Thomas

In 2023, the internet landscape felt like a digital journey reminiscent of early online exploration in 2001. AI's influence democratized conversations, infusing each day with excitement. Key themes included ChatGPT, mindset discussions, LinkedIn engagement, and the world of introverts.

Mindset, once a glazed-over subject, became a vital realization—a muscle to be actively exercised. Effective LinkedIn engagement strategies, like spending 30 minutes on my feed before getting up, became a daily cornerstone.

Virtual exploration led me to motivational memes inspiring women. Integrating insights on co-marketing partnerships grew my followers and attracted meaningful connections. Engaging in discussions around introvert business experiences inspired a focused niche—introvert female B2B coaches.



Participating in the **SLAP program** and the **Nasdaq Milestone cohort** refined my business. A B2B women's co-marketing cohort emerged, kicking off with a spirited LinkedIn Audio Event. Attendees bonded over anecdotes about mascots, adding fun to the learning process.

The Smart Women Partner & Grow Rich cohort's launch was thrilling. Ten strangers collaborated on co-marketing campaigns, inspiring each other and forming a supportive tribe.

Last year was a business rebirth. Rediscovering my purpose and reconnecting on LinkedIn allowed me to unleash my business prowess. Stepping into 2024, I carry a renewed sense of purpose shaped by incredible women on LinkedIn. The Smart Women Partner & Yearbook sets the stage for an exciting new chapter.

***Let's Rise to the Top
Together in 2024!***



Smart Women Partner & Grow Rich

*Co-Marketing Services Ideal for
Introvert Bizwomen with a Dash
of Excitement for Extroverts*

Get ready to make co-marketing your top priority in 2024! It's the marketing strategy that saves you time, resources, money, and keeps your sanity intact—especially if you're an introvert navigating the vast world of marketing to LinkedIn's powerhouse women in biz community.

Introverts, we often find ourselves playing it small to avoid the spotlight. Add in the challenge of our mailing lists and feeds going "nose blind" to our special offers, and marketing can feel like a daunting uphill battle.

Enter **Smart Women Partner & Grow Rich**—a brainchild born out of the need to sell while fostering a community that craves collaboration. It's about marketing together, yet still retaining the individuality of each contributor's products and services, without overwhelming anyone.

The key? Blend your business DNA with one or more B2B women (ideally 10) to create something new. This not only excites your existing list and connections but introduces your project to a brand new audience—the connections and clients of your co-marketing partners.

Smart Women Partner & Grow Rich has your back with 1:1 strategy sessions, small group bootcamps, quarterly B2B Scavenger Hunt sponsorship packages that allow you to engage with LinkedIn's women in biz community, and special events where you can pitch and meet like-minded collaborators. All priced to fit various budgets, helping you seamlessly incorporate co-marketing into your 2024 business plans.

Don't let a limited budget hold you back. Elevate your game in 2024 by teaming up with Smart Women Partner & Grow Rich. It's time to level up and stop playing small! **Request our e-brochure** to get started working with **Jerrilynn B. Thomas**.



Hi Ladies,

Co-marketing IS crucial for business success, especially in today's interconnected and competitive market landscape.

The integration of co-marketing into a business's strategic playbook is not merely advantageous; it is indispensable for achieving sustained growth, competitive resilience, and enduring success in today's dynamic marketplace.

By harnessing the power of collaboration, businesses can transcend the limitations of solo endeavors, forge mutually beneficial partnerships, and unlock new frontiers of opportunity in the pursuit of their overarching objectives.

As a co-marketing strategist, I facilitate the fusion of business DNA between complementary women owned businesses who have a presence on LinkedIn so they can expand their marketing reach on the platform utilizing outside-the-box collaborative marketing activities.

I help them connect the dots between their businesses, social media connections, clients, mailing list, newsletter subscribers, business groups, etc., so they can cross pollinate their businesses.

A co-marketing strategy is needed for your ...

- daily social media activities
- to roll out your digital marketing products
- when you give an event
- launch a business
- and more.

A co-marketing strategist can support businesses with a DWY approach:

1. **Collaborative Strategy Development:** Working closely with the business to develop a co-marketing strategy that aligns with their goals and target audience.

This involves joint brainstorming sessions, strategy workshops, and collaborative planning to ensure the business's active involvement.

2. **Customized Partnership Planning:** Co-creating customized co-marketing plans and campaigns based on the business's input and preferences.

The strategist and the business work together to outline specific activities, goals, timelines, and desired outcomes.

3. **Guided Implementation:** Providing step-by-step guidance and support throughout the implementation of co-marketing initiatives.

The strategist assists the business in executing the strategy, offering insights, best practices, and troubleshooting assistance along the way.

4. **Resource and Knowledge Sharing:** This includes providing educational materials, guides, and training sessions on co-marketing principles and strategies.

5. **Campaign Co-Creation:** The strategist and the business work together to create compelling messaging, engaging content, and effective promotional strategies.

6. **Content Collaboration:** Co-creating content such as blog posts, social media posts, videos, or webinars that highlight both the business and its partners.

7. **Joint Promotions and Offers:** The strategist guides the business in crafting compelling offers that appeal to their audience and complement their partner's offerings.

8. **Event Planning and Execution:** Collaborating on the planning and execution of joint events, workshops, or webinars.

Co-marketing can differentiate your conference, book release, podcast series, webinar series, cohort, etc., from your competitors. Let's have a **conversation** about how to incorporate co-marketing into your BIG BOLD 2024 project. Smart women don't market alone on LinkedIn.



THE 3 TYPES OF COLLABORATIVE MARKETING PARTNERS YOU NEED TO THRIVE

Imagine your business relationships with co-marketing partners, cross marketing partners, and cross promotional partners as a home remodeling project. Each plays a distinct role in this renovation adventure.

CO-MARKETING PARTNER

These are like your skilled architects and interior designers. They work closely with you to design the blueprint (marketing strategy) for your dream home (business project). They bring their unique expertise and ideas to the table, helping you envision and plan every detail.



CROSS MARKETING PARTNER

Think of them as the construction crew. They're the ones who roll up their sleeves and do the hands-on work. These partners execute the plan, whether it's building new features (expanding your marketing reach) or renovating existing ones (optimizing your marketing efforts).

CROSS PROMOTIONAL PARTNER



These are your trusted inspectors and appraisers. They ensure that everything meets the highest standards. These partners assess the value (impact) your project brings to the market and offer insights to enhance its worth.



*Just like a successful home remodeling project, your collaborative partnerships in business require a well-coordinated effort from all these teams. Together, they help you transform your business into a beautiful, functional, and highly valuable entity. **Book a strategy session to work on your LinkedIn co-marketing tribe.***

CHECKLIST

End of Section

- ☐ **Respond to the Scavenger Hunt clues and tasks for this section so you can begin earning points** 
- ☐ Pause & Reflect on how co-marketing can help your business in 2024. Get on Jerrilynn's **schedule**.
- ☐ **Follow Jerrilynn B. Thomas on LinkedIn** 
- ☐ Start thinking about which of female connections and followers would be make great co-marketing, cross marketing and cross promotional partners.

Co-Marketing is More Than a Tactic, It's a Lifestyle

Integrated Collaboration: When co-marketing is deeply integrated into a company's culture, it goes beyond occasional partnerships. It becomes a way of doing business, where seeking out collaboration opportunities with other businesses is a natural part of the routine.



Co-Marketing Cohort

Smart Women Partner & Grow Rich facilitated its first co-marketing cohort in fall 2023. Read the details and meet some of the participants. Follow them, pitch them to collaborate, learn about their products and services.



B2B WOMEN'S Cohort

Launching the Smart Women Partner & Grow Rich cohort in September 2023 was a journey filled with excitement, challenges, and ultimately, immense satisfaction. The concept was simple yet profound: to empower women to leverage the power of collaboration on LinkedIn for mutual growth and success.



It all began with a vision to connect female entrepreneurs, professionals, and leaders in a meaningful way. The summer marketing campaign laid the groundwork, emphasizing the importance of forging win-win relationships with your complementary female connections who are already in your LinkedIn Rolodex. Through LinkedIn Audio Events and a targeted social media education campaign, we demystified the concept of co-marketing and showcased its potential on the LinkedIn platform.

The response was inspiring. An eclectic group of talented women, including Mischa Scott, Giselle Mettam, Christine Wade, Melanie Richards, Cheryl J. Moses, Pamela Sharpe, Sharon Ringier, Jennifer D. McCain, and Sandra Morno, joined the cohort. Over the course of four months, we journeyed together, forging bonds, sharing insights, and collaborating on projects that showcased the power of collective action.

One of the highlights was the development of the 2024 Yearbook, a testament to the creativity and vision of our cohort members. Additionally, our joint streaming TV debut on New Year's Eve, orchestrated by the incredible Ida Crawford, opened doors to even more collaborative opportunities.

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Additionally, our joint streaming TV debut on New Year's Eve, orchestrated by the incredible Ida Crawford, opened doors to even more collaborative opportunities.

Linda Murray Bullard's interviews with cohort participants laid the foundation for the Smart Women Partner & Grow Rich YouTube channel, further amplifying our message of collaboration and empowerment.

Reflecting on the journey, it became clear that the cohort was more than just a learning experience—it was a catalyst for growth and transformation. It reinforced the need for large-scale collaborative marketing campaigns tailored to women from diverse industries, providing them with the tools and confidence to harness the power of co-marketing.

Looking ahead, the vision remains clear: to continue providing platforms for women to connect, collaborate, and thrive. From scavenger hunts to virtual business game nights, the journey continues, fueled by the passion and determination of each cohort member.

As we celebrate the successes of the past, we look forward to a future filled with even greater opportunities for women to partner, grow, and prosper together. **What's next? 7-day Co-Marketing Bootcamps throughout 2024. Ask for more info.**

PAMELA SHARPE COACHING & CONSULTING



Life gives you what you believe you deserve.

Pamela Sharpe



PAMELA SHARPE

Spiritual Mindset Coach



3 Effective Tips to Help You MOVE into the New Year!

1:17

-2:18



Listen to my special message.



MY BIG GOAL FOR 2024

- My book will be released and become a best seller.
- TBC Conference will launch, sellout, and make \$1 million profit

THE COHORT

The result of being in cohort is starting a new profitable business venture with **Mischa Scott** and meeting several amazing women to partner with in the near future.

MY CO-MARKETING PARTNER WISHLIST

Marketing strategist, Experienced VA (Social & Tech), Gov't Contracting Specialist, Podcasters, Conference/Webinar Producers, Coaches & Consultants to create and host webinars, conferences and other events.

COHORT ACCOMPLISHMENTS

- Joint Venture and a new business partner.
- Accountability Partner

[LinkedIn Profile](#)

*Alone we can do so little.
Together we can do so much."*

Helen Keller

**GISELLE
METTAM**

**Executive Director
of Operations**

My Special Message to You

Thank you so much for taking the time stop by on my page,

If you or one of your family members are battling with a healthcare condition, please don't struggle anymore!

Contact me using the details on this page and let's start your journey back to good health together

Warmest regards

Giselle Mettam



CLIENT HIGHLIGHTS

Client Testimonial

"I cannot thank you enough, you have given me my life back! Please don't ever stop what you're doing because people need your services"

Client Testimonial

"Thank you so very very very much for what you did for me! You went even further than the extra mile and it meant alot"

MY BIG GOAL FOR 2024

To make a difference to more people's lives by helping to serve them the gift of good health

THE COHORT

I met some strong, focused, accomplished women who held up a mirror to me and made me want to up my game and be the best version of myself

MY CO-MARKETING PARTNER WISHLIST

Health insurance companies, Healthcare organisations, medical travel agencies, travel agents, Nurses, Doctors, Health coaches, Wellness companies, Family Offices, Corporate Departments, Health enthusiasts/advocates

COHORT ACCOMPLISHMENTS

Learning from Jerrilyn's quiet power, understanding the value of LinkedIn as a stage, being able to grasp and fully appreciate the concept and value of collaboration, co-marketing and cross-promotion

MISCHA SCOTT ENTERPRISES, LLC



Mischa Scott

Alone we can do so little. Together we can do so much." Helen Keller



**MISCHA
SCOTT**

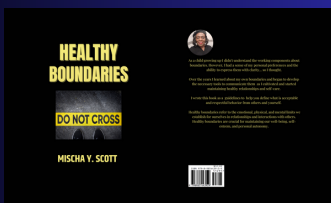
Choas Coordinator



I EmPower Women to Leap into Their Greatness and Thrive. The Journey is Messy, but YOU are Worth It! Gurl, Get Up!

Author | Speaker | EmPowerHER Coach | Multi-Dimensional Entrepreneur

My 2024 Message Regarding Healthy Boundaries



**10% OFF coupon
For the First 50 orders**

CLIENT HIGHLIGHTS

"Mischa's compassionate support helped me define core priorities again and design days with purpose - no longer drowning in overwhelm trying to do it all."

"Grateful for Mischa's guidance cultivating habits and self-grace as I boldly create on my terms, rising up authentically as I am."
Kimberly K., Jackson, MS

MY BIG GOAL FOR 2024

To empower 1,000 women to transform through coaching in 2024. Together we'll unlock potential and possibility

THE COHORT

Being in this cohort has introduced me to some incredible women who inspire me with their talents, passions, and visions for change. Our conversations have already sparked promising joint ventures where our diverse strengths intersect. I feel so grateful to learn from this community of female leaders driven to uplift each other.

MY CO-MARKETING PARTNER WISHLIST

My 2024 co-marketing partners will be financial advisors, legal professionals, wellness companies, and creative passion pursuit coaches.

COHORT ACCOMPLISHMENTS

I was fortunate to collaborate with several talented women who enriched me with their passion and knowledge. Most rewarding were the two new business partners I gained for joint ventures launching in 2024, including my first magazine which will debut in Spring 2024.

[LinkedIn Profile](#)

Note To Self

“Collaborate with bizwomen who
get sh*t done.”

This is what you need more than
anything to accomplish your goals
in 2024;

‘The doers, the go-getters and the
builders’

Bizwomen with built-in urgency.
Bizwomen that take ownership and
goes for it.

Alone we can do so little. Together
we can do so much." Helen Keller



**SHARON
RINGIER**

Small Business
Alignment Strategist



CLIENT HIGHLIGHTS

Before working with Sharon I was struggling with creating a clear message to introduce myself. She helped me focus as well as gain clarity about what I truly offer my clients. I was able to streamline my introduction and lay the groundwork to kick off my 2022 special offering. Sharon helps you to dig down deep to identify your genius.

Jerrilynn B. Thomas, Smart Women Partner & Grow Rich

I appreciated how Sharon's intake process made sure that our sessions were tailor-made for my specific needs. She comes with a plethora of lessons learned in the small business world, through experience or knowledge. She uses that to help you more quickly close the gap between where your business is today to where it needs to be. Why Sharon! Because she'll coach you like she really believes in you. That's what you need when are running a business and just lost and inundated with too much work.

Hadassah Eley, PMP, Capital M. E. Strategies, LLC

MY BIG GOAL FOR 2024

My main goal for 2024 is to globalize both the I'm Possible Women's Empowerment Collaborative and Possible Woman Magazine, extending their influence worldwide.

THE COHORT

Being a part of the cohort gave me the invaluable opportunity to connect with many incredible women. The experience enriched my network and allowed me to forge meaningful relationships with inspiring individuals with similar aspirations and goals. Overall, being in the cohort has been a gateway to a diverse community of empowering women, fostering growth and collaboration.

MY CO-MARKETING PARTNER WISHLIST

In 2024, I'm seeking collaborations with diverse female entrepreneurs, including coaches, consultants, and small B2B business owners dedicated to creating substantial social impact, aiming to foster small business growth through strategic alignment.

COHORT ACCOMPLISHMENTS

The cohort offered valuable connections and a supportive network, fostering collaboration and learning. It provided diverse perspectives that enriched my professional journey.



Helen Keller

Alone we can do so little. Together
we can do so much." Helen Keller



**MELANIE
RICHARDS**

Business Attraction &
Event Success Coach



Fuel Your Journey with
Entrepreneurial Steps

CLIENT HIGHLIGHTS

[Video Testimonial Link](#)
from **Marcia McCray**

Melanie Richards has been
instrumental in helping me
break down barriers in my
life.

[Carla Sellers](#)

MY BIG GOAL FOR 2024

To inspire inclusive leaders with dynamic teams who create
connections to scale & ideal future clients with ease.

THE COHORT

Clarity about frameworks to create chemistry sessions with ideal
future collaborators & dynamic teams. Focus on #ignite trust,
launch Event Alchemy & rebranding in January.

MY CO-MARKETING PARTNER WISHLIST

Organizations with dynamic team leaders who love to learn to earn.
Event professionals who work behind the scenes at live or virtual
events. Fellow introverts who want to build lasting global relationships.

COHORT ACCOMPLISHMENTS

Clear understanding of our expertise, focus & ways to illuminate
them. Engaging support of events, launches & podcasts with
applause. Amplifying each others stories, strengths & short steps.

creating
connections
to scale



MISSION ENSPIRE, LLC

Alone we can do so little. Together we can do so much." Helen Keller



JENNIFER D. MCCLAIN

Life & Leadership Coach



Guiding nonprofit professionals towards operating at their fullest potential
Leadership & Personal Transformation Coach for Individuals & Organizations
Facilitator & Trainer | Experienced Nonprofit Leader



[More Info](#)

CLIENT HIGHLIGHTS

As a result of receiving coaching from Jennifer, I have grown in my ability to create a life that supports who I want to be and how I want to show up to the world. I am so grateful for the experience and use what I have learned in my daily life.

Just wanted to take a minute to let you know that I learned so much on Friday and had fun also. You are an awesome trainer, your ability to connect with your audience is commendable.

MY BIG GOAL FOR 2024

To increase my brand's reach and impact by speaking at virtual events to serve a larger audience.

THE COHORT

I truly believe that quote – "If you want to go fast, go alone. If you want to go far go together." By participating in this cohort I was able to learn from and support other women entrepreneurs.

MY CO-MARKETING PARTNER WISHLIST

I would like to partner with nonprofit organizations, Employee Resource /Affinity Groups and Women's Empowerment Groups.

COHORT ACCOMPLISHMENTS

I was able to connect with other women entrepreneurs in a deeper way.

Jennifer@missionenspire.com

Differentiate Your Business Program Launch

Join the **Smart Women Partner & Grow Rich 7-Day Co-Marketing Bootcamp** and become one of the select FIVE empowered women ready to take the business world by storm.

Here's what awaits you in this exclusive bootcamp:

Empowerment and Exclusivity:

Experience an intimate and personalized journey tailored to YOUR business needs. Be part of an exclusive group destined for greatness.

Strategic Brilliance:

Craft a detailed co-marketing plan that sets your program launch apart in the competitive landscape.

Network of Powerhouses:

Expand your professional network and form bonds with like-minded professionals, creating a collaborative marketing tribe.

Learning and Implementation Mastery:

Dive deep into co-marketing techniques with daily sessions, ensuring practical application for immediate impact.

AI-Driven Business Matchmaking:

Leverage AI to connect with strategic business partners and maximize your opportunities.

Idea Exchange and Problem-Solving:

Engage in collaborative brainstorming sessions, elevating not only your co-marketing campaign but your entire business program.

Yearbook Feature:

Elevate your brand's visibility with a quarter-page ad in the prestigious Smart Women Partner & Grow Rich Yearbook.

Gamification Thrills:

Embark on a unique scavenger hunt showcasing your expertise and attracting potential collaborators.



Investment: Only \$599 for an experience valued at \$2000. [Request a Spot](#)



CHECKLIST

End of Section

- ☐ **Respond to the Scavenger Hunt clues and tasks for this section so you can earn more points**
- ☐ Pause & Reflect on the "Note to Self." Make sure the women you invite to collaborate can really help you.
- ☐ Follow the women on LinkedIn who took part in the cohort
- ☐ **Request Smart Women Partner & Grow Rich ebrochure to learn how to take part in its bootcamp.**



Co-Marketing is More Than a Tactic, It's a Lifestyle

Mindset Shift: Adopting a co-marketing lifestyle involves a shift in mindset. It means always being on the lookout for synergies and opportunities to partner with others, rather than solely focusing on individual marketing efforts.





Scavenger Hunt

Smart Women Partner & Grow Rich embedded a Scavenger Hunt into its Yearbook to engage LinkedIn's women in business community as part of its BIG BOLD 2024. Discover the year of fun we have in store for you.



No more hoping your posts hit their mark. Instead, guide your audience to the Yearbook content, spark their interest with clues, and direct them to your posts for engaging tasks. From sharing insights to making introductions and watching videos, the Scavenger Hunt offers limitless possibilities.



Transform Your Brand Journey

Elevate your brand with the Smart Women Partner & Grow Rich B2B Scavenger Hunt! Crafted for sales magic, this game exceeds the seven-touchpoint rule, propelling your business to new heights.

A Gamified Journey of Discovery: Unleashing Your Business Essence

- Crafted clues and tasks guide LinkedIn's women in business.
- Discover the allure of your events, the wisdom in your books, and the impact of sponsoring your podcast.

Take a collaborative marketing approach on LinkedIn to become the best known

Accelerating Connection: Every Task, a Meaningful Touchpoint

- Propel understanding and value with every Scavenger Hunt task.
- Engage with your LinkedIn profile, explore your website, and watch videos for a diverse, consistent relationship.

Fast-Tracking Connections: A Journey to Swift Collaboration

- The Scavenger Hunt shortens the time to close a sale.
- Create multiple touchpoints in a short span, accelerating the journey towards collaborative success.

Nurturing Engagement: Consistent and Diverse Interaction

- Consistency is key; the Scavenger Hunt offers diverse interactions.
- From sharing posts to watching videos, participants engage in ways that nurture multi-dimensional relationships.

Showcasing Value: Every Clue, a Glimpse into Your Offerings

- Strategically showcase different facets of your brand's value.
- Offer glimpses into conferences, retreats, podcasts, and more to build curiosity and deliver tangible value.

Networked Collaboration: Establishing Trust and Familiarity

- Trust-building transforms into a collaborative adventure.
- Participants become familiar with your offerings, developing trust through active participation.

As we stride into 2024 with renewed vigor and determination, Smart Women Partner & Grow Rich is delighted to introduce an innovative blend of networking, learning, and fun for our esteemed community of women entrepreneurs.

Through our dynamic Yearbook embedded with a B2B scavenger hunt and our engaging Women Partner Wednesdays Business Game nights, we're fostering an environment where women can thrive, connect, and elevate their businesses. Let's delve into the intricacies of these exciting initiatives designed to empower and inspire.

The B2B Scavenger Hunt in the Yearbook:

- Our Yearbook isn't just a collection of pages; it's a treasure trove of knowledge and opportunities waiting to be discovered.
- By gamifying the content and sponsor ads, we're encouraging women to immerse themselves fully, absorbing valuable insights and understanding how Smart Women Partner & Grow Rich, alongside our sponsors, can propel their businesses forward in 2024.
- Clues strategically placed within the Yearbook content and ads prompt participants to undertake various tasks, from taking LinkedIn polls to engaging with sponsor profiles and sharing content.
- Points earned through these tasks can later be exchanged for exciting business prizes, creating a rewarding journey of exploration and learning.

Women Partner Wednesdays Business Game Nights:

- Twice a month, we invite women to join us for an evening of camaraderie, creativity, and connection during our Women Partner Wednesdays Business Game nights.
- Participants embark on scavenger hunts, engage in stimulating word games, and enjoy the company of fellow entrepreneurs in a relaxed virtual setting.
- A virtual chef guides guests in creating signature cocktails and appetizers, fostering a sense of shared experience and indulgence.
- Attendees are encouraged to prepare in advance, adding to the anticipation and excitement as they gather ingredients and anticipate the evening's festivities.

Through our innovative Scavenger Hunt and Business Game Nights, we're shaping a future where women thrive, collaborate, and achieve their greatest aspirations.

Networking with a Twist:

- Our business game nights aren't just about fun and games; they're also invaluable networking opportunities.
- Guests interact in small groups, engaging in easygoing conversations facilitated by special media guests and industry experts.
- Through structured quests and team activities, attendees forge meaningful connections and showcase their businesses in a supportive environment.
- Introverts feel at ease as they participate in activities that prioritize authentic interaction over traditional networking approaches.

Driving Meaningful Engagement:

- Research shows that it takes multiple touchpoints for individuals to engage with a business before making a purchase.
- The Scavenger Hunt and business game nights serve as strategic touchpoints, cultivating relationships and familiarity with Smart Women Partner & Grow Rich and our sponsors.
- By offering compelling prizes and opportunities for exposure, sponsors enjoy a tangible return on investment while connecting with our vibrant community of women entrepreneurs.

Building Momentum and Excitement:

- In the lead-up to business game nights, we energize our community through stand-alone word games and LinkedIn Audio Events pep rallies.
- These initiatives build anticipation, generate excitement, and foster a sense of belonging among participants.
- Attendees eagerly anticipate each event, knowing they'll not only have fun but also gain valuable insights, connections, and opportunities for growth.

Need Additional Marketing Muscle for Your 2024 Biz Projects?

SCAVENGER HUNT FOR B2B WOMEN

Offers Outside-the-Box LinkedIn Marketing Opportunity



Immersive Collaborative Marketing Campaign Designed to Boost Your Visibility On LinkedIn

Develop clues and tasks that drive LinkedIn's women in biz community to your 2024 special offers.

- ✓ Boost Brand Visibility
- ✓ Gain Competitive Edge
- ✓ Elevate LinkedIn Presence
- ✓ Spark Collaboration
- ✓ Maximize Marketing Impact
- ✓ Exclusive Networking Opps
- ✓ Fill Up Your Pipeline
- ✓ Ignite Buzz and Excitement

[Request More Info](#)



Wondering how to use the Smart Women Partner & Grow Rich Scavenger Hunt to market your BIG BOLD 2024 project?

vol. 1

Turn your summit/conference into a must-attend sensation!

Other Creative Ways to Leverage Our Scavenger Hunt



[Webinar Series](#)

[Retreat](#)

[Book Release](#)

[Magazine Launch](#)

[Podcast](#)

[Ecourse/Biz Program](#)

Are you a dynamic businesswoman gearing up to host a summit/conference in 2024? Imagine not just promoting your event but turning it into an immersive experience that captivates your audience even before they step into the venue. With the Smart Women Partner & Grow Rich Yearbook Scavenger Hunt, you can do just that and more.

Here's your guide on how to leverage this unique opportunity to fill your summit/conference and create a buzz that lasts:

1. **Strategic Clues in Your Yearbook Ad:**

- Craft your Yearbook ad with strategic clues related to your summit/conference. This could include hints about keynote speakers, exclusive workshops, or exciting giveaways for attendees.
- Tease the Scavenger Hunt participants with snippets of what they can expect at your summit/conference. Make it intriguing, sparking their curiosity to learn more.

2. **Scavenger Hunt Exclusive Offers:**

- Design exclusive offers related to your summit/conference that participants can unlock as they progress through the Scavenger Hunt. This could be early-bird discounts, VIP access, or special perks for attendees who complete the hunt.

3. Engage with Cross-Promotional Partners:

- Leverage the Scavenger Hunt's requirement for cross-promotional engagement. Connect with other influential women in Smart Women Partner & Grow Rich Collective. Their participation in the Share-A-Thon will indirectly promote your conference to a broader audience.

4. LinkedIn Audio Events Participation:

- Join the LinkedIn audio events facilitated by Smart Women Partner & Grow Rich. Take this opportunity to discuss highlights of your summit/conference, share behind-the-scenes insights, and engage directly with potential attendees. This personal touch can significantly impact their decision to register for your event.

5. Feature in Women's PR Holiday Themed Networking Event:

- Participate in the quarterly Women's PR Holiday Themed Networking Event. Emphasize how your conference contributes to the empowerment and collaboration of women in business. Network with other influential women, creating a ripple effect that expands your summit/conference's reach.

6. Business Game Night Promotion:

- Use Business Game Night to playfully introduce aspects of your summit/conference. Create word games or puzzles that hint at the exciting experiences attendees can anticipate. This indirect promotion can generate buzz and curiosity.

7. Grand Prize Integration:

- Align your conference as a grand prize in the Scavenger Hunt. The chance to win free or VIP tickets can serve as a powerful motivator for participants to complete the hunt and, in turn, secure their spot at your event.

8. Social Media Amplification:

- Leverage your social media platforms to amplify your summit/conference's presence during the Scavenger Hunt. Share engaging content, teasers, and exclusive behind-the-scenes glimpses to keep participants excited and interested.

9. Create a Scavenger Hunt Landing Page:

- Develop a dedicated landing page on your website specifically for Scavenger Hunt participants. Clearly outline the summit/conference details, benefits, and the unique experiences they'll gain by attending. Encourage them to register directly from the landing page.

10. Harness the One Million Woman Link Up:

- Capitalize on the Scavenger Hunt setting the stage for the 2024 One Million Woman Link Up. Position your summit/conference as a cornerstone event within this ambitious initiative, emphasizing the collaborative spirit and networking opportunities it presents.

*By strategically integrating your summit/conference into the Smart Women Partner & Grow Rich Yearbook Scavenger Hunt, you not only fill your seats but create an unforgettable pre-event experience that resonates with your audience. **Request info on the packages.***




Our BIG BOLD 2024 Game Nights

At Smart Women Partner & Grow Rich, our **Women Partner Wednesdays Business Game Nights** offer a unique blend of camaraderie and creativity, where women entrepreneurs engage in scavenger hunts, word games, and virtual mingling, all while savoring signature cocktails and appetizers guided by a virtual chef. It's an invaluable opportunity to network, forge meaningful connections, and showcase businesses in a supportive environment, fostering growth and empowerment for all participants whether they are an introvert or extrovert. Get on the [Scavenger Hunt update list](#) to stay in the loop.

CHECKLIST

End of Section

- ☐ **Respond to the Scavenger Hunt clues and tasks for this section so you can earn more points** 
- ☐ Pause & Reflect how you can use the SWPGR Scavenger Hunt to level up your LinkedIn marketing campaigns
- ☐ Start thinking about the women you would like to invite to join you in taking part in Business Game Nights
- ☐ Request Smart Women Partner & Grow Rich ebrochure to learn how to take part in the bootcamp

Co-Marketing is More Than a Tactic, It's a Lifestyle

Networking and Relationship Building: Building and nurturing relationships with potential co-marketing partners becomes a continuous activity. This includes attending events, reaching out on social platforms like LinkedIn, and maintaining a network of businesses with shared interests.



Women's Collective

Smart Women Partner & Grow Rich is strategically putting together an army of collaborative marketing partners to help roll out its BIG BOLD 2024 activities. The women listed are about to go through an innovate vetting process. Follow them on LinkedIn and get to know them.





B2B Women's Collective



Seeking 200 B2B Women for Exclusive Business List

It takes a village to build your business visibility on LinkedIn. Smart Women Partner & Grow Rich would like to invite you to be a part of its business village to help build awareness of the activities associated with this Year's Yearbook, B2B Scavenger Hunt, and the 2024 One Million Woman Link Up.

In return, you will be incorporated into a large-scale collaborative marketing campaign that showcases your expertise. Check out the current listees. Then nominate yourself to be a part of the list.





in Jerrilynn B. Thomas

Co-Marketing Strategist. Smart Women Partner & Grow Rich

B2B Visionary Catalyst Transforming Introvert Female Entrepreneurs into LinkedIn Co-Marketing Titans

Website

in Rochel Marie Lawson

Blissful Living 4U

One of the Top 50 Women-Owned Business in Silicon Valley | Founder, Blissful Living 4 U | Empowering Women To Be Brave, Bold, and Unstoppable | 10X Author

Website



in Dr. Constance Craig-Mason, MRFC®

Passionate Financial Expert Concierge Financial Advisory, LLC.

I Partner with Black Women in Business Looking for Someone to Trust in the Financial Space | As a Financial Advisor | Insurance Broker | International Speaker | x9 Amazon Best Seller | Finfluencer

Website

in Gwen Davis Yancy

Davis-Yancey Strategy Centers LLC

*4DSHIFT™ Coach helping visionaries & coaches Mindshift & Build A Breakthrough Brand that Bridges Your Brilliance to create wealth & gen. wealth *Creator of 4DSHIFT™ Coaching System *Keynote Speaker *Workshop Facilitator*

Website



in Benir Pierre

Intuitive Marketing Strategist Market Magai LLC

Intuitive Marketing Strategist. Launching Wellness Professionals & Coaches to Next Level Success with Intuitive Marketing Solutions

Website



in Christine Wade

Operations Specialist, Christine Wade & Company

Driving Service-Based Business Growth via "Heartful" Automations & Systems. Operations Strategist | Fractional COO | Best Selling Author

Website

in Sharon Ringier

Small Business Alignment Strategist, I'm Possible Women's Empowerment Collaborative, Inc.

Helping aspiring women entrepreneurs grow & maintain 6-figures, creating alignment in their businesses while gaining clarity on the next steps. Speaker | Community Builder | Strategist

Website



in Linda Murray Bullard

The Business Plug, LSMB Business Solutions, LLC

Chief Business Strategist @ LSMB Business Solutions, LLC | Transformational Speaker and Kauffman FastTrac® Certified

Website

in Ida Crawford

Visibility Strategist, Just Minding My Business Media, LLC™

Women Empowerment, Business Owner, Talk Show Host, Visibility Strategist, International Best Selling Author

Website



in Diane Carter

Narrative Design Consultant, sam101.com

Building Stories that Resonate

Website



in Antoinette Logan

Global Brand Strategist The Aim Agency, Iconic Speakers

*Network, and International Icon Inc.
International Best Selling Author, Global Educator,
Motivational Speaker, Business Consultant, Life Coach &
Presidential Lifetime Achievement Award Winner*

Website

in Nancy J. Lewis

Transformational Workshop Speaker & Executive Coach Progressive Techniques Inc.

*Leadership Expert, D&I Expert, Executive/Business Coach,
Keynote Speaker, TV Host of Conversations with Nancy J.,
Emotional Intelligence Certified*

Website



in Najma Zanelli

Founder of NAZ Global Consultancy

*Financial Coaching and Mindset Shift around money and
value of products and services. John C Maxwell Certified
Coach & Trainer | Author | Speaker | Philanthropist |*

Website

in KaTessa S. Anderson

She Speaks Vision™

*Award Winning Founder, Business & Executive Coach,
Speaker, Author*

Website

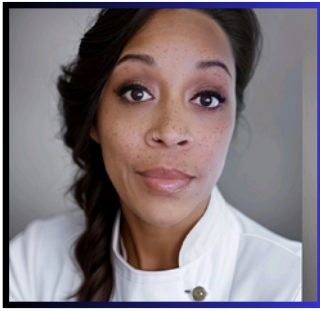


in Stacey B. Ferguson

Chief Executive Officer at Look Fabulous LLC

*I make your CUSTOM dreams come true. It's ALL about the
custom at Look Fabulous.*

Website



in Salasia (Shuga) Brown

Culinary Artist & Private Chef, Owner of My Sassy Spoon

16+ Years Crafting Bespoke Dining Experiences | Bringing Culinary Excellence to Your Table. Multi-talented entrepreneur who has combined her love for food, wellness, and creativity with offering exceptional services and content.

Website

in Krystal Vernee'

Simply SHE

Business Coach | Brand Strategist | Author | Speaker. Experienced Chief Executive Officer with a demonstrated history of working in the business, government and fitness industries.

Website



in Ronnie Cyrus-Jackson

Culinary Artist & Private Chef, Owner of My Sassy Spoon

Servant Leader | Finance & Operations Professional | Project Management | Best-selling Author

Website

Kitti Majoran

Brand Strategy Consultant

Olabisi Cole-Tietie

Transcriptionist

Jyoti Jaiswal

Collaboration Queen

Yolanda Nollie

Media Business Strategist Consultant

Christine Campbell Rapin

CEO & Business Mentor

Silvana Mariel Muñoz

Multicultural Fam Biz
& Office Coach-Mentor

Tyisha Williams Jenkin

Funding Strategist

Kemya Scott

Digital Marketing &
Social Media Strategist

Kamaria T. Richmond

The Stroke Diva Fabulous Show
(Podcast)

Monica (Ndhlovu) Brown

African Trouble Maker, Change
maker, Social Entrepreneur

Laura Whitelaw

Pinterest Manager

Julixa Haddon

GovCon Marketing Expert

Kassie (Kassandra) Olea

Total Rewards Partner, Strategist

Julie Collins

Data-driven Marketing Strategist

Angel'a M Jones

Master Trainer Wellness /
Insurance Coach

Meg King

Empowerment Success Strategy
Coach & Consultant

Sandra Adeyeye Bello

Marketing Communications Specialist

Meesha Branch

Strategic Consumer Insights Expert

Natalie A. Solomon-Brimage

Public Health Practitioner

Giada Nizzoli

Messaging Consultant/
Website Copywriter

Dr. Sandra Wright

Training/Professional Development
Consultant

Pamela Sharpe

Spiritual Authenticity Coach

Mischa Scott

Strategic Chaos Life Coordinator

Sandra Morno

Tax Strategist

Cheryl J. Moses

Spiritual Authenticity Coach

Jennifer D. McClain

Life and Leadership Coach

Lynn Miller

Learning Strategist

Melanie Richards

Business Attraction &
Event Success Coach

Suki Tranquille - Alliance




Founder La Soley

Giselle Mettam - Alliance

UK Medical Tourism

CHECKLIST

End of Section

- ☐ Respond to the Scavenger Hunt clues and tasks for this section so you can earn more points 
- ☐ Pause & Reflect how you can use the SWPGR Collective to stand out on LinkedIn 
- ☐ Nominate yourself to be a part of the SWPGR Collective 
- ☐ Explore the LinkedIn profiles of the Collective listees to identify prospective collaborative marketing partners.

Co-Marketing is More Than a Tactic, It's a Lifestyle

Constant Innovation: A co-marketing lifestyle encourages businesses to innovate continuously. This could involve brainstorming new partnership ideas, exploring different marketing channels, or creating unique collaborative campaigns.



"The" Movement

Smart Women Partner & Grow Rich is launching the 2024 One Million Woman Link Up to spark collaborative marketing relationships between 1M female LinkedIn users by connecting micro tribes and other women's movements. Learn how you can get involved.



JOIN OUR 2024 LINKEDIN JOURNEY



As part of our BIG BOLD 2024 vision, we're spearheading a movement that aims to connect female micro-tribes across LinkedIn while also bridging connections with other existing movements.

Many of us who are active on LinkedIn have built relationships with women with whom we regularly collaborate on content creation and events.

But what if we took it a step further and merged our tribes? Imagine the power of blending in niche movements led by other women, each focused on different aspects of our lives such as financial empowerment, health and wellness, personal development, community engagement, and more.

Furthermore, imagine connecting various women's business groups catering to specific demographics, including Black women in business, Hispanic women entrepreneurs, mompreneurs, businesswomen in different regions across the globe, and women facing unique challenges like surviving breast cancer or navigating entrepreneurship after divorce.

By bringing together these diverse groups, we could create a movement comprising 1 million female LinkedIn members, each with their own unique backgrounds, experiences, and expertise. Together, we could rise to the top and achieve extraordinary success in 2024.

So, who do you collaborate with on LinkedIn? What movements do you feel passionate about that energize your soul? And what group of women do you represent that could benefit from a stronger presence on LinkedIn?

Gather your BIG BOLD 2024 plans and let's enhance them together using the **2024 One Million Woman Link Up!** Take the pledge today to collaborate with 20 or more women using LinkedIn so we can lock arms and rise to the top together in 2024!!!

Surround yourself with Women on LinkedIn who have Dreams, Desire & Ambition; they'll help you Push for, and Realize Your Own.



2024 ONE MILLION WOMAN LINK UP

Embark on a transformative journey with the 2024 One Million Woman Link Up! This movement is a vibrant tapestry, weaving collaborative marketing relationships among a million inspiring female LinkedIn users. Through the Smart Women Partner & Grow Rich Yearbook, B2B Scavenger Hunt, and Women Partner Wednesdays, it's a celebration of unity and shared success.

- Take the pledge.
- Collaborate with 20 women.
- & Let the collective rise begin.

Join the movement that transcends boundaries, sparks connections, and propels women to the pinnacle of success!



Movement Milestones

10 leaders seated
10 leaders each invite 10
women = 100
100 women each invite 10
more women = 1000
1000 women each invite 10
women = 10,000
10,000 women each invite 10
women = 1,000,000

A leadership team is taking shape to seed the 2024 One Million Woman Link Up. So far they include:

- [Diane Carter](#)
- [Monica Brown](#)
- [Rochel Marie Lawson](#)
- [Latina Berryhill](#)
- [Chanel Rose](#)
- [Ida Crawford](#)
- [Linda Murray Bullard](#)
- [Gurpreet Mann](#)
- [Tina Baxter](#)
- [Spring Richardson Perry](#)
- [Trina Ramsey](#)
- [Kamaria T. Richmond](#)
- [Leslie Michelle Lew](#)
- [Krystal Vernee'](#)
- [Caroline ROCH](#)
- [Surya Susan Bijoy](#)
- [Debbie Hansen](#)
- [Nyama Mutondo](#)





10 INSPIRING CO-MARKETING PARTNERSHIP CONCEPTS

For 2024 One Million Woman Link Up Participants

Cross-Industry Synergy:

- Partner with women from different industries to create a unique fusion of expertise. For example, a tech-savvy entrepreneur can collaborate with a creative artist to bring innovation to both fields.

Local Heroes Unite:

- Connect with women entrepreneurs in your geographical area to amplify local impact. Collaborate on joint events, promotions, or community outreach to strengthen your presence in your region.

Ethnicity-Centric Campaigns:

- Embrace diversity by partnering with women from various ethnic backgrounds. Create marketing campaigns that celebrate cultural richness, especially during significant months like Hispanic Heritage Month.

Personality-Driven Alliances:

- Forge partnerships based on complementary personalities. An extrovert and introvert duo can bring diverse perspectives to marketing strategies, appealing to a broader audience.

Alumni Excellence:

- Leverage the power of shared educational experiences. Collaborate with women who attended the same college or high school, tapping into the loyalty and camaraderie that comes with shared alma maters.

Delve Deeper





Linked Group

Take the **Pledge** to Receive an Invite





Affirmations + Co-Marketing

Affirmations blend seamlessly with co-marketing, fostering a positive mindset as the bedrock for confident collaboration. Women entrepreneurs, fortified by belief in their abilities, harness collaborative opportunities more effectively.

They serve as a mental anchor, ensuring women approach co-marketing with self-assurance. Within partnerships, mutual support reinforces these affirmations, creating a cycle of positivity and empowerment. The collective impact surpasses individual efforts as women uplift each other, shatter barriers, and redefine success on their terms.




- I am Worthy & I am Strong
- I am capable of doing hard things.
- My path is unique, and I will not compare my journey to anyone else's.
- I'm committed to highlighting the strengths of those around me.

- I have the ability to succeed at anything I set my mind to.
- I'm blessed with abundance every day of my life.
- I succeed with integrity and honor.
- New opportunities are coming my way.
- I'm grateful for the opportunities opening up to me today.
- I have unlimited potential.
- I am focused and attentive.
- I deserve all good things.
- I know how to tap the Universal flow of unlimited abundance.
- I thank the Universe for all the prosperity that is mine today.
- Everything I need for success comes to me effortlessly and easily.



CHECKLIST

End of Section

- ☐ Respond to the Scavenger Hunt clues and tasks for this section so you can earn more points 
- ☐ Pause & Reflect how you can use the 2024 One Million Woman Link Up to accomplish your BIG goal 
- ☐ Take the Pledge to partner with 20+ female LinkedIn users 
- ☐ Follow the LinkedIn profiles of our leadership team.
- ☐ Say the affirmations to get yourself ready to take on the business world today

Co-Marketing is More Than a Tactic, It's a Lifestyle

Shared Success Mentality: Embracing a co-marketing lifestyle means celebrating not just individual achievements but also the success of partners. This shared success mentality fosters a supportive community of businesses working together towards common goals.



Linked In Audios

Smart Women Partner & Grow Rich had a very exciting LinkedIn Audio Event journey in 2023. Check out the women we interviewed and how we used LinkedIn Audio Events to network. We even came up with ideas you can use in 2024 to make your Audio Events distinctive.





Tai Goodwin



Wave Wylde



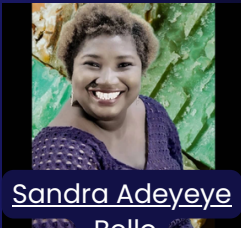
Laura Whitelaw



Katie Brinkley



Pamela Sharpe



Sandra Adeyeye
Bello



Renita D Davis



Sharon Ringier

2023 LinkedIn Audio Event Journey

As we dive into the stories of our LinkedIn Audio Events journey in 2023, get ready to be inspired, motivated, and maybe even discover a few new connections along the way that you can engage with in 2024!

1. Valentine's Day Kickoff: "How B2B Women are Using LinkedIn to Show Up & Why You Should Too!!!"

In the spirit of love, Sharon Ringier and I kicked off our audio event journey on Valentine's Day. We had a stellar lineup, including powerhouses like Linda Murray Bullard, Renita D Davis, Pamela Sharpe, and more. The result? A cross-pollination of our audiences, creating a symphony of connection and inspiration.

2. Sisterpreneurs Unite: Celebrating Women's Empowering Month

March brought us Women's Empowering Month, and we dedicated an audio event to sisterpreneurs Joy Poli and Kim Kleeman of The Inner Circle Network. The collaboration filled the virtual room, merging Smart Women Partner & row Rich with The Inner Circle Network for an enriching exchange that left us buzzing with energy.

3. Summer Focus: Co-Marketing Cohort and Business Pep Rally

Summer was all about gearing up for the women's B2B co-marketing cohort. We ended it with a lively business pep rally in September, not just celebrating the cohort launch but also rekindling connections with LinkedIn contacts that had been dormant for years. It was a blast!





Chanel Rose



Dr Constance Craig-Mason



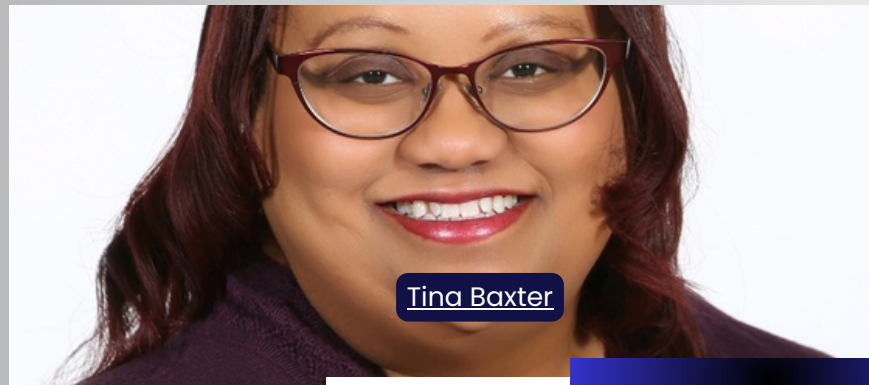
Rochel Lawson



Benir Pierre



Diane Carter



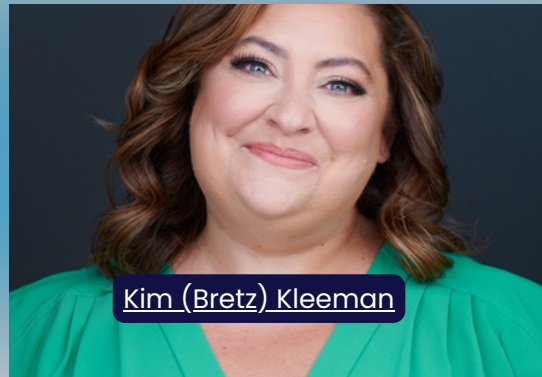
Tina Baxter

4. Building Bridges: Women's Small Business Month

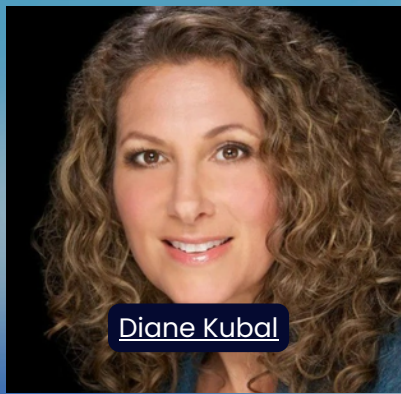
The October series was filled with solo and group conversations with amazing female connections. We started with **Sandra Adeyeye Bello** discussing collaboration and building relationships, moved on to **Diane Carter**, who offered invaluable advice and introduced the exciting concept of the business novella. The dynamic panel discussion on expanding LinkedIn co-marketing campaigns across social media platforms featuring **Wave Wyld**, **Laura Whitelaw**, **Katie Brinkley**, and **Tai Goodwin** was a game-changer. The month continued with insights from **Sonja Keeve**, **Lynn Miller**, **Diane Kubal**, **Giselle Mettam**, **Tina Baxter**, and more – each event a unique gem.



Linda Murray Bullard



Kim (Bretz) Kleeman



Diane Kubal



Pamela Sharpe



Cheyenne Simms

5. Influential African American Women in Business - Oct. 30 Powerhouse

Closing the month with a bang, Oct. 30 featured a powerhouse discussion with Chanel Rose, Cheyenne Simms, and Dr. Constance Craig-Mason from the 2023 list of 'Influential African American Women in Business & Corporate Women You Should Follow on LinkedIn.' The business list gained traction from day one, leaving a lasting impact.

6. National Entrepreneurship Month - TEDx Talks & Beyond

November 3 marked a TEDx Talk panel discussion with Linda Murray Bullard, Dr. Donna Smith Bellinger, Lynn Miller, Sharon Ringier, and Kemya Scott, setting the stage for National Entrepreneurship Month. The dynamic social media panel discussion on Oct. 26 explored expanding LinkedIn co-marketing campaigns beyond LinkedIn platforms, adding an exciting layer to the mix.



Sonja Keeve



Giselle Mettam



Lynn Miller



Dr. Donna Smith
Bellinger



Kemya Scott

And there you have it, a year filled with LinkedIn Audio Events that brought us closer, empowered us, and showcased the brilliance of smart women in business.

As we step into 2024, consider making LinkedIn Audio Events a priority – because when women support each other, incredible things happen. Cheers to another year of growth, connection, and success!

Building Bridges Through LinkedIn Audio Events

LinkedIn Audio Events have emerged as a powerful tool for fostering meaningful connections, and when it comes to engaging with our complementary female connections, the possibilities are truly endless. Let's explore the creative avenues that LinkedIn Audio Events offer to build stronger, more collaborative relationships within our professional network.

1. Dedicated Series for Niche

Discussions Create a series of LinkedIn Audio Events centered around specific themes relevant to your industry or interests. For instance, if you're in the world of marketing, consider hosting a monthly event titled "Marketing Mavens Unite." This provides a dedicated space for your female connections to share insights, discuss trends, and support one another.

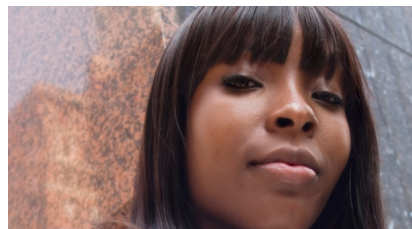
2. Spotighting Success Stories

Everyone loves a good success story! Use LinkedIn Audio Events as a platform to spotlight the achievements of your female connections. Whether it's overcoming challenges, launching a new venture, or achieving a career milestone, these success stories not only inspire but also foster a sense of community and celebration.

3. Interactive Workshops and Skill

Shares Transform your LinkedIn Audio Events into virtual classrooms by hosting interactive workshops and skill-sharing sessions. This is an excellent opportunity for your female connections to showcase their expertise. From quick tutorials on effective networking to in-depth discussions on industry-specific skills, the collaborative learning atmosphere will strengthen bonds.





4. Themed Networking Mixers

Put a unique spin on traditional networking by hosting themed LinkedIn Audio Events. Whether it's a "Power Hour Coffee Chat" or a "Friday Happy Hour," infusing a relaxed and fun atmosphere encourages more authentic conversations. This casual setting provides an opportunity for your female connections to connect beyond the professional realm.

5. Book Club for Professional Development

Create a LinkedIn Audio Events series focused on a professional development book club. Each event can revolve around a chapter or key concept, allowing your female connections to discuss and reflect on the content. It's a subtle yet effective way to engage intellectually and strengthen the bond within the group.

6. Monthly Q&A Sessions with Industry Experts

Leverage LinkedIn Audio Events to bring in industry experts for monthly Q&A sessions. This not only provides valuable insights for your female connections but also establishes you as a curator of valuable content. It's a win-win situation that fosters a culture of continuous learning and mentorship.


7. Celebrating Achievements and Milestones

Take a moment to celebrate achievements and milestones within your community. Whether it's a work anniversary, a completed project, or a personal accomplishment, acknowledging and cheering on your female connections creates a positive and supportive environment.

In the realm of professional networking, LinkedIn Audio Events serve as a bridge, connecting individuals in a dynamic and engaging way. By infusing creativity into your approach, you not only elevate your personal brand but also contribute to the growth and empowerment of your complementary female connections. So, let's harmonize connections, celebrate successes, and continue to build a vibrant community of empowered women on LinkedIn!

CHECKLIST

End of Section

- ☐ **Respond to the Scavenger Hunt clues and tasks for this section so you can earn more points** 
- ☐ Pause & Reflect how you can use LinkedIn Audio Events to build your authority
- ☐ Follow the LinkedIn profiles of our special guests and explore them to identify prospective marketing partners

Co-Marketing is More Than a Tactic, It's a Lifestyle

Ongoing Learning and Improvement: Businesses in a co-marketing lifestyle are always learning from their partners and improving their strategies. This might involve analyzing data from joint campaigns, gathering feedback, and refining future collaborations.



Linked In Profiles

LinkedIn profiles are becoming revenue generating machines. Using Canva , Google Calendar, and Stripe you can set up shop directly from your profile. Discover how to transform your LinkedIn profile into a sales funnel and use LinkedIn meeting tool to consult with clients.



7 ESSENTIAL TIPS TO MAXIMIZE YOUR LINKEDIN PROFILE IN 2024

1. **Leverage the Featured Section:** Make use of the Featured section on your LinkedIn profile to add links to calendars, payment pages, or other relevant resources. This enhances the functionality of your profile and provides visitors with easy access to important information.

2. **Creator Mode:** Creator Mode transforms your profile into a powerful intelligence-gathering tool by providing a comprehensive view of your posts, comments, articles, videos, newsletters, and events. Use all of its features to showcase your expertise prominently and attract potential collaborators and clients.

3. **Optimize Background Images:** Background images serve as dynamic billboards for your personal brand. Ensure yours effectively conveys your brand message and captures attention. Consider using images that reflect your industry, values, or current projects.

4. **Craft Compelling Headlines:** Refine your headline to distinctly brand yourself and set yourself apart from the crowd. Instead of merely stating your job title, use it as an opportunity to showcase your expertise and highlight what makes you unique.

5. **Personalize Pronouns:** Tailor your personal pronouns to showcase your individual expertise and personality. This contributes to a more personalized and engaging profile that resonates with your audience.

6. **Update Company Page:** If you manage a Company Page, ensure it is properly linked to your profile. Avoid the presentation of a series of squares representing a missing page, as this can deter visitors. Keep your Company Page updated with relevant information and engaging content to attract followers.

7. **Include Lead Magnets:** Consider including a link to your lead magnet in the upper section of your profile to capture the attention of visitors and encourage engagement. Whether it's a webinar, ebook, or free consultation, offering value upfront can help you stand out and attract potential clients or collaborators.

By implementing these 7 essential tips, you can maximize your LinkedIn profile's effectiveness in 2024 and make a lasting impression on your network and beyond. Please follow [Jerrilynn B. Thomas](#) and check out the featured section.





LinkedIn Meeting Tool

Business on LinkedIn has evolved with its powerful meeting tool. From onboarding sessions to collaboration projects, answering client queries, and sharing virtual cups of coffee, I've seamlessly conducted various interactions without leaving the LinkedIn platform. The efficiency of scheduling meetings is unparalleled—I've even sent calendar invites directly through LinkedIn. Just click the camera icon when you open the LinkedIn messenger to send an instant meeting invite or to schedule one.

The meeting tool is a true timesaver, especially when delving into your LinkedIn Rolodex to discover potential collaborative marketing partners. Consider inviting your connections for a quick 15-minute virtual coffee; you can even choose to keep your camera off for convenience. It's a versatile tool, ideal for demos, coaching sessions, and much more.

If you haven't incorporated it into your routine, make it a resolution for 2024. Embracing this feature will significantly expedite the process of securing your co-marketing partners.



Newsletters & Pages

Smart Women Partner & Grow Rich capitalized on the new features added to LinkedIn newsletters and Company Pages in 2023. We experimented with content themes and concepts to build our audience. In 2024 we plan to triple our followers. Use some of our ideas to grow yours.





LinkedIn Hits 1 Billion Milestone: Make Growing Your Mailing List a Priority

LinkedIn recently hit a significant milestone, reaching one billion users on November 30. As we approach 2024, the focus intensifies on strategically growing our email list. Many have underestimated LinkedIn's potential, unintentionally missing out on valuable opportunities. Amidst the platform's strengths, uncertainties loom – the potential for LinkedIn downtime or the deletion of followers and connections poses a genuine concern, potentially disrupting our outreach.

LinkedIn sets a connection cap at 30,000, yet followers have no limit. A striking example is a Palestinian connection with 239,000 followers, experiencing a sudden drop of 200,000 after sharing a war-related post, leaving her with connections only.

To safeguard our social capital – both followers and connections – seamless integration into our marketing funnel upon acquisition is crucial. Additionally, establishing a method to collect email addresses from our existing LinkedIn Rolodex ensures independence from platform uncertainties.

Crafting an interconnected co-marketing strategy for each LinkedIn facet – newsletter, events, Company Page, and feed – is vital. These strategies should guide our audience toward our lead magnet in 2024, with daily collaborative marketing activities solidifying our position in the dynamic LinkedIn landscape.

LinkedIn, now a marketing goldmine, requires daily diligence. With projections of doubling or tripling users in 2024, co-marketing becomes an "express train," efficiently transporting our connections and followers into our marketing funnel. This approach not only distinguishes us but positions us for success, setting the stage for a transformative 2024 on LinkedIn.

Let's choose to be different together in 2024, ascending to the top and turning LinkedIn into our vibrant marketing playground. Cheers to a year of collaborative success and innovative marketing on LinkedIn!



LINKEDIN NEWSLETTERS

- **LinkedIn newsletters are indexed on Google.**
- **They can have more than 100,000 characters.**
- **As of December 30, 2023 LinkedIn had over 146,000 newsletters and more than 500 million subscribers.**

Smart Women Partner & Grow Rich dedicated 2023 to exploring diverse topics in its two LinkedIn newsletters. The first, tied to Jerrilynn B. Thomas, goes by the name **'Collaboration Is Queen.'** The second, associated with our **Company Page**, is simply named Smart Women Partner & Grow Rich. You can subscribe on LinkedIn [here](#).

"Collaboration Is Queen" offers insights into co-marketing using LinkedIn, while our company newsletter keeps you informed about the latest and most exciting developments. We encourage you to subscribe to both for a comprehensive experience.

LinkedIn newsletters stand out as potent tools for branding and marketing. Beyond traditional selling, consider them as a means to foster collaboration with your subscribers. These individuals are business-oriented and harbor your target audience within their subscribers, followers, and connections.

In a recent newsletter issue, Smart Women Partner & Grow Rich delved into the strategy of borrowing your newsletter subscribers' audience. The focus is on harnessing the collaborative power to broaden your reach and maximize the potential of your network.

If you've been fortunate enough to amass a substantial following, it's time to shift your focus from merely selling to your subscribers to cultivating collaborative partnerships that can elevate your brand and significantly boost your sales ROI. **Read the issue: Elevate Your 2024 Sales: Cultivate Collaborative Engagement with Your Newsletter Subscribers**

We invite you to join us on this collaborative journey by subscribing to both newsletters. It's not just about information; it's about building connections and leveraging the collective strength of our community.

NEWSLETTER IDEAS



Women can leverage LinkedIn newsletters collaboratively to amplify their reach, share expertise, and build a supportive community. Here's how:

1. **Cross-Promotion:** Collaborate with other women in your network to cross-promote each other's newsletters. By featuring guest articles or interviews from fellow professionals, you can introduce your audience to new voices and perspectives while expanding your own reach.

2. **Co-Creation:** Partner with other women to co-create newsletter content. This could involve brainstorming ideas together, co-writing articles, or even curating a collection of resources or tips on a specific topic. By pooling your expertise, you can provide richer, more valuable content to your subscribers.

3. **Networking Events:** Use your newsletter to promote collaborative networking events or webinars hosted by women in your network. This could include virtual panels, workshops, or Q&A sessions where subscribers can connect with each other and learn from industry experts.

4. **Community Spotlight:** Dedicate a section of your newsletter to spotlighting other women-owned businesses or initiatives. This could involve featuring success stories, highlighting upcoming events or launches, or showcasing collaborative projects within your network.

5. **Joint Offers or Discounts:** Partner with other women entrepreneurs to offer exclusive deals or discounts to your newsletter subscribers. This could involve bundling products or services together, hosting joint promotions, or offering referral discounts to encourage cross-promotion and collaboration.

6. **Collaborative Challenges or Campaigns:** Launch collaborative challenges or campaigns within your newsletter community. This could involve setting collective goals, sharing progress updates, and celebrating achievements together. By fostering a sense of camaraderie and accountability, you can motivate each other to reach new heights.

Overall, LinkedIn newsletters offer a powerful platform for women to come together, support each other, and amplify their voices in the professional sphere. By embracing collaboration and community-building, women can leverage newsletters as a tool for collective growth and empowerment.



LinkedIn Company Pages Rule!

Companies with a complete, active LinkedIn Page see [5x more page views](#)

LinkedIn has stepped up its game for Company Pages, offering a slew of cool features like event registration forms, lead gen forms, a message button, and the ability to follow other Company Pages. It's like a golden ticket to a networking wonderland!

Smart Women Partner & Grow Rich is on a LinkedIn beautification spree, spicing up our page for boosted engagement. Fancy joining our LinkedIn journey? Click [here](#), hit that follow button, and subscribe to our newsletter [here](#).

Here's a tip to elevate your LinkedIn game: post your awesome content on your Company Page first, then add a personal touch and repost





it on your LinkedIn feed with your thoughts. It's the secret sauce to growing your followers.

Oh, and did I mention you can have up to 5 newsletters for your Company Page and 25 Showcase Pages? That's your canvas to paint a masterpiece of content! As we step into 2024, Smart Women Partner & Grow Rich is gearing up to take our Company Page to the next level.

We're building a co-marketing community around it for female B2B coaches and consultants using a Showcase Page. Ready to rock LinkedIn with us? Follow in our footsteps and build your own!

CHECKLIST

End of Section

- ☐ **Respond to the Scavenger Hunt clues and tasks for this section so you can earn more points** 
- ☐ Pause & Reflect how you can use turn your LinkedIn profile into a landing page
- ☐ **Follow the Smart Women Partner & Grow Rich's Company Page** 
- ☐ **Subscribe the Smart Women Partner & Grow Rich's Company Page newsletter** 
- ☐ **Subscribe to Jerrilynn B. Thomas' LinkedIn newsletter: Collaboration Is Queen** 

Co-Marketing is More Than a Tactic, It's a Lifestyle

Brand Identity and Values: Co-marketing can shape a business's brand identity as one that values collaboration, community, and mutual growth. This, in turn, attracts like-minded partners and customers who resonate with these values.



Learn & Grow

Check out the new "Learn & Grow " section designed to provide you with knowledge you can use in 2024. Pay close attention to this section. It will play an important role in our Scavenger Hunt and Women Partner Wednesdays Game Nights.



Healers, Are You Ready To Scale Your Impact?

Take the short quiz below to discover how Market Magai empowers healers on a mission!

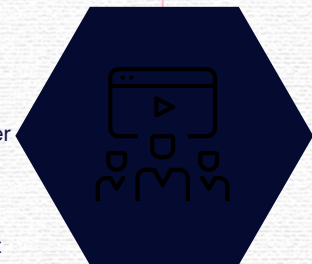


What is your vision for your business?

- A. I'm ready for a thriving brand so I can impact clients on a global scale.
- B. I'm focused on attracting leads and strengthening my current client base.
- C. I'm building a solid foundation and hope to expand later.

How do you prefer to spend your time?

- A. Delegate & Focus: I want to free up my time for deeper work and greater client impact.
- B. Learn & Implement: I want to work with someone 1:1 to learn proven growth strategies.
- C. DIY approach: I've researched marketing strategies and am building at my own pace.



How do you envision your professional network?

- A. I'm ready to collaborate with synergetic healers to create a greater collective impact.
- B. I'd like to connect with other healing professionals for support and inspiration.
- C. I prefer to build meaningful connections and relationships one by one.

Mostly A's: Market Magai's Done-For-You services are designed to help you scale your impact and income with ease! Scan the QR code below to book your free consultation and discover how we can become your trusted partner in transformation!

Mostly B's: Our Done-With-You approach might be your perfect fit! We offer private and group workshops and programs that empower you to grow your practice with confidence. Visit www.marketmagai.com to learn more.

Mostly C's: You're on the right path! Market Magai still has resources for you. From DIY masterclasses, marketing templates and automation tools, we're the one-stop shop for growing a purpose-driven healing brand. Visit www.marketmagai.com to learn more.

[BOOK YOUR FREE CONSULTATION](#)

 **Benir Pierre**

*Intuitive Marketing Strategist - Launching
Wellness Professionals & Coaches to Next Level
Success with Intuitive Marketing Solutions*





WELCOME TO THE BOLD UNSTOPPABLE COMMUNITY – A TAPESTRY OF TRIUMPH



Attention Women Entrepreneurs and Career Powerhouses

Dive into a world where diversity fuels our strength and ambition ignites our spirit. The Bold Unstoppable Community is not just a network; it's a vibrant mosaic of women from all walks of life, each a brilliant thread in the fabric of success.

Here's What Awaits You:



Exclusive Events

Step into arenas where the air buzzes with potential, hosting online and live gatherings that redefine networking.

01



Elite Networking

Rub shoulders with 6 and 7-figure achievers - women who don't just lead but transform the business landscape.

02



Mastermind Brilliance

Join forces with visionaries, where each session is a leap towards greatness.

03



Unlock the Vault of Success

Gain insider access to a vault teeming with experts, influencers, and powerhouse entrepreneurs actively scaling mountains of success. Embrace the kaleidoscope of cultures, ideas, and ambitions.

04

Be Bold, Be Unstoppable

YOUR THRONE AWAITS IN THE BOLD UNSTOPPABLE COMMUNITY

This is your red carpet to a realm where dreams aren't just chased; they're caught and celebrated. It's not just about making connections; it's about making history. [More Info](#) | [Join](#)



Rochel Lawson
Founder

ARE YOU READY TO...



Get Unstuck | Get Inspired | Get Motivated

MAY 15-17, 2024 | ATLANTA, GEORGIA

<https://bit.ly/GoalGetterBootcamp>

SMART Goals

SMART goals are a strategic framework used in business and personal development to set objectives that are Specific, Measurable, Achievable, Relevant, and Time-bound. This methodology provides a clear and structured approach to goal setting, ensuring that objectives are well-defined and aligned with broader organizational or personal aspirations.

Specific

SMART goals are clear and precise, detailing exactly what needs to be accomplished. They avoid vague language and focus on defining the desired outcome with clarity and specificity.

Measurable

SMART goals are quantifiable, allowing progress to be tracked and measured objectively. This entails establishing concrete criteria for assessing success, such as numerical targets, percentages, or key performance indicators (KPIs).

Achievable

SMART goals are realistic and attainable within the given resources, constraints, and timeframe. While they may stretch individuals or organizations to reach their full potential, they are not overly ambitious or unattainable.

Relevant

SMART goals are aligned with broader objectives and priorities, ensuring that they contribute meaningfully to overall success. They are relevant to the mission, vision, and values of the individual or organization, driving progress in the right direction.

Operational Efficiency

Time-bound: SMART goals have a defined timeframe or deadline for completion, providing a sense of urgency and accountability. This helps prevent procrastination and ensures that efforts are focused and results-oriented within a specific time frame.

By adhering to the SMART criteria, individuals and businesses can set goals that are actionable, measurable, and conducive to success. This systematic approach enhances focus, motivation, and productivity, ultimately leading to greater achievement and fulfillment of aspirations.

Are you ready to create SMART goals for your business?

Take part in the **GoalGetter Business Mastery Bootcamp** facilitated by Small Business Alignment Strategist **Sharon Ringier**, founder **I'm Possible Women's Empowerment Collaborative, Inc.** The bootcamp will be held May 14-17, 2024 in Atlanta, Georgia. Gain the clarity, courage and connections you need to accelerate your growth through breakthrough strategies, powerful masterminds, and results-driven workshops during the 3-day immersive event. [More Info](#)

AUTOMATE

CAPTURE ♦ NURTURE ♦ CLOSE



Stop losing out on potential sales because you aren't capturing your leads.

PANORAMIC Me is the perfect all-in-one system that acts as your sales & marketing team. Everything you need in one place so you can reduce your costs & increase your potential profits.

Easily reach your customers wherever they are: social media, email, text, voicemail, chat. Follow up with new leads in under 5 minutes with automatic messaging. Engage your leads with nurture campaigns so you always stay top of mind.

Get the power to close more deals. You'll know exactly where each potential client is in the buying process, so you can focus on the ones that are closest to closing. When they are ready to buy you can collect their payment right through the CRM.

Turn Your Business into an Automated Revenue Generating Machine



Christine Wade & Co.

WHAT TYPES OF BUSINESSES QUALIFY FOR CERTIFICATION?

Certification as a woman-owned business is available to a wide range of business types across various industries, provided they meet the eligibility criteria established by certifying agencies. While specific requirements may vary depending on the certifying organization, businesses operating in the following sectors commonly pursue certification:

1. **Professional Services:**
 - Consultants, attorneys, accountants, architects, engineers, and other professional service providers.
2. **Retail and Consumer Goods:**
 - Retail stores, e-commerce businesses, wholesalers, distributors, manufacturers, and suppliers of consumer products.
3. **Technology and IT Services:**
 - Software developers, IT consultants, cybersecurity firms, telecommunications companies, and technology service providers.
4. **Healthcare and Wellness:**
 - Medical practices, healthcare facilities, wellness centers, fitness studios, nutritionists, and holistic health practitioners.
5. **Construction and Engineering:**
 - General contractors, subcontractors, construction management firms, architects, engineers, and building material suppliers.
6. **Manufacturing and Production:**
 - Manufacturers of goods ranging from apparel, furniture, and electronics to food and beverage products.
7. **Marketing and Advertising:**
 - Marketing agencies, advertising firms, public relations companies, graphic design studios, and media production companies.
8. **Financial Services:**
 - Banks, credit unions, investment firms, insurance agencies, financial advisors, and accounting firms.
9. **Hospitality and Tourism:**
 - Hotels, restaurants, travel agencies, event planning companies, tour operators, and entertainment venues.
10. **Education and Training:**
 - Educational institutions, training providers, online learning platforms, tutoring services, and educational consulting firms.

These are just a few examples of the types of businesses that can pursue certification as woman-owned.

 **Linda Murray Bullard**

Chief Business Strategist @ LSMB Business Solutions,
LLC | Transformational Speaker and Kauffman
FastTrac® Certified

GET CERTIFIED IN 2024 LADIES!

Are you ready to ELEVATE YOUR GAME and UNLOCK NEW OPPORTUNITIES? It's time to get certified! and Grow!!!



Local, State, & Federal Certifications can be your GOLDEN TICKET to:

- Exclusive contracts
- Networking opportunities
- Enhanced business growth

Whether you're a veteran, woman, minority, or small business owner, there's a certification waiting to CATAPULT YOUR BUSINESS TO NEW HEIGHTS!

- Exclusive contracts
- Networking opportunities
- Enhanced business growth

Why Get Certified?

- **Visibility:** Stand out in crowded markets.
- **Access:** Unlock doors to government and corporate contracts.
- **Growth:** Expand your network and scale your business.

"Don't just be a player. Be a GAME CHANGER!"

For a deep dive into the world of certifications, connect at GetTheBusiness.org/contact-us



Are You Exploring Other Visibility Options?



Ida Crawford



Social media has revolutionized the way businesses promote their products and services online. With billions of active users, it is no wonder companies flock to Facebook, Twitter, and Instagram to build their brand awareness. However, while social media is an excellent tool for digital marketing, it is not the only way to gain business visibility. In fact, expanding your reach to other platforms such as podcasts, digital magazines, and television can add numerous benefits for your company.

First, let us discuss podcasts. In recent years, podcasts have become increasingly popular, with an estimated sixty-two million Americans listening to them each week. As a business owner, you can start your own podcast and reach a wide audience of potential customers.

Whether you are in the tech industry or the food and beverage business, there is a podcast for every niche market. You can offer insights and expert advice, interview industry leaders, or discuss current events in your industry. By providing valuable information to listeners, you can establish yourself as a trusted authority and gain more visibility for your brand.

Next, let us talk about digital magazines. Digital magazines are an excellent way to create high-quality content that showcases your products or services. They can include photos, graphics, and even videos, making them a more engaging platform than traditional print magazines. Plus, with the ability to add hyperlinks and interactive elements, readers can easily navigate to your website or social media pages.

Digital magazines can help you reach a wider audience and provide valuable content that helps to build your brand.

Finally, let us explore streaming television. With the rise of streaming services such as Roku, Fire TV, and Apple TV, businesses can now take advantage of audiences on these platforms. Television can be an effective way to showcase your products or services, provide valuable information, or even make a personal connection with your audience.

While social media is an essential tool for digital marketing, it is important to remember that it is not the only way to gain visibility for your business.

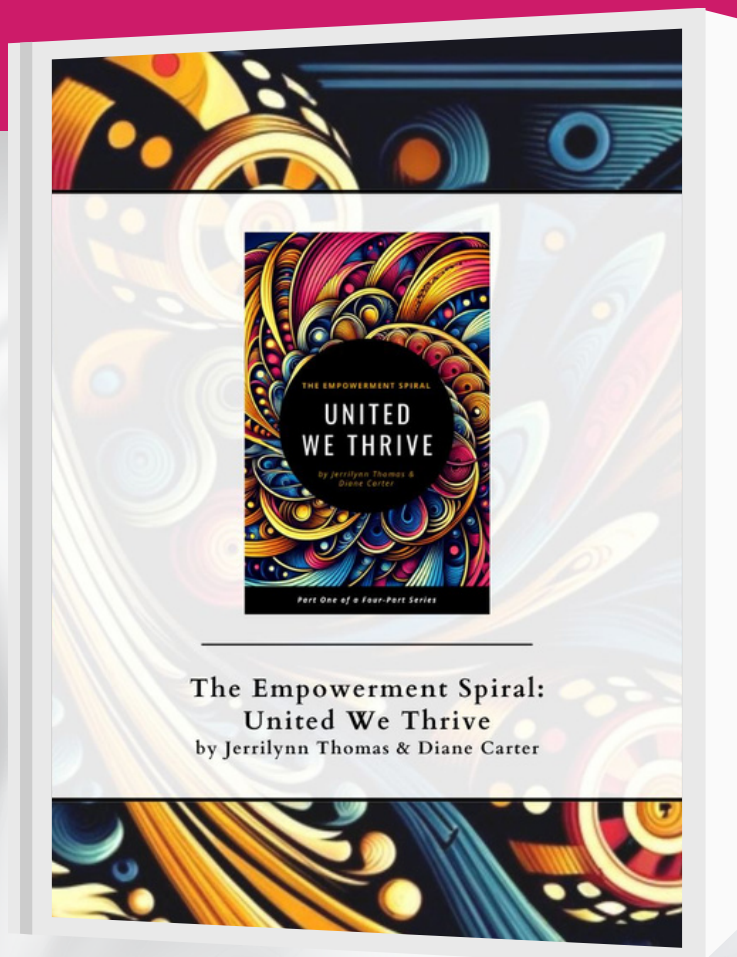
By exploring other platforms such as podcasts, digital magazines, and videos, you can reach a wider audience and provide valuable content that helps to build your brand.

So do not limit your visibility strategy to social media alone. Expand your reach and discover the benefits of other platforms today.

Ida Crawford, CEO of **Just Minding My Business Media™ LLC**, is an entrepreneur, Best-Selling author, and media producer. With a background in Computer Technology, she hosts the **Just Minding My Business Podcast** and owns **Conversations That Matter** on Roku, Fire TV, and Apple platforms. Committed to boosting media exposure for entrepreneurs. Learn more at <https://jmmbmediallc.com/>





Schedule a Discovery Call





↓ DOWNLOAD

"United We Thrive" is a business novella. A business novella is a short work of fiction, typically between 17,500 and 40,000 words, that focuses on a business-related topic. Business novellas often explore the challenges and opportunities faced by entrepreneurs and business leaders, and they can provide valuable insights into the world of business.


 **Revolutionary Approach:** "United We Thrive" is not just a book; it's a revolutionary guide for female entrepreneurs. Crafted by the visionary duo Jerrilynn B. Thomas and Diane Carter, it melds strategic acumen with creative insights, empowering women to harness the power of community and collaboration in their entrepreneurial journeys.

 **Call to Action:** This groundbreaking journey into the heart of female entrepreneurship is a call to action for women to unite their strengths and embrace collaboration for unprecedented business success. It's a beacon for any woman ready to transform her entrepreneurial dreams into reality.

 **Transformative Tools:** "United We Thrive" offers strategic and creative tools for women to excel in the business world. It emphasizes the power of community and collective growth, blending in-depth business strategies with inspiring personal growth.

 **Communal Approach:** Unlike typical business books, "United We Thrive" uniquely blends business strategy with a communal approach. It urges immediate action for those seeking a transformative entrepreneurial path, changing how women do business.

 **Collaborative Manifesto:** This collaborative manifesto by Jerrilynn Thomas and Diane Carter is a call to action for any woman ready to break barriers in business. It offers a unique blend of strategy and community empowerment, setting a new standard in female entrepreneurship. **Download your FREE copy.**

 **Join the Movement:** Join the 'United We Thrive' movement and experience a distinctive take on female entrepreneurship. This book sets itself apart with its focus on community and collaboration, offering actionable insights that are essential for women ready to change the business game. **Request to join the LinkedIn group.**

Discover the Magic of a Business Novella: Transform and Engage Your Audience

There's a business story inside you just waiting to come out

Ever heard of a little something called the "business novella"? It's not your typical strategy, but let me tell you, it's seriously powerful stuff. Picture this: a mix of storytelling and your brand's essence, all crafted to leave a lasting impression. It's more than just a tale; it's a game-changer for making your brand really resonate.

So, why should you even consider diving into the world of business novellas? Well, for starters, stories stick. They weave your brand into people's minds long after they've heard them, giving your business that human touch and making you stand out in a sea of competitors. Plus, it's a sneaky way to educate and entertain without the hard sell, showing off your expertise while keeping your audience hooked.

Now, let's talk strategy. Here are five golden rules to make your business novella a success.

1. **Know Your Audience:** Tailor your story to fit like a glove with their experiences and dreams.
2. **Authenticity Rules:** People can sniff out a sales pitch from a mile away. Keep it real, and you'll win every time.
3. **Quality Counts:** Invest in top-notch content that screams professionalism. It's the cherry on top of your brand's reputation.
4. **Spread the Word:** Shout it from the rooftops! Use social media, your website, and good old-fashioned outreach to share your novella far and wide.
5. **Engage and Keep Going:** Start conversations and keep 'em rolling. It's all about building that connection and keeping your audience invested.

A business novella isn't just a story; it's the seed for deeper brand awareness and trust. It's your ticket to sharing your journey, connecting with your audience, and making a splash in your industry.

Feeling fired up but not sure where to begin? That's where **Diane Carter** comes in. She's your guide through the wild world of crafting a business novella that hits all the right notes. Together, you'll turn your story into something unforgettable—a narrative that leaves a mark.

Ready to dive in? Don't wait another second. Reach out, and let's start shaping your business narrative together. Drop Diane a message **[DM]** or dc.linked@sam101.com, and get ready to tell your story to the world.

It's time to make those connections, one story at a time. Let's do this!



Our Supporters

Thank you for supporting Smart Women Partner & Grow Rich!!!

Chelsea Perrin

Tezzie Gilbert

Towanda R. Livingston

Angela Kelly

Tammy S. Durden

Ebony J.

Yolanda Nollie

Towanda R. Livingston

Alicia J Alexander

Lynnea Quinn Hagen

Catrechia Walker

Chelsea Perrin



Final Words

Think about it: You put on sunscreen as a barrier from the sun. You spritz on mosquito repellent as a barrier from bugs. Yet, when it comes to your business projects, do you have a barrier to protect them from collaboration disasters?

Collaboration might be free, but it can cost you revenue if you hitch your wagon to the wrong business people. Those who don't live up to their word, whose mailing lists are dead, whose social media presence resembles a desert, or who simply lack the resources to get your project over the finish line.

What you need is a collaborative marketing strategist—an expert who can meticulously assess your project and craft a strategic plan of action. This plan includes identifying co-marketing partners, cross-marketing partners, and cross-promotional partners.

It's about finding the right people for the right roles, ensuring you're not left scrambling to fill seats, sell out events, catapult book and e-course sales, fill up coaching and consulting hours, grow your membership base, and keep your cash register going 'ka-ching.'

Don't leave your business success to chance. Invest in a strategist who understands the intricate dance of collaboration and can guide you toward fruitful partnerships. Your business deserves a shield against collaboration disasters—let's build it together.



Planning a summit, webinar series, book release, magazine launch, VIP intensive, podcast, social media campaign, launching a business, introducing a new product or service?



Book a co-marketing strategy session ASAP or risk not meeting your revenue goals. Let's rise to the top together in 2024!!!

CHECKLIST

End of Section

- ☐ **Respond to the Scavenger Hunt clues and tasks for this section. Submit form to claim your points** 
- ☐ Pause & Reflect how you can use Smart Women Partner & Grow Rich services to market your biz on LinkedIn
- ☐ **Make today the day you incorporate co-marketing into your business life. Select from a consultation, VIP Day, Bootcamp or Scavenger Hunt Package: Request Info** 
- ☐ Follow the LinkedIn profiles of sponsors and explore them to identify prospective marketing partners
- ☐ Create a LinkedIn post announcing you made to the end of the SWPGR B2B Scavenger Hunt. Tag Jerrilynn B. Thomas.

Co-Marketing is More Than a Tactic, It's a Lifestyle

Long-Term Commitment: Rather than viewing co-marketing as a one-time tactic, businesses in a co-marketing lifestyle commit to building long-term, sustainable partnerships. This continuity ensures ongoing benefits and a stable network of collaborators.