

# **badass** BUSINESS WOMEN.ORG



ERIN SNYDER | HEIDI RICHARDS MOONEY  
HEATHER ROBSON | PATTY SOFFER  
ELLEN SUE BURTON | STEPHANIE TISCH  
LIZ SMILEY | SUSAN CROMER GARCIA  
JENN KUTCHEY | ALELOOP | JANIE KIZOREK  
JULIA WAKEFIELD | ISHITA GUPTA  
BRIDGET CAREY | TINA WILLIAMS  
RACHEL STROUD | ROBIN FORD  
KAT RABBITT | TARA TAGLIENTI  
AMBER IZZARD | ANAIS GANOUNA  
MICHELLE MEIER | ALINA NAVARRO

## **THE MANIFESTO**

**JESSICA KIZOREK**

**MICHELLE VILLALOBOS**

**MARCI ALT**

**FOREWORD BY NELL MERLINO**

LARA ALLEN FABANS | HEIDI MOSS  
MARIA L HECHAVARRIA | ANN SHEA  
PENNY PHILLIPS | VINCENA JACKSON  
CLAUDIA LIMA | BRENDA MABBITT  
MICHELLE KRAMER | KATHLEEN GALLAGHER  
SUSAN BERKMAN | MARA SCHIFF  
BRENDA LEGUISAMO | DEBBIE WY SOCKI  
NANETTE SAYLOR | PAULA EHRLICH  
WENDY CROCQUET | MARTINA REISMAN  
YI TAO | TABATHA MUDRA | OSMARA VINDEL  
JODY ANN JOHNSON | TRACEY HAGEN

Being a badass is a state of mind, regardless of one's gender. Unfortunately, a business woman who is strong-willed, confident and ambitious is too often labeled a "bitch" while our male counterpart is revered as a real "badass." Being edgy, vocal and having a clear understanding of our goals is not always celebrated in the business environment. Being a card-carrying Badass Business Woman does not merely announce and unleash your inner badass. We encourage you to cut loose...to go out on a limb... to be unabashedly self-expressed! We provide you with resources and energy to ignite your passion. Consider us a tribe – coming together, challenging and mentoring one another in today's (still) male-oriented business world. We are a movement of women who are proud of our talents and our ambitions. As Badass Business Women we are a force to be reckoned with.

## **COPYRIGHT INFO**

The copyright in this work belongs to Kizorek, Inc. Please direct content feedback or permissions questions to the author: [thechief@badassbusinesswomen.org](mailto:thechief@badassbusinesswomen.org)

This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivs License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/2.0> or send a letter to Creative Commons, 559 Nathan Abbott Way, Stanford, California 94305, USA. Copyright 2010

## **DISCLAIMER**

Badass Business Women does not endorse or certify the qualifications of its members or this book's contributors. The list of women noted as "our inspiration" did not participate in the creation of this book, and do not endorse it in any way.

## **CATALOGING-IN-PUBLICATION DATA**

Kizorek, Jessica.

Badass Business Women : The Manifesto / Jessica Kizorek, Michelle Villalobos, Marci Alt.

p. cm.

Includes illustrations.

ISBN 978-1-884230-17-2

1. Businesswomen.
2. Women owned business enterprises.
3. Self-employed women.
4. Entrepreneurship.
5. Success in business.

I. Villalobos, Michelle.

II. Alt, Marci. III. Title.

HD6072.5.K59 2010 658.421-dc22

# THIS BOOK IS DEDICATED TO THE **ONE MILLIONTH** BADASS BUSINESS WOMAN.



**JESSICA  
KIZOREK**



**MICHELLE  
VILLALOBOS**



**MARCI  
ALT**

Jessica Kizorek founded the Badass Business Women movement on February 17, 2010. From day one Michelle Villalobos and Marci Alt have played a huge role by contributing their wisdom, spirited ideas, and belief that we really can impact the lives of one million women. Though you will read many blog posts in Jessica's first person voice, this manifesto is written from a collective "we" that reflects not only Michelle and Marci, but hundreds of members who are growing this movement along side of us.

We wrote this book with the intention of answering three principle questions that we've been asked frequently this year:

1. Who are you?
2. Why are you doing this?
3. What exactly are you doing?

This book was written in four months. [Yes, only four months.] Our goal was to boil this whole thing down to its essence, give a top-level overview and a brief history. Mostly, our members were hungry for a tool to help them share this message with the Badass Business Women in their life. Given the breakneck speed with which we released this, there are way too many people and ideas we didn't include. Our apologies to all those who deserved mention.

Thanks to Seth Godin, Dan Kennedy and RJon Robbins for inspiring the big-thinking behind the movement. Thanks to Heather Robson for writing; Stephanie Tisch, Jennifer Kutchey, and Hector Batista for layout; Anais Ganouna and Tabatha Mudra for photography; Ellen Sue Burton and Susan Cromer Garcia for editing.

# FOREWORD

By Nell Merlino



So many of us are waiting for someone to notice us. Why aren't we announcing who we are and the big things we are capable of?

Jessica Kizorek is doing exactly that. With this Manifesto, she announces who she is and what her Badass Business Women movement is capable of.

I first met Jessica at a conference in Mexico. She takes up the entire room with her beautiful smile, piercing gaze and intense focus. She radiates confidence with her curious questions and alert attention to other people's thoughts and opinions. If that's what it means to be a Badass Business Woman, we should all want to embrace the philosophy behind Jessica's movement.

At Count Me In for Women's Economic Independence we inspire and instruct women how to grow micro businesses into \$ million enterprises. Of all variables we see in our entrepreneurs, self-confidence is perhaps the most important.

At our Make Mine a \$ Million Business events I tell women that confidence comes from inside. But it's not always easy to recognize your own talents and capabilities and let other people know about them.

We think we should be humble, modest and know everything before we apply for that big contract. What this world needs is more Badass Business Women – women embracing their unique edge who think big and act in the face of their fear.

Jessica and her Badass Business Women's Manifesto encourages you to be your authentic self with grace, style and just the right amount of attitude.

This movement is exactly the momentum we need to grow our businesses to a \$million and beyond, hire people and get this economy humming again.

I have worked for decades making women and girls more visible, valued and heard through Take Our Daughters to Work Day and the Make Mine a \$ Million Business program.

Jessica's father took her to work. She watched and learned. Now she's out defining what it means to be a badass in the business world.

# ARE YOU ONE OF US?

# TABLE OF CONTENTS

## INTRO:

Is this Movement for You?  
Special Note to the Men in our Lives

## Part One

Who We Are  
Who We Are Not  
Our Purpose  
An Idea in Process  
Our Inspiration  
Why Join?

## Part Two

Why We're Doing It  
The Male-Oriented Business World  
Stereotypes  
Why Women Play Dirty  
Things To Watch Out For  
How A Badass Protects Herself  
Build Alliances, Not Rivalries  
Is This Movement Really Necessary?

## Part Three

What We're Doing  
The Idea is Born  
It's a Movement  
Woman to Women  
Man Hater  
Looking for a Cemetery  
I Need Your Advice  
Unleash Your Inner Badass  
The Real Goals  
A Spiritual Thing  
Strut 1.0  
Strut 2.0  
Who's Next?  
I Have Proof  
What's Next For Badass Business Women?  
We Have a Dream

**The Authors:** Jessica Kizorek, Michelle Villalobos & Marci Alt



# IS THIS MOVEMENT FOR YOU?

Marci Alt will be the first to acknowledge that the Badass Business Women movement isn't for everybody. Not everybody is edgy, clear about their goals, and hungry to take action. Not everybody is interested in thinking big. Not everybody is ready to unleash their inner badass.

Having spent 20 years of her life advocating for the rights of the gay and lesbian community, Marci's clear that you have to be hungry and willing to take action if you plan to alter the future.

The member emails\* you receive from Badass founder, Jessica Kizorek, come from a woman who thinks she can change the world.

They are raw, authentic and deeply personal. She takes a hard look at the ups and downs, the victories and the challenges of chasing after business goals you have no idea how to reach.

This guide isn't just for you. It's for the people you will inspire when you have the confidence to strut your stuff. It's for the non-profit organizations you will support when you understand that a true badass contributes everywhere she goes. It's for the young girls who will emulate you as you let your inner light shine.

It's for women who want to lead, mentor, nurture, envision, and create. It's for women who want to set high standards and expectations for the people they work with, then push them to do more than they believed they ever could.

This guide is also for girls who are ready to conquer the world, girls who aren't preoccupied with being the prettiest or the most popular. It's for girls who love themselves, and consequently have something incredible to give to the world.

# **SPECIAL NOTE TO THE MEN IN OUR LIVES**



You are surrounded by women—daughters, sisters, mothers, friends, wives, nieces, and colleagues—who you can support and empower. This guide gives you the tools to do that.

Let this guide inspire you. But more than that, use it to inspire others.

This guide is about nurturing the women in your life and consciously embracing the unique female energy that we bring to the business world. If you are ready to contribute to a movement that will change the lives of millions of women and help to create a professional world that welcomes the next generation of girls, **we welcome you to join us.**





Who We Are

# PART 1



“The Badass Business Woman carves out her own path and crafts her own destiny in whatever way she chooses to imagine and implement. She fantasizes, she dreams, she envisions, she strategizes, she enacts, she develops, and she creates. She goes way beyond the box-and the briefcase.”

**Michelle Meier**

“I am a Badass Business Woman because I cut through the BS and get to the point. I don't let my clients off the hook for who they have created themselves to be.”

**Liz Smiley**

“I am a Badass Business Woman because I take responsibility for my life and I am making my dreams come alive.”

**Penny Phillips**

“I am a Badass Business Woman because I am not afraid anymore. I can be who I am and still come out first. I am not intimidated to be Me. I have chosen to help others see their value and lead them to inner and outer greatness.”

**Alina Navarro**

“I am a Badass Business Woman because I am not afraid to fail, and I will never let anyone dictate my life or my income!”

**Claudia Lima**

“

I am a Badass Business Woman because I love that I am outgoing, outspoken, and that I carry around a big, bright smile with an infectious laugh to accompany it. You can see the badass in my walk, hear it in my talk, and smell its sweet scent before I even enter the room. I kick ass at just being me!

**Vincena Jackson**

“

I'm a Badass Business Woman because I won't let others hold me back from getting what I want.

**Bridget Carey**

“

I am a Badass Business Woman every day of my life. I stand in the forefront and fight for the equal rights of my community. I teach, promote and help build our children's young minds in knowing they can and do anything in this world and the only stops they have along the way are the ones that make them stronger, livelier, happier and bolder.

**Marci Alt**

“

Want to be a badass businesswoman? For me, it's been a simple one-step process: take one step. That is, whatever task you set out to accomplish, take an extra step after you think you're done. Finished your round of sales calls for the day? Make one more. Completed your research? Read one more article. Ready to head home from a networking event? Shake one more hand. I have always been amazed at the opportunities I uncover when I step outside the boundaries of what I had planned.

**Julia Wakefield**

# WHO WE ARE

Being a badass is a state of mind,  
regardless of one's gender.

Unfortunately, a business woman who is strong-willed, ambitious and clear about her goals is too often labeled a “bitch.” Being an edgy and vocal woman is not always celebrated in the business environment.

Being a card-carrying Badass Business Woman does not merely announce and unleash your inner badass. Consider us a tribe, coming together, challenging and mentoring one another in today's male-oriented business world.

Being a Badass Business Woman is not about running stiletto-clad circles around men. It's about gracefully striding forward in the business world with a radiant strength and confident dexterity that is uniquely female.

Some women are offended  
at being called a badass.  
To us, it's the highest  
compliment anyone  
could give us.

Successful Badass Business Women are grateful for those who helped them become the success they are. In turn, they are generous with others. This isn't just about women earning more money. It's about giving back. When a Badass Business Woman realizes her full potential, she has more in experience, wisdom, time and resources to share with those who would follow in her footsteps.

She also has more to give to the causes she is most passionate about, whether that's traveling the world to volunteer in third world countries, or spending weekends to help to build houses for struggling families. That's really what this is about. Doing more and giving more.

Badass Business Women is an idea in progress. It isn't Jessica Kizorek telling everybody how this is going to go. It's all of us badasses coming together to do something that's never been done before.

# WHO WE ARE NOT

We're not here to protest, rally the troops or burn our bras.

---

We're not here to angrily point our finger at men or institutions.

---

We're not here for meaningless interaction or to go through the motions of handing out business cards with our fingers crossed that we aren't wasting time.

---

We're not here to hold hands and sing Cumbaya.

---

We're not here to compete with traditional networking organizations.

---

We're not here to do anything that's ever been done before.



# OUR PURPOSE



ARE YOU ONE OF US ?

Full Name:

Primary Email:

Zip Code:

[Join The Movement](#)

1. Empower 1 million women to unleash their inner badass.
2. Change the world so that our girls grow up trusting themselves, expressing their unique gifts, and knowing that the business world desperately needs them.

Join us in taking the pledge @  
<http://www.BadassBusinessWomen.org>

# AN IDEA IN PROCESS



We continue to want your ideas. We want you to be a part of this as it unfolds. This movement is not looking for followers.

**We are looking for leaders.**

From day one, Marci Alt and Ellen Sue Burton pushed hard to develop this socially and not in a closed-door petri dish environment. In a pivotal phone call on Feb 17, only hours after the idea struck Jessica, Ellen told her: “Jess, jump out of the frying pan into the fire. Design your logo, give me an ad to put in DUO and let’s get going. I want to be the one to light the fire under your ass... your badass.”

Rather than spend six months developing the concept, strategy and brand, we went for the “crowd source” approach, which is why there are so many co-authors on the cover of this book.

Marci, Michelle and Jessica might have written the content for this book, but the movement was authored by hundreds of members, emails, blog posts, teleconferences, meetings and brainstorm.

We continue to want your ideas. We want you to be a part of this as it unfolds. This movement is not looking for followers. We are looking for leaders.

# OUR INSPIRATION

To the women who have paved the way and are still paving it, we applaud you and say thank you. Our heartfelt thanks go out to...

- All the women who came before us, who fought for our rights—our right to vote, our right to control the wealth we create, our right to participate in the professional world, our right to speak out and be heard.
- All the women who took risks fighting for the things they believed in.
- All the men who have fought by our sides, who have supported and encouraged us and challenged us to stand for what is right.
- All the women who have done great things in business, leaving each of us without a doubt of what we are capable of.
- All the women who have lent their compassion, their time, and their heart in the service of humanity.

You have our gratitude and our promise to move forward with the gifts that we have been given. We are grateful for the freedom to pursue our dreams and goals, to succeed or fail, to take risks, to create the life we desire.

Gloria Steinem	Anna Quindlen
Ellen DeGeneres	Alessandra Lariu
Barbara Corcoran	Barbra Streisand
Nan Mooney	Camille Paglia
Adriana Gardella	Nell Merlino
Gloria Feldt	Marissa Mayer
Angelina Jolie	Diane Sawyer
Madonna	Suze Orman
Oprah Winfrey	Martina Navratilova
Barbara Walters	Hillary Rodham Clinton
Margaret Thatcher	Katie Couric
Meg Whitman	Gloria Estefan

# WHY JOIN?



As a member of the Badass Business Women movement, your life is going to change in real, tangible, and measurable ways. This isn't a warm, fuzzy experience where everyone gets a pat on the back and a compliment. You will be pushed to think big and to do bigger. As a result, here are the changes you'll see in your life:

- You're going to learn to pursue your professional dreams, to monetize your ideas, to earn a bigger income, to make bigger profits... all without apologizing for your ambition.
- You'll find the secrets behind outrageous self-expression, leading with your heart and being who you really are all the time.
- You'll face your fears and self-doubt. You will admit your failures and discuss the excuses you give for not being as successful as you want to be. You'll confess all the ways you sabotage yourself and the people around you.

- You'll enjoy stronger, more fulfilling relationships both in the professional realm and in your personal life because that's what happens when you approach people with authenticity and integrity.
- You'll discover how to find powerful, inspiring role models who can help you achieve faster... and you're going to discover what it means to be a mentor for others.
- You'll get organized in your pursuit of success and learn how to establish a powerful personal brand, how to handle a confrontation without burning bridges, how to hire the best people to support you and how to surround yourself with people who will encourage and challenge you along the way.
- You'll come away prepared to recognize the opportunities all around you, to meet those opportunities head on, and to create some-

thing amazing. You'll learn to recognize and use your unique gifts and talents to not only create a life you love but to make a deeply positive impact on the people around you.

Being a badass is a tall order, but when you embrace it, there's nothing better. If you're not involved yet, stop stalling and start participating.







Why We're Here

# PART 2



“I’ve decided to stop being the ‘nice girl’ who says “That’s okay” when clients sing the blues and start taking advantage of me. I’m going to start ‘bringing my badass.’”

**Robin Ford**

“The course of my life has changed. It’s not noisy anymore. I’m not hungry anymore. Most of all I’m not scared anymore.”

**Stephanie Tisch**

“Stand up and say something, anything. Don’t just stand by and do nothing. Have the courage to stand up even if at risk of being the ‘black sheep,’ the ‘different one’ the ‘unusual one,’ or even possibly the “not normal” one.”

**Martina Reisman**

“I just signed up! And just so you know, I am very shy when it comes to being this public. I think you can teach me a few things in this area.”

**Michelle Kramer**

“My soon-to-be 11-year-old daughter accompanied me to your event as a Badass-In-Training. It was great to see her joining in the cheers and applause, and I believe she took away with her the knowledge that she is, and will continue to be, unstoppable.”

**Brenda Mabbitt**

“Respect yourself. Know who you are. Love who you are. Conquer fear. Stand up for what you believe in. Always be professional. Respect others—you never know when that person will circle back in your life—the world is small. Give back to the community. As bad as you think you have it sometimes, there’s always someone who has it worse.”

**Susan Berkman**

“Women need to be more pro-active and vocal. That does not mean you are bitchy - just bold.”

**Kathleen Gallagher**

“Always stay true to yourself and learn to trust and act on your own inner wisdom. No one can knock you down for what you did from your own heart - it’s your mind and ego that get in the way.”

**Mara Schiff**

“Jessica, I can’t thank you enough for opening up your home, your heart, and your vision to so many wonderful women like yourself. It’s an honor to be a part of your movement and I would love to see if we can join forces.”

**Michelle Meier**

# WHY WE'RE DOING IT

This movement is out to revolutionize the way women are viewed in the business environment. We will impact the way we see ourselves, the way we see each other, and the way our male colleagues relate to us.

Being a card-carrying member of Badass Business Women gives us something to be proud of.

We don't have the "balls" to go after what we want. We have the audacity to invest in our future and surround ourselves with women who pull for us.

We share it with our mothers. We empower our daughters to grow into Badass Business Women.

Women have come a long way. But subtle attitudes still keep a lid on our self-expression and potential. **This will change.**



# THE MALE-ORIENTED BUSINESS WORLD

If you ever have the fortune of listening to Michelle Villalobos talk about evolutionary theory and male-female dynamics as they relate to business, her enthusiasm for the subject is infectious.

In her latest special report, 'Why Women Play Dirty,' Michelle delves deep into some of the evolutionary and cultural underpinnings of how women compete with men and with each other in the workplace.

While the modern workplace ostensibly welcomes women, it is still a difficult place to be comfortable and feel secure because it was designed, built and shaped by men. In fact, research shows that women who exhibit more "masculine" traits at work (like ambition, determination and competitiveness) make more money and get more promotions.

Meanwhile, women have always been encouraged and rewarded for being 'nice,' compliant,' and for taking a deferential attitude towards men. This ingrained sense of propriety leads women to struggle in the workplace, because our value system makes it difficult to reconcile the above 'feminine' traits with those more 'masculine' traits that are associated with greater success in the dog-eat-dog world of business..

Unfortunately, these conflicting messages create tension inside of most women. Who are we to be, day to day, minute to minute? It's a tough way to live and work.

Yes, it's clear that women need to develop some of those more 'masculine' qualities in order to compete effectively, but we also need

to challenge the prevailing culture and help it become a more 'co-gender' environment.

Now more than ever, women are taking the reins in their professional lives, starting businesses, becoming entrepreneurs, climbing the proverbial corporate ladder.

But many women still hold back. They don't dream as big or as ambitiously as they could, possibly because they are worried about how others may perceive their success. Far more than men, women often downplay their strengths or even devalue their contributions in order to 'get along' in the business environment.

One common fear is that big success will make other women envious, and could invite rivalry. As Michelle notes in her report 'men tend to prey on the weakest of their sex, and women tend to prey on the strongest of theirs.'

While these fears are not unfounded (more on this later) the Badass Movement is about shifting that paradigm. It's time for women to bring their creative vision and problem-solving skills into the professional world – and for women to celebrate our peers who do it successfully.

When we do, just like our male counterparts, we'll be rewarded for the value we deliver to society. That's a good thing. Not something to shy away from. Not something to apologize for. Something to celebrate!

The first step for women to take in challenging the male-oriented work culture is to speak up, to discover and voice new ways to do things, to suggest new approaches to problems even if they're radical. And to support one another in the process.

When women do that, the environment's culture shifts. It begins to eagerly welcome the gifts and strengths of every individual. It recognizes the value in having different viewpoints and approaches. It becomes something altogether more effective, more creative, more productive, and ultimately more satisfying for everyone.

**That's the world we're striving to create.**

# STEREO TYPES

In our attempt to blend into the male-oriented business world, we second guess ourselves and walk on eggshells to avoid falling into some of the following categories...

**THE BITCH:** Some people just straight up can't handle a woman who's direct and knows what needs to be done and says so. Rather than admire her strength, they decide she must be a bitch.

**THE WIMP:** Sometimes we women worry so much that people will call us a bitch that instead we lean the other way – too far the other way. We hedge what we say ('I'm probably wrong but...') and overall just don't communicate as powerfully as we could (or should). So we get lumped into the category of "wimp."

**THE HYSTERIC:** We all know this stereotype – the drama queen, the cryer or the woman who can't keep her emotions out of business.

**THE COLD FISH:** Stereotypes say men are more driven by logic, and women are more driven by emotions. In trying to counteract these stereotypes some women become quite the opposite, denying their emotions altogether. But emotions play a big role in our lives, and effective use of them can be a huge asset, as we are learning more and more each day. That's true for both men and women. Keeping our emotions in check is one thing, but denying them altogether is no good at all.

**THE HARD ASS:** Have you ever been disciplined by a male boss? Did you automatically think he's being a hard ass because he's a guy? Probably not.

**THE PUSHOVER:** Has a male boss ever given you a little extra slack? If so, he probably wasn't considered a pushover for doing so. Yet people tend to ask for more and try to get more leeway from women all the time, because the stereotype is that we're easier to manipulate (i.e., we're 'pushovers').

**THE TOKEN FEMALE (AKA: THE QUOTA-FILLER)**  
The idea here is that women have been extended extra consideration simply because we're women, and so we haven't really 'earned' our place. We've heard people imply that incompetent women often rise to the top for PR reasons or even worse that they compromised something to get there.

**THE NERVOUS NELLY:** The stereotype is that women aren't risk-takers and that they will usually opt for 'safer' options. Meanwhile, business is often about taking calculated risks. In fact this stereotype is based in truth,

because the traditional role of the woman way back when was to raise the kids and run the household. While it's true that women naturally tend to nurture before they compete, recent research actually shows that in the current climate women are more willing than men to take risks that could yield big rewards. Just one example: right now, women are starting businesses at twice the rate of men!

People don't tend to view a male professional's decisions through the lens of him being a male, but they will micro-analyze every decision a woman makes looking to see how her femininity influenced the decision. It can make for an impossible situation if you don't know how to navigate the stereotypes being tossed in your direction.

A Badass Business Woman knows how to confront labels and powerfully communicate her ideas so even her harshest critics pay attention. She finds a balance between being aggressive and being passive. She's direct and assertive without being intimidating or overpowering.



## The first step in becoming a badass communicator is to recognize the approach you are using right now.

Two of Michelle Villalobos' other programs address this issue head on. One is 'You're Not Crazy...It's Just Your Personality Type,' and the other is 'How To Communicate Powerfully, Without Being A Bitch'. In the programs you realize how easy it is to start reading yourself and others.

Do people refrain from disagreeing with you even when they're obviously uncomfortable with what you are saying?

Do you argue a lot?

Do you often come away from conversations, discussions, or meetings feeling angry or upset?

Do you raise your voice?

Do you talk too fast?

Do you interrupt people?

If you find yourself answering yes to these questions, then your communication style likely leans to the aggressive.

On the other hand, do you keep your thoughts, ideas or needs to yourself?

Do feel resentful that you don't get the recognition you deserve?

Are you painfully polite?

Do you apologize even when it's not appropriate?

Do you avoid conflicts at all costs?

Do you let people take advantage of you?

Do you always say yes when asked to do something?

If you find yourself answering yes to these questions, then your communication style likely leans to the passive.

In either case, you're at risk of falling prey to stereotypes and should definitely check out Michelle's slideshow, "How To Communicate Powerfully without Being a Bitch."

Here are a few of Michelle's tips for strengthening the way you communicate and for avoiding stereotype traps:

- Drop the "I" from your sentences. You don't need to qualify your suggestions with an "I think." Focus on the facts and the goals.
- Don't qualify or hedge. You know what we mean. Those statements like, "I might be wrong, but..." or "In my opinion..."

Make a definitive statement and stick to it until it's clear there's a better idea or a fatal flaw.

- In professional settings, don't talk when you don't need to. Cut the nervous chatter, the psychobabble and the rambling phrases.
- Cut "thinking words" like "you know," "um" or "uh." Just pause instead.
- Don't discount people's ideas out of hand or cut them down unnecessarily.
- Focus on facts, goals and solutions instead of emotions or power plays.
- Don't monopolize the conversation.
- Listen and gather your thoughts rather than interrupting.
- Be an active listener. Ask questions to clarify and paraphrase to make certain you understand.
- Avoid sarcasm. Be direct instead.
- Avoid passive aggression. Be direct instead.

- When someone hits you with sarcasm, don't stoop to their level. Ask them directly what is bothering them and look for a solution.
- Keep your smiles sincere.
- When a confrontation does occur, address it effectively. Describe the situation, explain and elicit a response, specify the expected actions, and clarify the consequences.
- Set clear boundaries.
- When you need to criticize someone's behavior, that is one situation where it often works better to hedge a little and use a passive voice.

# WHY WOMEN PLAY DIRTY

So now we've discussed how women can undermine themselves at work. Sadly, women often undermine each other too. In 'Why Women Play Dirty' Michelle also addresses the difficult and contentious topic of why and how women are evolutionarily and socially programmed to compete in ways that are unhealthy once translated to the workplace.

Unlike aggressive and physical male competition, competition among women has evolved to be more relational in nature and subtle in exhibition. Rather than the straightforward typical male distinctions of 'friend' and 'enemy,' most women know all too well the sting of the 'frenemy.'

There's the back-stabbing, the gossiping, the rumor-mongering, duplicity, and other 'relational aggression' techniques that women exhibit far more often than men. These are unattractive traits in anyone, but particularly egregious in someone who should share our same goals.

As Michelle points out in the report, female competition is actually neither 'good' nor 'bad.' It just is. It is a fundamental part of who we are and has existed—and persisted—through millions of years of evolution, then sociologically and culturally reinforced for several thousand more.

Understanding these complex and at times contradictory influences on your female relationships can help you navigate them better; and that is essential both to being a badass and to getting ahead in work and in life.

Here's a little primer from Michelle on why women play dirty, from an evolutionary standpoint. As most of us already know, evolution, or 'survival of the fittest' is about adapting to the environment and producing better offspring in each successive generation.

Scientifically speaking, for each human, the 'purpose' was simply and solely to produce the most viable offspring. To do this, one needed the 'best' mates.

This quest for mates meant that men competed against men and women competed against women. Where it gets interesting is that men and women evolved to compete in completely different ways.

# HERE'S A QUICK RUNDOWN

- Men evolved a more short-term “quantity-over-quality” approach, as evidenced by the fact that they have the physical capacity and drive to fertilize many women with a small investment.
- In today’s world that shows up as a man’s overall higher libido, commitment issues and roving eye.
- Men tend to look for fertility traits in women—youth and physical attractiveness.
- Men also look for sexual loyalty—back in our caveman days this ensured paternal certainty.
- Women, on the other hand, developed a more selective approach to mating. She had to carry a baby for 9 months, risk death in childbirth, and then raise the baby through a prolonged childhood. She wanted a mate who had strong genes and who would stick around and help.
- Good men who were good providers were a scarce resource and women developed ways to compete with each other to keep a hold of their mates.

Women compete less overtly than men. In evolutionary terms, it didn’t make sense for women to act out with physical aggression. Their primary motivator was to protect their young and getting injured or killed in a fight didn’t serve that.

Instead, women found other ways to compete. Things like betrayal, gossip, bullying, exclusion, ostracizing and teasing. This doesn’t mean that every girlfriend you have is just waiting to stab you in the back. Women do form very close, intimate, protective bonds with each other. It just means that in a professional environment, you need to know what to watch out for and how to protect yourself.

# THINGS TO WATCH OUT FOR

Once you know what to look out for, you can take steps to protect yourself. When you do, you'll find it's easier to get along with everyone and make progress toward your professional goals.

Here are a few of the stereotypical women from 'Why Women Play Dirty' that you'll need to learn to identify and, of course, manage.

**The Queen Bee:** This is the woman who has finally made it to the top. She's broken through the glass ceiling, achieved success beyond her wildest dreams, shown us all it can be done, and what does she do? She tries to make sure that glass ceiling stays intact to prevent other ambitious women from reaching her level.

**The Backstabber:** This is the person you think is your best pal. She's everybody's best pal. But after a while you find out that she really just gets you to take her into your confidence so she can use what she knows to undermine you.

**The Gossip Girl:** This is the woman who is always in the know, but who always shares her information with an insinuation. You've heard people like this. "Did you hear? So-and-so just got a big raise. I wonder what she did to deserve that."

**The Bully:** Bullies do just what it sounds like. They use mean tactics like intimidation, rumors, and threats to keep you in your place.

**The Diva:** This type is never happy for anyone who's doing well. She might be your friend when times are tough, but if things start going your way, then look out.

# HOW A BADASS PROTECTS HERSELF

By being aware of where you are and in control of who you are, you'll be able to make allies in the workplace and fend off those who would undermine or stereotype you. And that's key to being a badass because who wants to waste energy with all those mind games anyway? You've got bigger things to do!

- 1 Be self-aware. Women measure themselves against others based on looks. So pay attention to how you dress. If it's overtly provocative, you might be saying something you don't want to say. If you do want to say it, that's fine... just pay attention to the messages you're sending.
- 2 Avoid over-sharing. Workplace friendships are fine, but keep the juicy tidbits that could be used to undermine you to yourself.
- 3 Don't gossip. It's okay to listen in on the latest dish from a trusted source... just don't dish it out.
- 4 Let envy inspire you. It's okay to want what someone else has. But let it drive you to work harder and be more creative. Then you can both enjoy your just rewards.
- 5 Help others. Give aspiring women a hand rather than becoming a Queen Bee.
- 6 Know your environment. Know your audience. Dress, talk, and act appropriately for where you are at and what you are trying to accomplish.
- 7 Don't show off. Make sure you acknowledge the people who help you get to where you are. Gloating is NEVER attractive.
- 8 Don't be a doormat. If someone's attacking you, get your ducks in a row, gather your evidence together, and let your attacker know face-to-face and one-on-one that you know what's going on.

# BUILD ALLIANCES NOT RIVALRIES



Jessica and Michelle would appear on the surface to be competitors. They both speak, consult, and market themselves to a similar audience. However, once you define your brand well enough, and once your voice is unique enough, competition doesn't exist. People either want to work with you or they want to work with whomever. When you have a strong brand behind you, you can begin to collaborate with your competitors and that can bring big benefits for you both.

In this case, Michelle's business has only increased as her relationship with Jessica has grown. Jessica's business has grown too. They make such a splash together, that more people are hearing about each of them now than ever.

Not only do they love working together, but they've created a strategic alliance to bring different strengths to the table, which means that they can do more as a team than they can each do separately.

# IS THIS MOVEMENT REALLY NECESSARY?

Right now, as we're writing this, the U.S. economy is in the drain... still. People feel defeated.

They feel afraid. For the first time in decades people are wondering if the next generation is going to be worse off than the current one. It's a frustrating time.

But it's also exciting because more than ever women are ready to think big.

They're ready to be invigorated. And that's what this badass manifesto is all about giving you a great big jolt of adrenaline that leaves you with no more excuses for sitting still. It's time to DO something. Women can turn this economy around... just look at the numbers from the Marketing to Women Conference:

- Women make 85% of consumer purchases.
- 91% of new homes are purchased by women, 67% of computer purchases, 92% of vacations, 80% of all healthcare purchases, 65% of cars, 89% of bank accounts opened, 93% of food purchases, and 93% of over-the-counter medications... all transactions handled by women.
- In the next decade women will control two-thirds of all wealth in the U.S.
- Women start 70% of new businesses.
- 79% of women willingly support other women-owned business.



That adds up to a driving force in the economy... and we need that. But it isn't just in down times that the world needs more Badass Business Women. It's in the up times, too.

Fully-engaged, fully-realized women running businesses, making innovations, and providing insights and ideas is always a good thing. We've come so far in the last century, but there's still a distance to go. There's still a gap in the value society puts on work done by women versus work done by men. Only 2% of the world's billionaires are women.

We're ready for the next step forward. When women really embrace themselves and their potential... when they bring their creativity and approach to problems into the workplace... when they lead with a grace and energy that doesn't leave any room for self-doubt, we're going to see big changes in the professional world and the economy.

We don't just want to see more women in business... we want to see more Badass Business Women: women who know themselves and what they have to offer, who bring out the best in others, and who are confident, ambitious, creative and compassionate.







What We're Doing

# PART 3

“I’m a Badass Business Woman because I try my best to see in others not who they are, but who they can be. I strive to do things that may terrify me. If I ever feel complacent in work or life I try my level best to change things, shake things up and redefine why I’m doing what I’m doing.”

**Ishita Gupta**

“Being a badass is, well, the way to be.”

**Rachel Stroud**

“I enjoy and appreciate that you post comments of substance. Many times I read your links and even take part in your challenges you influence others to do. Lol! You have been a bit of an inspiration for me. My inner badass thanks you.”

**Amber Izzard**

“Love it! Love the concept and the amazing things you bring to aspiring Badass Business Women like me.”

**Lara Allen Fabans**

**“I’m a Badass Business Woman because of my irrepressible optimism. I’m a Badass Business Woman because I want big things.”**

**Heather Robson**

**“I am a Badass Business Woman because I am relentless. Perseverant, persistent, driven, ambitious, hardworking, non- complacent – call it whatever you like. I believe ‘there is always a way.’ There is always a way to raise the bar. There is always a way to craft my company into exactly what I want it to be. With a willingness to put in the work, everything is possible.”**

**Stephanie Tisch**

**“I am a badass because I can recognize the greatness in myself without feigning modesty. I am a badass because I can help other women do that too. I am a badass because I help women find their purpose, their voice and their badassness. I am a badass because I said so.”**

**Michelle Villalobos**





# THE IDEA IS BORN

February 17, 2010

**Today is the day.** February 17, 2010. Here I am in my bedroom and I have just purchased the URL for badassbusinesswoman.com and badassbusinesswomen.com. I came up with an idea that I'm so passionate about and so turned on by. It's such a match for who I am in the world and who I am for young women like me who have something to prove and who know how talented they are.

You know when you have those moments that leave you speechless? Where you know you've found your calling? I feel moved, like I could burst out in tears because I know that this idea will provide such energy and enthusiasm and spunk.





# PRIVATE VIDEO TO BEST FRIENDS

February 18. 2010

I have a new idea, and you need to know about it.

**TIP:** Once you have an idea the first thing you need to do is share it with the people around you who love you and will help you fulfill it. If you keep it to yourself, chances are you'll come up with all the reasons why it's not good enough and why you're not going to make it happen.



# IT'S A MOVEMENT

YouTube Video | March 20, 2010

I keep thinking of Badass Business Woman as a company. That's what I do....I'm an entrepreneur, I start companies, then I make money through my companies. But it's more than that.

It's a movement of people recognizing the badass in themselves...of people owning the badass in themselves...



# WOMAN TO WOMEN

Blog Post | April 2, 2010

Our website was launched 8 days  
after the idea was born.

Part of being a badass is being willing to take  
action before you have all the answers. Right  
now we are refining the idea, refining the logo,  
refining what we have to offer each other.

We started as  
[www.BadAssBusinessWoman.com](http://www.BadAssBusinessWoman.com)

We are now  
[www.BadassBusinessWomen.org](http://www.BadassBusinessWomen.org)

The response has been tremendous.  
Women love this. This concept is magnetic - it  
sparks something when spoken out loud. Some  
women are offended at being called a badass.  
To us, it's the highest compliment anyone could  
give us.

It means that we are a powerhouse.  
Proud. Sexy. Strong. Daring.



# “MAN HATER”

Member Email | April 12, 2010

One of my best friends suggested that our philosophy was too anti-man, and not enough about women finding their own voice for their own sake.

**Does anyone feel the same way?**

I've received interest from newspapers, radio and television that want interviews. Before I accept any of them, I really want to refine what we stand for. I've enclosed the philosophy below, and will be revisiting it this week. I request your input and specific suggestions around how we can articulate our sentiment most accurately.

DUO Magazine Sponsors 15th Annual Fire Fighters Secretary Luncheon



YouTube

0:38 / 1:56

360p







# LOOKING FOR A CEMETERY

Blog Post | May 14, 2010

Two weeks ago I bought myself a pink florescent pair of Nike running shoes.

Today I tied the laces and headed out for a run on a perfect 75 degree afternoon in New York City.

I ran 50 blocks to St. Michael's Cemetery, and when I walked through the gates, the tears started running down my face.

I cried. I cried because I was grateful to be alive. I cried because I was moved by what I'm up to. I cried because I felt the enormity of my calling on this planet. I cried because today I received a tremendous honor, and I don't take it lightly.

This morning I walked into Seth Godin's office at 9:12am. For those of you who don't know Seth, he's one of my major influences and biggest heroes. He's written more than a dozen books (such as Purple Cow and Meatball Sunday), many of which have been New York Times Bestsellers.

He's been on a hunt the last few months to find 11 people who are changing the world. My buddy Stephanie Tisch made me apply, and I was one of 1,700 people who threw their hat in the ring. Last month I was informed that I made the final 22, so here I am in New York.

The 11 "chosen ones" will spend the entire upcoming week with Seth in an intense learning experience. His goal isn't to teach what can be learned in books. His goal is to confront the fear, hesitation, and barriers in each one of us ... hence allowing us to impact humanity in a massive way. He is indoctrinating us, then sending us out into the world to make ripples.

The other 17 human beings in that room today were magnificent. We all wanted to be chosen, yet the space was free of competition. Each one of us had our own gifts, our own stories, and our own future. Seth decided he wasn't going to pick. He was going to have us pick. So we spent 2 hours interviewing others about our past, but more importantly, what we were hungry

for. "What's your biggest fear?" "Why are you here?" "What are you going to cause as a result of this experience?" We then made a list of the people we wanted in the course with us.

Being in the presence of Seth and my peers was one of the most humbling, eye-opening, and adrenaline-filled moments of my life.

I wore my Badass Business Woman t-shirt to the interview. You guys were right there with me.

In the end, I was chosen. Seth Godin believes in me. He believes in my power to change the world. And he wants to leverage me.

So..... Here I am. Ready. Hungry. Humble. You know when you really surrender and trust the universe? I'm having one of those moments.

**I love you guys. For realz.**



**Patty Soffer said...**

Not at all surprised Jess. You are called upon to move the world. I love that you take it on with humility and grace. Have the most amazing week of your life. Then go out and share your most amazing life.

**Stephanie Tisch said...**

Very badass indeed. It's funny how everyone we allow into our lives become a link in our chain of fate. This is a life changing one!!! Congrats.

# WHAT THEY SAID

**Heidi Richards Mooney said...**

Jessica, Seth sees in you what we all see in you, a visionary woman about to change the world! And we have Front Row Seats!

**Tabatha Mudra said...**

Thank you for providing a place to share! I am inspired by your trips, experiences and forward actions! Badass Business is here! Make your mark! XO

**Erin Snyder said...**

You are here to alter the way women relate to themselves and the way humanity relates to women...

The Force is strong with this one. ;)

**Luie Alvarez said...**

Thank You for the beacon of light that you are! Luv you, you Baddass!

**Alina Here! said...**

I knew from the moment I met you that  
You are destined for Great Things &  
You Will Make a Significant Impression  
Upon this World!!

(No Pressure, Really! ;)

**tauruskappasig said...**

I'm in tears right now, not just because you're such an amazing communicator- like you just did on this post. It is also that I get what you're up to in the world and I thank you, and God for putting you here among us, for the wonderful planet, and world, you'll leave behind. Seth and the others who participated in choosing you just demonstrated that they're very smart. I don't wish you luck, you don't need it. I wish you success.

Brenda Leguisamo said...

My advice for women eager to unleash their inner badass is to enrich your mind, body and spirit. You will achieve personal balance to help foster increased focus, innovation, perseverance, sustainability, social responsibility and inspire others to do same.

# I NEED YOUR ADVICE

Blog Post | June 8, 2010

This Friday I give the first ever “Unleashing Your Inner Badass” keynote speech at the Empowered Woman Summit in Miami. Hundreds of Powerhouse women will be in attendance, ready to hear what this Badass thing is all about.

I always get a little nervous when I’m writing a new speech. I want to write something inspiring. Powerful. Something that jolts people into action. And I realized last night that I can’t write this thing without your input. The true spirit of Badass Business Women is that it’s been created by you. By us. Not by me alone at my kitchen counter.

If you could give one piece of advice to women who want to unleash their inner badass...what would it be? Post it here, and make sure to leave your name so I can give you credit.

PS - Some of the most powerful badass women in Miami are organizing and attending this event. And it’s FREE. If you’re local, register here and cheer me on! The networking will be invaluable (and not some lame business card exchange).

<http://www.empoweredwoman.info/>



# UNLEASH YOUR INNER BADASS

The First Speech | June 10, 2010

**Nanette Saylor said...**

I just left the Empowered Women Summit Friday session and we were all inspired to be Badass Business Women.

Thank you Jessica! Your speech was right on! Here's what I took away as my new "badass" challenge, and THE thing that will make me a Badass Business Woman: Don't settle for "ordinary" goals. Dig way down deep and pull out that thing that is your BIGGEST vision, that

thing that you can barely bring yourself to describe out loud (let alone describe to someone else), that thing that is SOOOOOO scary, that you can barely imagine the reality... and tell somebody about it, SAY IT OUT LOUD, IN PUBLIC, and keep telling it, and telling it, until it's clear enough to begin to take action on it.

Then confidently step in the direction of your dreams! I am proud to consider myself a new member of the Badass Business Women Community.



#### Paula Ehrlich said...

Jessica, you are an inspiration to all women. Thanks for a fabulous presentation! Your energy set the tone for the entire day.

I've found that the greatest things in life are just outside your comfort zone ... so my advice is to take a step in that direction every day – and don't let fear or anyone get in the way!

#### Ann said...

So the Empowered Women Summit - just how great it was hearing Jessica! Inspirational is an understatement. And while I am still working on my basic goals, I can feel a deep down, always wanted goal creeping up. Thank you Jessica!

#### Megan said...

a true Badass is a Woman who is able to block out the noise, the buzz, the shoulds, the

shouldn'ts, the timelines, the benchmarks the expectations, the lack thereof...

Which can reach an almost deafening pitch.

A woman who listens to her intuition and her truth. Her inner voice, or roar, if you will. She knows that she will make mistakes, but she is confident that she wants them to be all her own. She is not fearless, but she trusts herself to act despite her fears. She is fierce.

#### Susan Cromer said...

Jessica, I am so glad you videotaped it so those women not fortunate enough to come to The Empowered Woman Miami Summit can hear your call for us to "Unleash Your Inner Badass"! Thanks for the very memorable lesson of determining what our "donkey" is and asking others to help us get it! OH, I guess those who



weren't there will have to watch the video to understand....I'm honored to be a member of the tribe and will certainly tell others to join as well. Here's hoping you get to a million, Chief!

### Jen said...

Jessica, LOVED your speech yesterday!! Yes, I meant it when I told you that you instantly reminded me of a female Tony Robbins:-) Thank you for your incredible inspiration to "unleash my inner badass!!" and surround myself with other badass women!! Honored to be a new member of the tribe & am so sure that you will get your million:-)





# THE REAL GOALS

Blog Post | June 18, 2010

When's the last time you sat down for 45 minutes – uninterrupted - and wrote down your goals? Your professional goals. Your personal goals. Where you want to be 6 months from now. Where you want to be six years from now.

**I dare you to do it.**

I dare you to have the GUTS to think big. To set goals you have no idea how to accomplish. To push yourself so far out of your comfort zone that you can barely see straight. We are here. Ready to hear what your REAL goals are.

Did you watch the three minute video above? When the universe directly spoke to me, on stage, on Friday morning while I was giving that speech? WILD.



I'm sitting here thinking of what I want to say tonight.

I don't want tonight to be just another business event. Another business card exchange. Another seminar. I want it to give people shivers.

To have their heart beat out of their chest. To create ripples that will impact the lives of one million business women.

**This isn't a business thing for me.  
It's a spiritual thing.**

# A SPIRITUAL THING

Blog Post | September 3, 2010

**Heidi Richards Mooney said...**

Dear Fellow Badass Business Woman of vision, It never is just a business thing when you are present! Time to wear our Badass Badges proudly. I am game if you are... Thank you for including me in the tribe. It's more than love... it's a spiritual thing,

**Osmara Vindel said...**

Spirituality in business has been overlooked for far too long. The fact is that when we take a conscious approach to business we ALL win by sharing our light and strength with each other. I am honored and proud to have the privilege of sharing with all of you tonight. Let's kick ass and collectively make things happen!

**Jody Ann Johnson said...**

Hi Jess, you're right it is a spiritual thing. The capacity that each of us has to impact the quality of life on the planet when we own our power is humbling and profound. Thank you for being Chief.

# LIVE EVENT STRUT 1.0



September 3, 2010

“Strut 1.0” is an edgy and interactive workshop in how to use your body, eyes, voice, and physical contact to be a badass in the professional realm.

When you learn to strut, you’re confident, in command of your body and of your space. You aren’t demur; you’re direct.

Learning how to carry yourself is part of learning how to succeed in business. And it’s a crucial component to conveying yourself as a badass.

**Eye Contact:** Holding eye contact makes us nervous, but when you learn how to hold someone’s gaze without being self-conscious you come across as confident in your position while being willing to genuinely listen to others.

**Posture:** How you occupy your own space says volumes about how you think of yourself. Stand tall. Don’t fidget.

**The Handshake:** When you shake hands you let people know you respect them and expect their respect in return. Use a firm grip, but avoid being a vice. Keep your hand perpendicular to the floor to establish yourself as an equal.

**Being Prepared:** It is so much easier to move and speak with confidence when you know what you want to say and what you hope to achieve. Go into every new business situation with a goal in mind and the preparation you need to succeed.





# LIVE EVENT STRUT 2.0



September 24, 2010

“Strut 2.0” is profound and introspective. It challenges you to look deep inside yourself, your goals, your aspirations and the value you bring as a woman in the professional realm. It answers the question, “How do I be fierce and feminine at the same time?” \*

When you embrace your femininity without apology, you add to your strength. You become balanced as a person. When you accept yourself, you can reach a new level of confidence that will make it easier than ever to continue becoming the person you want to be.

**Know Yourself:** Know what you want, what you value, how you treat people and how you expect to be treated. The better you know yourself, the clearer it becomes what a badass you are.

**Set High Standards:** Write down big goals you have yourself—the kind of goals that will take three to five years to achieve and then immediately start holding yourself to those goals.

**Learn to Ask for What You Need:** Women are often afraid that needing anything in the business world will make you appear weak. Business is all about collaboration. You’ll never get anywhere if you don’t learn to ask for what you want.

**Learn to Say No:** You cannot and will not please everyone all the time. Say yes to the things that support your values and goals or that are otherwise important to you. Say no to the things that don't stir your passion or that you can't spare enough energy for to do justice.

**Embrace the Masculine and Feminine:** You have both kinds of traits. List them. Understand them. Embrace them. Do that and those traits will become strengths that serve you well.



# WHO'S NEXT?

Today, a big fat color picture of me and Michelle Villalobos is on the cover of the Miami Herald business section. I'm quoted as the founder of Badass Business Women, and our logo is font and center.

So...Hurray! (And thanks to all of you who have built me up to look like a super star)

HOWEVER...as much as I'm into the personal glory, I'm wondering who's next.

I didn't build this community to be the hero. I built it so that YOU can be the hero.

I built it so that you know yourself as the badass who was on the cover of the Miami Herald business section.

To quote Alessandra Lariu, the cofounder of [www.SheSays.org.uk](http://www.SheSays.org.uk), "My mission is to get everybody on the same level I am on right now. I want competition."

So...which one of you Badass Business Women is next?



Blog Post | September 29, 2010



# I HAVE PROOF



Blog Post | October 29, 2010

Two weeks ago my face was on the cover of the Miami Herald business section.

That day I wrote a blog post named “Who’s Next?” I asked each one of you if you were going to be the next Badass Business Woman to be featured on the cover of the Miami Herald. This movement is working. I have proof: Today two more members of Badass Business Women, Susan Cromer Garcia and Stephanie Tisch, were quoted in the cover story of the Miami Herald.

Want to know why? They have been generous. They have spent hours upon hours working with me to build this community. They share my vision for one million women unleashing their inner badass and have poured their heart and soul into helping me inspire you.

Being a Badass Business Woman is about asking the people around you, “How can I help you achieve your goals?”

Ask for what you want. But more importantly ask other people what they need. Helping other people fulfill their vision is what gets you on the cover of the Miami Herald.





# WE HAVE A DREAM

Imagine a country where one million Badass Business Women are unabashedly pouring their heart and soul and vision for the future into the business environment. One million Badass Business Women in the United States who aren't standing by taking orders but creating the future instead.

Badass Business Women dream big. We share our dreams instead of keeping them secret. We pursue those dreams relentlessly. But dream isn't the right word.

What a Badass Business Woman does is more tangible than dreaming. Dreams are too easy to dismiss.

We have the guts to create goals that we have no idea how to accomplish. We are vulnerable. We are each out on a limb, pushing ourselves so far out of our comfort zone that we can barely see straight.

Badass Business Women create and envision the ideal, then make that vision so real to others that everyone starts to rally around them and lift them to the top.

Badass Business Women, the organization, is no dream. It's a real thing with a real vision.

Our goal is to influence one million women to wholly engage in their careers and publically commit to success. Those one million are pouring their heart into what they do. They are doing what they love as an entrepreneur or in support of an entrepreneur.

A nurturing, powerful, graceful energy arises, comes through, adding a feminine creativity to the workplace that is delicious.

The pleasure they experience naturally draws other women and challenges them to do the same.

**It is contagious.**

**It is unstoppable.**

**It is amazing.**

We are moved to tears because we are so proud of what we've created.

# WHAT'S NEXT FOR BADASS BUSINESS WOMEN?



Well...that's up to you. We can grow this thing as fast or slow as you want to. Here are a few things you can do if you are interested in seeing the movement get really big really fast:

Sign up for a free membership

Start your own chapter\*

Attend our events

Invite your friends to be members

Share this on Facebook

Post comments on our blog

Email us comments on what you want to see this become

Introduce us to journalists who would love this story

Blog Post | September 29, 2010

# ABOUT THE FOUNDER



Jessica Kizorek is a serial entrepreneur, author, and adjunct professor at the Miami Ad School. She provides consulting and production services to corporations and small businesses, trains businesses to build relationships with their customers through online video and social media, [www.TheViralPulse.com](http://www.TheViralPulse.com), speaks publicly on the topics of women in business, success strategies, and the rise of online video for marketing and fundraising, and is the author of four books.

Kizorek is also the founder of [www.TwoParrot.com](http://www.TwoParrot.com), a video production company where she works with her family giving away video production grants to non-profit organizations around the world.

Most recently, Kizorek founded Badass Business Women, an organization meant to challenge and support women in their ambitions to succeed in the workplace. Founded on February 17, 2010, Badass Business Women is unleashing the inner badass of professional women nationwide.

Years of elite leadership training at Landmark Education prepared her for the exciting challenge of leading a movement destined to alter the lives of millions of women across the United States starting in her own living room.



# MICHELLE VILLALOBOS



**Michelle Villalobos** teaches business concepts and skills to professionals – especially women – in a fun, entertaining way.

Michelle specializes in topics of interpersonal communication, productivity and personality type, and how to apply them effectively for marketing, sales, networking and team-building.

In early 2007, Michelle left the magazine publishing world and launched Mivista Consulting, Inc. to help small businesses achieve turn-arounds. On the side, she began providing live educational programs, online articles and videos to help those who couldn't afford or didn't desire full-blown consulting/coaching to learn the same business concepts and skills in a fun, interactive and hands-on environment. Mivista Workshops & Seminars was born.

Her most popular programs include: Why Women Play Dirty, How To Communicate Powerfully (Without Being A Bitch), The Perfect 10 In Sales: The First 10 Seconds, The Next 10 Minutes & 10 Days Later, You're Not Crazy, It's Just Your Personality Type, and You: The (Online) Brand, among others. Michelle also founded the Empowered Woman Success Summit.

# MARCI ALT



Marci Alt is also an entrepreneur, and the founder of The Gay Community Yellow Pages (GCYP). Created in 1991, her company, now Carma Productions Inc., continues to produce the GCYP in Atlanta and South Florida. As the CEO and Publisher of Carma Productions, Inc, Alt consistently fights to meet the needs of our ever-changing world. She has worked ceaselessly for over 25 years fighting every day for equal rights of all LGBT Americans.

Marci Alt and Carma Productions, Inc. never stop evolving. Their most recent project is the Smartphone application "Gayborhood," which offers a comprehensive directory of gay-friendly and gay-owned businesses across the nation and caters specifically to the LGBT community. Named "Business Woman of the Year" in 2008 by the Atlanta Gay & Lesbian Chamber of Commerce, Marci was also nominated two years in a row for "National Business Woman of the Year!"

But, it doesn't stop there – Marci celebrates her relationship of over 10 years as a wife & partner to Marlysa, as well as her role as "Mapa" to their two beautiful children, Alexandria and Nicholas.

**THANKS**  
**TO ALL THE**  
**CONTRIBUTORS**  
**AND CO-AUTHORS**



Michelle Villalobos	Debbie Wysocki
Marci Alt	Kym Dolcimascolo
Heather Robson	Robin Ford
Stephanie Tisch	Heidi Moss
Ellen Sue Burton	Brenda Mabbitt
Patty Soffer	Michelle Kramer
Jenn Kutchev	Martina Reisman
Julia Wakefield	Kali Wasenko
Ishita Gupta	Kathleen Gallagher
Erin Snyder	Susan Berkman
Janie Kizorek	Mara Schiff
Rachel Koontz	Brenda Leguisamo
Amber Izzard	Nanette Saylor
Lara Allen Fabans	Paula Ehrlich
Michelle Meier	Ann Shea
Alina Navarro	Tabatha Mudra
Sheri Falco	Heidi Richards Mooney
Maria L Hechavarria	Osmara Vindel
Yi Tao	Jody Ann Johnson
Penny Phillips	Susan Cromer Garcia
Vincena Jackson	Tracey Hagen
Ximena Romero	Wendy Crocquet
Liz Smiley	Anais Ganouna
Bridget Carey	Claudia Lima

“Your humility is more impressive than the empowerment you lend to all who are blessed to be a part of your life.”

**Ellen Sue Burton**

“You know what? This whole project was just like a spiritual baptism for me! Reading through all those compliments from your fans and their firm trust of the badass egos, I couldn’t help applauding for those bold souls, and really want to give you gals a deep bow. All the words totally resonate with my belief and my lifestyle—always dare to dream and dare to pursue at any cost!!!! Although now I’m just an international student with limited social experiences in the competitive American society, I never feel I’m small, and am not scared to think big and ask for what I want. That’s why you, Jessica, can see me existing in your world, because I know you are the one I want to follow, and you are the one that can lead me to where I want to be. Really grateful to meet you.”

**Yi Tao**

“Congrats Chief Badass! I’m onboard to be next! Today I signed a deal with Living Social to run an offer for Tracey Hagen Photography. You inspire me to be your competition:)”

**Tracey Hagen**

“You’ll never reach them if you don’t commit and jump. Isn’t that what being Chief Badass is all about?”

**Wendy Crocquet**

“I am a mother of 4 daughters with a singular ambition to raise my girls to be “badass business women” that don’t sit around in coffees clutches whining about what they coulda, woulda, shoulda done but to be the movers and shakers that are being talked about for what they have done, are about to do and who they have helped. I have been part of way too many “wanna be” women’s organizations that talk a big game but really never step out of their comfort zones. I believe that Jessica and the Badass Business Women’s movement personifies the type of commitment to supporting, inspiring and empowering all women to step out and not to be afraid to let their inner badass go do and be all that we can! Thanks Jessica! You rock with KLT Factor to your toes!”

**Tina Williams**

"I believe you are creating a movement – and really 'helping more people.' Congratulations on your success."

**Debbie Wysocki**

"I am proud to be on this journey with you. Your videos and postings seem to speak right at me. I love how you share your inner most thoughts and feelings about what you are up to. Thank you for making my idea of an intimidating business world, not so intimidating."

**Tara Taglienti**

"Your blogs and writings tend to come at great times and always thought provoking. You speak about and share what most of us think in our own heads. It is nice to hear other women going through similar experiences in life. We can be so much stronger unified versus divided. Cliché, but absolutely true. I am proud to be a member of the Badass Business Woman organization and look forward to giving and receiving in the future."

**Kat Rabbitt**

"Remember, keep giving it away. The more we give away the more we receive back. Keep standing for 1 million strong. We'll reach that goal sooner than we all think..."

**Marci Alt**

"We are proud and your self-confidence is evident. You are strong and put yourself out there. You are intuitive and sensitive and brilliant."

**Janie Kizorek**

# CONTRIBUTOR DIRECTORY

## AUTHORS

JESSICA KIZOREK <http://www.JessicaKizorek.com>

MICHELLE VILLALOBOS <http://www.MichelleVillalobos.com>

MARCI ALT <http://www.MarciAlt.com>

NELL MERLINO <http://www.countmein.org>

## PHOTOGRAPHY

ANAIS GANOUNA <http://www.anaisganouna.com>

TABATHA MUDRA <http://www.tabathamudra.com>

TRACEY HAGEN <http://www.traceyhagen.com>

## DESIGN & LAYOUT

JENNIFER KUTCHY <http://www.jkutchey.com>

STEPHANIE TISCH <http://www.seraphmiami.com>

HECTOR BATISTA <http://www.hbwerks.com>

## COPYWRITING

HEATHER ROBSON <http://www.dragonfly-media.com>

ELLEN SUE BURTON <http://www.duomagazine.com>

## BUSINESS COACHING

LIZ SMILEY <http://www.successforhire.com>

JODY ANN JOHNSON <http://www.actioncoachteamsage.com>

<http://www.PoweredByBadass.com>

PATTY SOFFER <http://www.soffercollective.com>

ERIN SNYDER <http://www.erinelizabethsnyder.com>

KYM DOLCIMASCOLO <http://www.planet-visions.com>

JULIA WAKEFIELD <http://www.juliawakefield.com>

BRIDGET CAREY <http://www.bridgetcarey.com>

ISHITA GUPTA <http://www.fearlessstories.com>

HEIDI RICHARDS MOONEY <http://www.WEMagazineforWomen.com>

RACHEL KOONTZ <http://www.aliveinthefire.blogspot.com>

AMBER IZZARD <http://www.facebook.com/izzard64>

LARA ALLEN FABANS <http://www.larafabans.com>

MICHELLE MEIER <http://www.mind-body-pole.com>

ALINA NAVARRO <http://www.alinanavarro.com>

MARIA L HECHAVARRIA <http://www.marykay.com/mhechavarria>

PENNY PHILLIPS <http://www.understandmen.com>

DEBBIE WY SOCKI <http://www.womenwithdreams.com>

BRENDA MABBITT <http://www.brendamabbitt.com>

MICHELLE KRAMER <http://www.southfloridahealthcoaches.com>

MARTINA REISMAN <http://www.neoterichome.com>

KATHLEEN GALLAGHER <http://www.gallaghermedia.com>

SUSAN BERKMAN <http://www.research-ability.com>

JAY JIGGINS <http://www.ironflowerfitnessmiami.com>

BRENDA LEGUISAMO <http://www.socialbizmembers.com>

NANETTE SAYLOR <http://www.wisewellwomen.com>

PAULA EHRILICH <http://www.aplifestyle.net>

ANN SHEA <http://www.annhampton.com>

OSMARA VINDEL <http://www.osmaravindel.com>

WENDY CROCQUET <http://www.athena-marketing.com>

TOMA RUSK <http://www.taskouttoma.blogspot.com>

APRIL NORRIS <http://www.hypnoziquetraining.com>

## INSPIRATION

TO THE WOMEN WHO HAVE  
PAVED THE WAY AND  
ARE STILL PAVING IT, WE  
APPLAUD YOU AND SAY  
THANK YOU. OUR HEARTFELT  
THANKS GO OUT TO >

GLORIA STEINEM  
ELLEN DEGENERES  
BARBARA CORCORAN  
NAN MOONEY  
ADRIANA GARDELLA  
GLORIA FELDT  
ANGELINA JOLIE  
MADONNA

OPRAH WINFREY  
BARBARA WALTERS  
MARGARET THATCHER  
MEG WHITMAN  
ANNA QUINDLEN  
ALESSANDRA LARIU  
BARBRA STREISAND  
CAMILLE PAGLIA

NELL MERLINO  
MARISSA MAYER  
DIANE SAWYER  
SUZE ORMAN  
MARTINA NAVRATILOVA  
HILLARY CLINTON  
KATIE COURIC  
GLORIA ESTEFAN

“SO MANY OF US are waiting for someone to notice us. Why aren't we announcing who we are and the big things we are capable of?... What this world needs is more Badass Business Women – women embracing their unique edge, who think big and act in the face of their fear.”



**JOIN THE  
MOVEMENT:**

<http://www.BadassBusinessWomen.org>