



Where Women Connect & Prosper

New Online Community Uses “Comic Book Style and Pith” to Educate and Inspire Female Founders

NEW YORK CITY - November 1, 2016 - Today marks the official launch of sheBOOM, the new go-to resource and online community bringing quick insights to the millions of women launching and running their own businesses in the US. Currently, 11.3 million women-owned firms exist in the U.S., with 1,000 more launching daily. Containing no sugarcoating or superfluous info, sheBOOM gets right down to what matters most to busy women business owners – like tech, money and work-life balance – with just the right twist of humor and snark. No post is longer than 500 words (a two-minute read, consistent with the time-pressed reader’s lifestyle) and images/videos abound.

The content categories and format of sheBOOM are based on ten years of research on which topics are most likely to inspire readers and grow female founders’ ventures. This data-based content marketing methodology is a cornerstone of the site’s “facts, not fluff” publishing approach, coupled with a comic-book style that’s engaging and fun.

sheBOOM is published by Nancy A. Shenker, a former C-level executive, longtime entrepreneur, marketer, speaker, writer, and all-around supporter of women kicking butt in the business world. A fan of comic books since childhood and Instagram more recently, she believes that pithy and graphic content is the new black – challenging the notion that business content can’t have a personality and sense of humor. Shenker leads an editorial team and advisory board of entrepreneurs and disruptors who contribute content and support to the site. Collaboration and inclusion are among the venture’s operating principles. “We will only prosper if we stop treating each other as threats and enemies!” says Shenker.

“Women own more than 36 percent of all businesses – and growing – and are notorious multitaskers, leaving little time to research and read what’s best for their business,” continues Shenker. “sheBOOM makes it easy to get that information on the go, distilling what women entrepreneurs need to know to be successful. It’s like the Skimm of small business savvy.”

What’s in sheBOOM? sheBOOM’s inaugural issue includes short, smart reads on topics like:

- The three types of women entrepreneurs
- How to prosper even when you’re in physical or mental pain
- Ways to deal with “groping” when you’re trying to pitch business
- What 7 trends will affect women’s businesses in 2017, and more



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Who reads sheBOOM? A “sheBOOMer” is any woman running a business, whether focused on products, services, or retail, at any stage – small and mighty, scaling up, or hitting it big as a “shemillionaire.” Editorial sections include:

- Dollars & Sense (helping you plan and manage wisely)
- Happy Tech (staying tech-savvy)
- Trends (what’s new and next in business)
- sheBOOMers (profiling successful business owners)
- Relationships (helping you master the work-life balance and leadership), and
- Believe (fun inspiration and motivation, memes, video, and other visual media).

Complementing the editorial content on the site is a partner network to easily connect entrepreneurs with the products and services they need to run and grow their business. Readers can also opt into a weekly e-blast, highlighting the top five things women entrepreneurs need to know each week.

Ready to start sheBOOMing? Visit www.sheBOOM.com. Founder Nancy A. Shenker is also available to comment on the growth of women-owned businesses and offer tips and insights for business owners. Contact nancy@sheboom.com.

About sheBOOM

[sheBOOM](http://www.sheBOOM.com) is new online community for women business owners, offering the insights they need to be successful...in two minutes or less. Ten years of data-driven research is behind the site’s smart, pithy writing style and engaging, comic book style format, designed to inspire readers and grow female founders’ ventures. Topics offer facts, not fluff, on money, technology, relationships, and more, with profiles of successful business women for added inspiration. For more, visit www.sheBOOM.com.

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