

LIKE A BOSS GIRLSSM

make a living • make a difference • make it big



LIKEABOSSGIRLS.COM

PRESS KIT 2016

How do today's Millennial women make things happen? To borrow from popular jargon, "Like a boss!"

Like a Boss Girls is a new website for and about young Millennial women, with a particular eye toward helping and inspiring them to make a living, make a difference, and make it BIG! Formerly called Heart of Gold Girls, in its new incarnation **Like a Boss Girls** is a website that connects its Millennial audience to the unique electricity, possibilities, fearlessness and up-for-anything-ness of being a **young woman**. Sadly, too many media outlets convey all that energy as an endless whirl of shopping, partying, *Girls Gone Wild*-ing -- all "beaches and bitches". But Like a Boss Girls knows there's more to being a young woman than that. *Much more*.

We live in an era where literally any girl can take her ideas, hard work and talent and make something of herself. Thanks to the Internet and an ever-expanding array of technologies and opportunities, today young women can take their drive and determination and start their own businesses and find ingenious ways to work for causes that matter to them.

Among websites aimed at serving Millennials, **Like a Boss Girls** is uniquely committed to helping **young women** who want to **make good and do good**.

We know Millennial women are optimistic, hopeful, and rarin' to help out, start their own businesses, and take on the world. That's why we offer content and community for those ready to discover and explore new opportunities. But we also know **young women** are very invested in relationships: friends, frenemies, boys - these are all important. So are clothes, celebrities, and pop culture. That's why we can also be counted on for a range of topics that meet the needs of **women** trying to navigate it all. In a voice that takes our audience and our content (but *not* ourselves) seriously, we offer sisterly information and inspiration on how to start your own business, plan a career (or three), volunteer, be active in the community -- **plus** fun content on pop culture, relationships, dating, beauty and style.

Founded by Marla Isackson, the site's content contributors include seasoned writers and editors experienced in talking to girls for major Millennial and media brands, as well as young women themselves. Our consumers are passionate and committed, and so are we. **Join us** in **Like a Boss Girls'** mission to engage **young women** with *relevant, helpful and entertaining* content that inspires and supports them in making sense of, taking on, and changing the world!

Like a Boss Girls offers sponsors and advertisers:

Aspirational **young women** ages 16- 26 who act as the leaders and influencers in and outside their peer groups. Our audience is smart, opinionated, enthusiastic and eager to be the first to try and share new things.

Opportunities to integrate their marketing with companionate content that supports the themes, categories and information pertinent to them -- and resonant with our audience. Our editorial team is expert at helping sponsors and advertisers enhance teen engagement and connection to their brands and products.

Seasonal, event-driven, and Millennial-centric tentpoles to increase reach, visibility and connection with young female audiences across a wide variety of social media platforms, including Facebook, Twitter, Instagram and Tumblr. It also offers access to both the site's Millennials **and** its adult female entrepreneur community.

A variety of ways to promote their brands' commitment to causes and issues close to young women's hearts. One of the primary things that distinguishes the Millennial generation is their concern with advocacy and charity. It's a priority for them, and **Like a Boss Girls** can help sponsors and advertisers become identified with pro-social issues that mean a lot to their consumers.

A vehicle where they can promote and support the self-sufficiency, empowerment, advancement and welfare of young women. **Like a Boss Girls** gives brands a golden opportunity to align themselves with a universally-embraced pro-female issue.

Credibility that's hard to come by. **Like a Boss Girls** lends its sponsors and partners the trust and patina that comes from their allegiance to a site that's just as substantive as it is stylish.

A powerful demographic and intelligent psychographic who, among their peers, are the most interested in improving themselves and their world, and the most likely to enthusiastically pursue brands that will support their efforts. **Like a Boss Girls'** target demo is girls 16-26 in middle- and upper-income households who plan to, are attending, or have attended college as well as those young women starting out in the work force.

Like a Boss Girls are:

Smart

Enthusiastic

Optimistic

Aspirational

Driven

Passionate

Connectors

Tech-Savvy

Curious

Ambitious

Independent

Motivated

Why Focus on Entrepreneurism? Why Highlight Social Activism?

Nearly half of all teen girls have started -- or would like to start -- their own business. - Harris Interactive Poll 8/10

71% of Millennials working at so-called "regular" jobs want to quit and work for themselves -- and of that group, 60 percent want to do it in the next two years. -- 2013 oDesk survey

Research shows that two of the key characteristics of the Millennial generation is their desire to make it big and make a difference. Millennials are keen to be independent, strike out on their own, make something of themselves, and work for positive change in the world. They're optimistic, ambitious, and determined. But let's face it, starting your business is *hard* - and succeeding is even *harder*. And making the world a better place -- it's pretty daunting.

For instance, according to the Gallup Poll, 7 out of 10 high school students want to start their own companies. And yet, less than 25% of students are given a business or entrepreneurship class. In fact, only 1 in 4 high school graduates know the definition of the word 'entrepreneur'! The hunger is there, but the recipes and cooking skills aren't.

For all their fire and enthusiasm, it can still all be pretty intimidating and overwhelming. That's where we come in.

"Youth who are taught about entrepreneurship show a positive change in attitude and strong success orientation, and are more likely to be focused on academic and professional achievements and aspirations and leadership." -- Harvard Graduate School of Education/ National Foundation for Teaching Entrepreneurship

Like a Boss Girls is the go-to destination for Millennials who want to make good – and do good. It offers "one-stop shopping" for the advice, information and inspiration they need to know how to get started in business, their careers, and in making a difference in their communities. Young people can learn what they need to know about entrepreneurship, branding, marketing, navigating the business world, careers, finding and keeping a job, leadership, volunteering, goal-setting, and a host of important life skills too often absent from their schooling and popular media.

Like a Boss Girls is about style *and* substance. While the site serves its audience with fashion, beauty, relationship and pop culture content it craves, in addition it uniquely offers its consumers the insights, advice and community they need to define and reach their goals.

Meet the *Like a Boss Girls* Behind *Like a Boss Girls*!

"Like a boss" is popular contemporary jargon meaning skilled, confident, potent. That describes not only our audience but our staff. *Like a Boss Girls* boasts a team of entrepreneurs and writers with years of experience working with major teen- and female-targeted lifestyle media brands.

With an expanding staff that includes an army of Millennial writers and vloggers who keep us real and relevant, *Like a Boss Girls'* core bi-coastal staff includes:

Marla Isackson, *Like a Boss Girls'* Head Boss! The founder of *Heart of Gold Girls* and its new *Like a Boss Girls'* incarnation, Marla is an entrepreneur herself – and a passionate supporter of girls' initiatives that help and inspire them to *take the initiative*. Marla is a marketing executive with over 25 years' experience creating innovative marketing campaigns for world-famous brands including American Express, Barnes & Noble, and WebMD. She started *Like a Boss Girls* to give teen girls the tools, resources and inspiration they need to help them "find their voice and their power so that they can get what they want out of life."

Dixie Laite A 20+ year television veteran and writer, Dixie's worked for major media brands including Nickelodeon, PBS, Oxygen, AMC, WE-TV, Martha Stewart, TV-Land and MTV. She's also a sought-after freelance writer, branding and digital content strategist, public speaker, and blogs under her own name and *The Lost Art of Being a Dame*.

Marianne DeMarco is a versatile freelance writer and the creator of a popular Tumblr devoted to show-casing the bizarre world of New York City flyers.

Erika Stalder is a journalist and author who has written five nonfiction books for teens. She also has her own website (PSTOL.com) aimed at savvy teen girls and has written for Refinery29, Style.com, Time Out LA, Wired, and Gizmodo.

Lucy Ross, our resident Millennial vlogger, owns and runs her own web design biz, Hello Lucy Web De-sign and serves as Co-Director for the Fusion Film Festival which celebrates women in film, TV, and new media.

Kadisha Phillips, *Like a Boss Girls'* Photo Editor, is a senior at Syracuse University. She's a lover of travel, full-time dreamer and the ultimate TV binge-watcher.

Jessica Dalen is Like A Boss Girls' Webmaster. As a toddler, her first sentence was recorded as "Me do by self". Rather foretelling, as she's now known for her positive "can do" attitude. Jessica owns and operates a web design and development business.

Lisa Beebe lives in Los Angeles, where she sometimes talks to the ocean. She blogged and wrote per-sonality quizzes for The-N.com and TeenNick.com for many years, and she has also written for Cosmo-

**For information concerning advertising and sponsorship opportunities,
please contact Marla Isackson at marla@likeabossgirls.com**