

# *Speaker Partnership*

*with the*

**Society of Women Business Owners**



# *What is* SOWBO?

Nashville's 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 40 members who attend our monthly meetups in the Nashville area.

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 *Speaker Partnership* mean for you?

First of all, our speaker partnership program is highly sought after by many influencers in our area. 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 society. We believe that you have something special and would love for you to share it with the members of SOWBO.

Outside of special events, we are limited to twelve in-person meeting times per year (*once per month*) and twelve virtual chats per year (*once per month*). That means being a speaker partner is very rare and we must vet all partners before securing a slot on our calendar. All potential speakers must complete the attached application and be approved by the leadership team before scheduling an event.

Members pay to be apart of our community, therefore, the information shared must be directly beneficial to those members. It is likely that we will ask you to speak on a specific topic related to your industry, but we are always open to new ideas of how to further the educational experience for our entrepreneurs.

Our reach goes beyond the people coming in the door at the event. We live stream each event for female entrepreneurs from all over the country to participate and grow alongside of us. The support that comes from our SOWBO community is unmatched. It is common for our speakers to receive a flood of messages from our members asking to either engage in services (for hire) or to offer other speaking opportunities.

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

In exchange for your speaking engagement, we would like to provide you with the following:



- Name you as the main speaker of the event
- Encourage those in attendance to follow you on all social media platforms
- Allow you to provide marketing materials of your company to those in attendance
- Provide you with up to 45-minutes on our platform to educate on the designated topic
- Provide photos taken during the event for your own future marketing needs
- Provide free access passes 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*

# Our *Unique* Event Structure

- 5:00 p.m. - Leadership team arrives to set up
- 5:30 p.m. - Speaker arrives
- 6:00 p.m. - Members arrive to check-in, network, & fill cups with coffee, wine, or water
- 6:30 p.m. - Introduction of SOWBO, Partners, Sponsors, & Members
- 6:45 p.m. - Announcements
- 6:50 p.m. - Live Stream begins
- 6:55 p.m. - Introduce Speaker
- 7:00 p.m. - Educational presentation begins
- 7:45 p.m. - Live Q&A on topic discussed
- 8:00 p.m. - Members dismissed

## Items Needed for a *Successful* Event

Each event is different based on the topic discussed, but we generally need all of the following items to successfully promote and execute the event:

- Your company logo
- Your professional headshot
- Brief bio to share in marketing materials
- Any promo video or snippet of your last presentation (marketing purposes)
- Brief overview or outline of your presentation at least 1-week prior to the event
- Worksheet for members to take home or use during presentation (PDF or Word format)
- At least 50 of your business cards

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

Complete the attached application and return it to Amanda Lairsey.

Amanda Lairsey, Founder

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

# SOWBO *Speaker* Application

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

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

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

Years in field: \_\_\_\_\_

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

Have you ever attended a SOWBO event?

Yes No *(circle one)*

Describe your ideal client.

What is the title of your presentation?

Name at least five objectives you will share during this presentation:

Is this presentation being presented elsewhere in the near future? If so, list the dates, events, and locations: \_\_\_\_\_

What items, equipment, or other needs are required for this presentation?

Other comments:

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