

# Membership Partnership

*with the*

Society of Women Business Owners



# *What is* SOWBO?

The Society of Women Business Owners (“SOWBO”) is comprised of sophisticated female entrepreneurs who are utilizing their God-given talents to pursue their passions and change the world. The majority of the members are business owners who have been in business for more than a year along with those who are trying to grow their side-hustles into a full-time gig. We currently have 70 active members and that number is steadily growing as we continue to provide excellent content, education, resources, tools, and a unique community.

SOWBO provides women with an opportunity to learn effective business strategies, communication techniques, marketing hacks, sales funnels, and SO MUCH MORE. We share the platform with established professionals in the Nashville area, but also allow our members to take the stage to share their expertise to the group.

Our society is all about building a solid community of women that lends support to one another while positively impacting our city. We are not in the business of "passing business cards", but we are in the business of forming intentional and authentic relationships because we believe that our member's success is necessary to make the world a better place. You will often find us laughing, crying, learning, leading, and holding each other accountable. We are a real community of women who are on a mission to change the world with our products and services!

## *Business Types Represented*

- Massage Therapists
- Chiropractors
- Doulas
- Personal Trainers
- Business Coaches
- Life Coaches
- Health Coaches
- Photographers
- Event Planners
- Wedding Coordinators
- Direct Sales
- Makeup Artists
- TV & Film Production
- Freelance Writers
- Interior Designers
- Insurance Agents
- Professional Organizers
- Notaries
- Legal Service Providers
- Coffee Roasters
- Bloggers
- Writers / Speakers
- Video Production
- Interior Decorators
- Realtors
- Artist Management Companies
- Singer-Songwriters
- Publicists
- Web Designers
- Social Media & Marketing Organizers
- Salon Stylists / Wax Specialists
- Virtual Assistants
- Business Management Companies
- Certified Public Accountants
- Legal Services
- Retail Store Owners

# What does our *Membership Partnership* mean for you?

First of all, our membership partnership is one of the most valuable partnership opportunities in the SOWBO community as it is the only partnership for our online platform. We do not allow just *anyone* to partner with us in this capacity. If you are receiving this package, then you are someone that we consider to be a positive influence on the female entrepreneur community. We believe that you have something special and would love for you to share it with the members of SOWBO.

Members pay to be apart of our community, therefore, the tools and resources shared in this partnership must be directly beneficial to our members. It is likely that we will ask to verify your product or service before confirming the partnership. That being said, we are always open to new ideas of how to further the educational experience for our entrepreneurs and provide them with the necessary resources to help them achieve success.

Our reach goes way beyond Nashville, Tennessee. Not only do we live stream each event, but we also offer an exclusive online platform for all female entrepreneurs. Through this members-only online platform, SOWBO members are able to attend our exclusive events, watch previous recorded events, access our resource library, utilize our exclusive deals center, view our directory of members, attend or host “coffee and conversations” in their local community, and so much more. This list continues to grow each month as more and more organizations partner with us through the *Membership Partnership Program*.

Your consideration and willingness to partner in such a capacity directly impacts the success of our members. We are truly grateful to even discuss this opportunity with you and would love to support you by providing an influential platform to share your expertise.



# The *Partnership* Details

The online *Membership Partnership Program* is a one year minimum agreement between your company and SOWBO. Your company will provide **one** of the following items in this partnership to all active members of the online SOWBO platform:



- Free membership of your product or service platform for a period of time (1-month minimum required)
- Free tool or resource that you would normally sell to other entrepreneurs (\$20 minimum value required)
- Minimum of 50% off a first time purchase of your product or service
- Five royalty free stock photos added to our member's stock photo library (Photographers only. Photos will be used on SOWBO IG and photographer will be tagged. Members are asked to tag when using, but not strictly supervised by SOWBO leadership)

In exchange for your resource/tool, we would like to provide you with the following:



- Name you as a sponsor on our online platform
- Encourage all members to utilize your services
- Allow you to provide marketing materials of your product in and through our platform
- Provide you with an opportunity to educate our members on a topic related to your industry through an exclusive webinar or zoom call
- Provide free membership to you, your team, and two other female entrepreneurial friends (who are not already SOWBO members)

# What our *members* are saying...



"The SOWBO is hands-down the most helpful and supportive networking group I've been a part of as a business owner. It's a safe place to genuinely connect with other women business owners and lift each other up." - Amanda Bennett, Realtor

"SOWBO has added such value to my business - beyond even the great speakers, lessons, and business guidance is the opportunity to meet like-minded women who will challenge and support you as we cheer each other on to greater success." - Meg Taylor Mills, Travel Consultant

## Items Needed for a *Successful* Partnership

Each partnership is unique based on the product or service provided to our members, but we generally need all of the following items to successfully promote and execute the partnership:

- Your company logo
- Your professional headshot
- Brief bio to share in marketing materials
- Any promo video of the product or service given (marketing purposes)
- Brief overview of the benefits of your product or service given
- Coupon or discount code (exclusive to SOWBO) for the purchase of your other products or services

## You're *interested*. Now what?

Complete the attached application and return it to Amanda Lairsey. Partnerships can take up to 30-days to be displayed online on the membership platform.

Amanda Lairsey, Founder

229.392.6132 - [amanda@thecaffeinatedwoman.com](mailto:amanda@thecaffeinatedwoman.com)

# SOWBO *Partnership* Application

Name: \_\_\_\_\_

Business Type / Industry: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Product / Service: \_\_\_\_\_

Website: \_\_\_\_\_

Have you ever attended a SOWBO event?

Yes   No   (*circle one*)

Describe your ideal client.

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What product or service would you like to provide to SOWBO members?

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Name at least three reasons that a female entrepreneur would need your product / service:

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What exclusive discount or free product / service would you like to provide to our members?

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Is this discount being offered on other membership platforms? If so, list the platforms:

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Discount Code: \_\_\_\_\_ (we prefer to use "SOWBO" if possible)

Exclusive link for our members: \_\_\_\_\_

Other comments:

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Return this application along with your brief bio, professional headshot, logo, and any video links to [amanda@thecaffeinatedwoman.com](mailto:amanda@thecaffeinatedwoman.com).