

Imagine economic independence for all women... what a green ribbon day

Greetings women!

Welcome to the world of Women's Marketplace. This is one of our cooperative marketing packages from a group of women business owners. Wait...please don't dispose of it without understanding what we are attempting to accomplish. This is not just advertising, but advertising with a vision. We have a mission beyond just selling a product. We are looking for ways that women can empower each other and themselves, economically. Imagine a world where women can *all* work and *all* their work is economically productive. We believe it can be. We want to take some beginning steps. Would you like to come along on our journey?

Please join us as we empower women-owned and operated enterprises, women-centered organizations, and women who work at home. Please look through these products and services offered by women entrepreneurs. We would like you to take a moment of your time to see if they have something in common with you.

Our vision

As women business owners, we believe that an important key to the economic success of all women lies in women supporting women; in woman-to-woman cooperation rather than horizontal competition amongst women; in supporting women-owned and operated businesses, women-centered organizations, self-employed female professionals, female freelancers, and others, financially. Financial support means seeking out the women-owned businesses in your community, interacting with them, providing them with feedback, marketing them to your friends and family, and going out of your way to purchase their service and product offerings.

If we women unite in our dedication to each other, there is nothing that we cannot conquer as a cooperative team. Financial independence is a great place to begin. When you have the power to control your own economics, you have the opportunity to live your dreams. Let's create a green ribbon day of financial independence for women.

2000 and beyond

We, at Women's Marketplace, a 100% women-owned and operated business, are dedicated to empowering women, economically. Having worked as single mothers trying to

rise above the welfare system as well as senior management in the Fortune 100 corporate arena over the last 30 years, we feel a change occurring; a shift in the business paradigm of the future; a shift that will benefit the woman confined to her home with untapped skills; the woman who needs to work intermittently during the day while she alternates between caring for her children and her elderly parents; the woman coping with the debilitating self worth issues of giving up an active professional life for the devastating disability of chronic fatigue syndrome, lupus, AIDS, cancer, or posttraumatic stress disorder; all women, whether teenage mothers or retired crones have skills that can be cooperatively marketed to the world of the woman consumer. We never met a woman that did not have a marketable skill or talent.

This market shift also implies information and communication will be the next sources of power; that small, entrepreneurial units, able to multi-process chores, relationships, and partnerships will succeed. Women, virtually-linked by today's emerging technologies can cooperatively work with each other; a virtual enterprise where each individual unit's survival is mandatory for success and victory for the whole.

The innate attributes women have honed for decades will enable us to empower each other without regard to the 'victory versus defeat,' 'haves and have-nots' approaches in business today but rather, with a 'let's take the best from each of us and create a new whole for all of us,' attitude.

Time, technology and information access

We also feel that time, technology and information access will be the new currencies. Women all know how to swap their time, their information or their technologies for the things they need on a day to day basis. But, we believe women are under-represented in the critical commercial (read: powerful) aspects of these areas. It is our vision that women can become best equipped in this arena by having timely, economical and relevant information in a format that maximizes the information's value without requiring knowledge of the inner workings of a motherboard.

Collectively, we have the wisdom and intuitive ability to achieve a critical role in these areas and acquire the tools necessary for our success. The key is *collectively*. Women, in groups of win-win supportive collaboration, have a very powerful advantage. We know how to allow all members to succeed together, rather than achieve a few successes at the cost of the failure of many. Ask any woman with more than one child or employee or relative how she enables them each to feel good as individuals, while also feeling good as a team.

Sharing the words

One of our goals at Women's Marketplace is to identify, locate, automate and disperse information about women, their tools, skills and activities to all women. Our value-added services will be to provide this information in many on-demand, inexpensive formats and venues (e.g., everything from cooperative email, cooperative direct mail, fax-on-demand, real-time on-line, information survival kits and maps to wallet cards with everything you need to know).

Women Oughta Know

For busy women who are juggling two or three multi-threaded (i.e., doing several things at once) occupations, we publish a monthly newsletter devoted to providing women with timely, pertinent information that is inexpensive and in a usable format. We scan over 1,000 publications per month and provide clips of those items which have a particular impact on women and their lives. These items are collected in a four page, newsletter format that is designed to be readable in one sitting. *Women Oughta Know: the monthly fact sheet* is available by subscription for \$12, more if you can, less if you can't. A sample issue is available for a single first-class postage stamp.

Women Business Owners Oughta Know

For women business owners and women in business, we publish a monthly newsletter devoted to providing women with information such as business facts, advertising to women tips, answers to sales and forecasting questions, simple advice on the latest technologies, marketing trends, pending small business legislation, unique issues of women working at home, spotlight on successful business women and activities relevant to the world of the female entrepreneur. Once again, we scan over 1,000 publications per month and provide clips of those items which have a particular impact on women and their lives. These items are collected in a four page, newsletter format that is designed to be readable in one sitting. *Women Business Owners Oughta Know* is available by subscription for \$24, more if you can, less if you can't. A sample issue is available for a single first-class postage stamp.

Freelancing Females

A third monthly newsletter, *Freelancing Females*, is also published by Women's Marketplace. This newsletter is dedicated to providing a succinct informative listing of all current opportunities for marketing, selling and public relations for women producing creative works. We scan over 500 publications from such worlds as book publishing and marketing, fine art, folk art, film making, photography, design, animation, poetry, 3-D art and craft artisans each month and provide clips of events, competitions, calls for submissions, seminars, etc. These complete references are related to works of women or organizations who manifest a proactive approach to empowering women in the commercial aspects of the creative arts. These items are collected in a four-page newsletter format. *Freelancing Females* is available by subscription for \$24, more if you can, less if you can't. A sample issue is available for a single first-class postage stamp.

Women as producers and providers are also consumers

In addition to our newsletters, we provide a wide range of cooperative marketing opportunities for women producing products, art, creative works or services. We mail packets of products, samples, brochures, catalogs, publications and opportunities from women-producers to women consumers. We design these "packets" to be targeted to very specific audiences for a particular function that equally benefits the sender and the recipient. These mailings are in many formats, sizes and shapes including such things as jumbo envelopes, coupon books, gift directories, artist and writer card decks, survival kits, congratulations packets, Mini-BillBoard Mailer Packs (four color postcards that act as billboards in the mail), and on-demand fax information. We send these items to different groups of individual women and women business owners (who are also female consumers), as well as periodicals, retail outlets, wholesalers, distributors, purchasing agents, etc., depending on the goals for the mailing and its participants.

For example, our *Biggies*, a bimonthly mailing in a 10 by 13" envelope weighing up to 3 pounds, might contain a packet of brochures, flyers, coupons, catalogs, media releases, sample products, sample publications and various marketing blurbs. Sometimes there's even a present or two. Oh, by the way, all of this literature will be from women-owned and operated businesses and/or woman-centered nonprofit organizations who have paid a fee, in some form of currency, to have their materials included in the cooperative effort to inform women consumers about their goods and services.

We have a very specific set of operating principles, ethics and guidelines which define our very inclusive philosophy about women's work. It is our goal that *all* women be enabled to market their services and products and encourage you to contact us if none of our current projects meet your needs. We will design one that does, or find creative ways (not charity, but business practices such as consignment, per inquiry fees, barter, exchange of ads, etc.) to overcome the barriers that impact your participation.

Enclosed is all the information you need to have your business presence in one of the upcoming Women's Marketplace cooperative packets. Remember, providing economical and collective marketing opportunities for women-owned and operated businesses, female freelancers, artisans, tradeswomen and self-employed professionals, benefits all women. Making a concerted effort to 'vote' with the power of your dollars by seeking out a woman-owned business for your next purchase empowers all women.

Imagine a green ribbon day . . .

Here are a few thoughts we would like you to ponder the next time you are stuck in traffic or run out of thoughts in the shower. . .

Imagine a world where women decide that everyone deserves an equal opportunity to be on the playing field, in the game of the global marketplace. What a green ribbon day!

Imagine a world where women decide that each of us has the power and the ability to empower all women with their own individual affirmative actions. What a green ribbon day!

Imagine a world where women decide to celebrate everyone's diversity, celebrate all the threads that weave the fabric of humanity. . . every color, every size, every spirit, every religion, every politic, every race, every ability. What a green ribbon day! Remember the words, "I may not agree with you, but I will defend to the death your right to say them." If we can accept 26 colors of hair, 10 colors of eyes, 19 sizes of feet, an infinite number of finger lengths, why should we hate, fear or mistreat each other because of our differences and fears?

Imagine a world where women decide that no one has to lose in order for everyone to succeed.

Imagine a world where women decide that hatred comes from fear of the unknown, "if I don't understand you, you may harm me and take mine" . . . that deprivation comes

from a fear of "not getting any" . . . and that violence comes from a fear of "if you have more, then I have less."

Imagine a world where women can collectively use their natural abilities to teach each other a "win-win" approach to sharing scarce resources and preventing prejudices.. What a green ribbon day!

Imagine a world where women, who make 72% of the buying decisions in their homes, decide it would benefit all women if they use half those decisions to purchase products and services from female-owned enterprises. What a green ribbon day!

Imagine a world where women, through their registered voter majority and economic support of the women's global marketplace, eliminate the need for government support of women. What a green ribbon day!

Thank you!

Please enjoy the contents of this package. If you find something you like, keep it, support it, write to the women who produced it and let them know your thoughts. If you find something you dislike, let us know. Let us know your thoughts and opinions. If you find something that does not interest you, pass it on to someone who might benefit from it. Rather than judging any of the contents, keep what you like and leave the rest.

We are very interested in your feedback on our approach, format, and content. Let us hear your reactions. We are a *work in progress* and value your input.

Thanks, and have a green ribbon day!



Margaret J. Cole
President



Sara V. Cole
Editor and Art Director

P. S. Do you know the woman-owned businesses in your community? When was the last time you supported them?

. . .more

Upcoming Events & Activities

Biggies - 3,000 Jumbo Packets to WBO's

Maximum mailing size 8 1/2 by 11 after folding and from .1 ounce to 3.0 ounces in weight, prepaid \$500 for 3,000 pieces. To women business owners. Bi-monthly. Suitable for catalogs, sample periodical issues, product sheets, fund-raising and recruiting packets, product or service brochures, 3-dimensional incentive items, special die-cut items that are awkward to mail. Very good for business to business products and services but remember, every female entrepreneur is also a consumer. You do the items and ship to us at physical address, 7375 Rollingdell Drive, Suite 77, Cupertino, CA 95014. Over 3 ounces, additional fee of \$49 for each ounce or portion of an ounce.

Mailing:	5/1/96	7/1/96	9/1/96
Reservation deadlines	4/15/96	6/15/96	8/15/96
Materials Rec'd	4/21/96	6/21/96	8/21/96

Celebrating Graduating College Women - 18,000 Gift Packets to 700 Colleges

As a celebration of their accomplishments, Women's Marketplace would like you to join us in a salute to graduating college women. What better way to acknowledge their hard work and influence them to be female consumers that empower women-owned enterprises. These packets will be shipped to 700 colleges and hand-distributed to seniors in women centered departments such as Women's and Gender Studies, Feminist Psychology, etc. This piece size is 8.5" by 2.66" (1/3 of an 8 1/2 by 11" sheet). The project is prepaid \$89 for each 1,000 pieces. Since you send us your artwork and we assemble it here, we are able to offer this very low price that includes printing. It also allows all women business owners, independent of marketing budget, to reach a very progressive target group at the level that best suits their budget. Very good for coupons, welcome offers, subscriptions, recruiting, self-development, travel & recreation, etc. You do the artwork and send it to us, we print and assemble. Photos must be done by us at \$20 each. Choice of 7 papers and 1 of three ink colors.

Two Annual Mailings:	5/1	7/1
Reservation deadlines	4/15	6/15
Materials Rec'd	4/21/96	6/21/96

Women, trying to market your book?

Book reviewers & retailers receive hundreds of announcements a week. Stand out from that crowd, economically and cooperatively market your book while reaching new audiences of reviewers and buyers. Sent to women's periodicals, women's literary pubs that do book reviews, women's bookstores, women book review editors and female librarians. This monthly piece size is 8.5" wide by 2.66" long (1/3 of an 8 1/2 by 11" sheet). The project is prepaid \$89 for each 1,000 pieces up to 3,000. Each piece will have a book cover photo or image, 2" by 2" in black and white on the front along with a 25-50 word book description, whatever quotes from the book or book reviews you choose. On the reverse, you may have the author's photo, author's bio, publisher name and contact info, 2 or 3 distributors, You do the artwork except for the photo images and send it to us, we print and assemble. Photos (optional) must be done by us at \$20 each, send a black and white photograph or b&w scan file, or b&w electronic file of the image in TIFF format. Choice of 7 papers and 1 of three ink colors. Mailing 21st of each month, prepaid deadline is the 1st of the same month.

Freebies for Females - 10,000 Individual Women

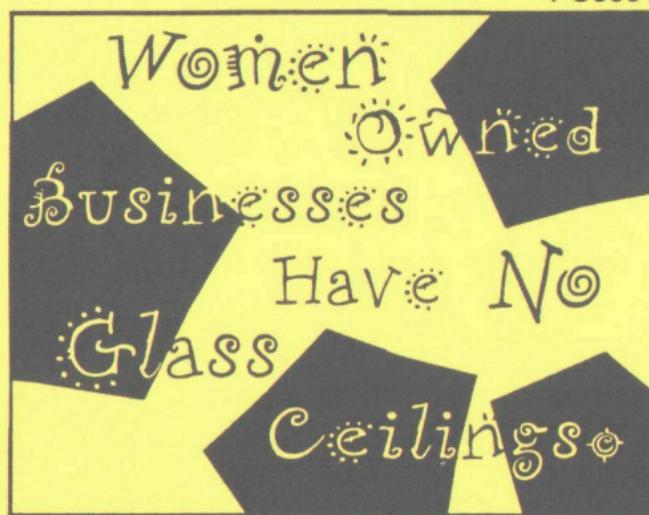
This piece size is 8.5" by 2.66" (1/3 of an 8 1/2 by 11" sheet). The project is prepaid \$89 for each 1,000 pieces up to 10,000. You send us your artwork, we assemble it here. Each participant must offer a fee something to the women receiving this mailing. Advice, information, buy-one-get-one free coupons, free sample, free brochure, you name it! You do the artwork and send it to us, we print and assemble. Photos (optional) must be done by us at \$20 each. Choice of 7 papers and 1 of three ink colors. Mailing 10th of each month, prepaid deadline is the 21st of the previous month.

Coming in June...Women's Wellness Kits - 30,000 Packets to over 3,000 Caregivers

A similar concept to our *Celebrating Graduating College Women Packet*, this cooperative piece will cover all of the products and services related to women's wellness and will be distributed by caregivers as free informational kits to their clients. We will publish these packets three times a year and participation will be on a first come, first serve prepaid basis. Stay tuned for more info on this one!

Postcards with a message

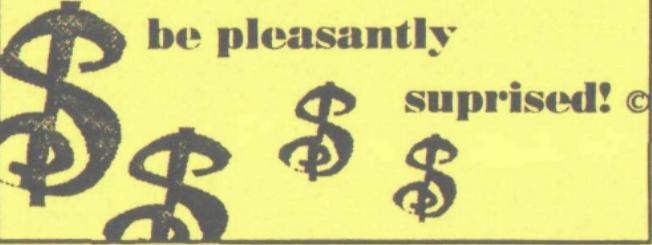
PC0001



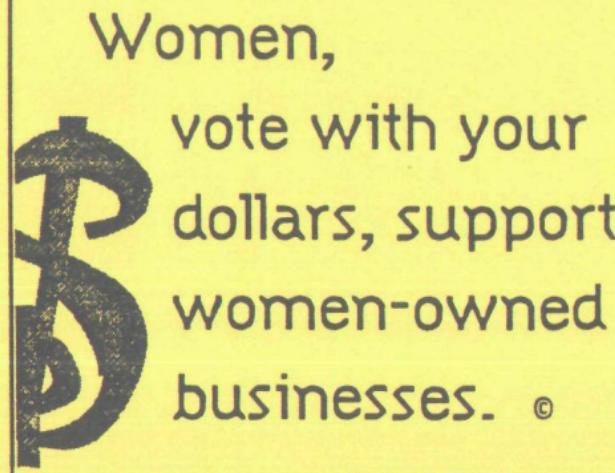
For all your quick notes, use a postcard with a message all its own...

save time,
save
money.
Now your
mail can
contribute
to the
economic

Invite a female business owner to participate in your next bidding proposal . . . you may be pleasantly



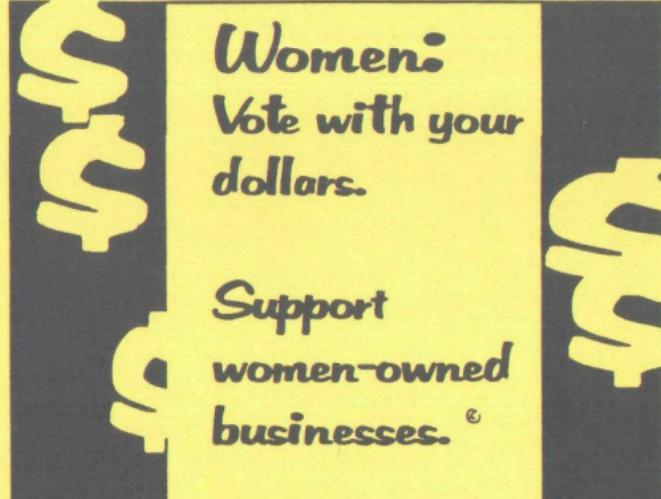
PC0002



independence of all women as your note is passed from you

PC0003

to its destination like a mini billboard...



PC0004

Postcards are regulation size for U.S. Postal Service rate of a \$.20 stamp (4 1/4" by 5 1/4").

They are available in black ink on one of two colors of cardstock: kraft paper or white with tiny confetti specks. Both stocks are recycled and contain 70% post-consumer waste. Each message has a code number.

Your complete satisfaction is guaranteed. Refund of all costs, no questions asked, will be made to you if this product does not meet your needs or expectations. All postcard messages are copyrighted, all rights reserved. © Women's Marketplace, 1995, 1996.

Postcards

\$.10 each or 100 of a serial number for \$6.95.

Women's Marketplace

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