



“The Chief Badass”

Draft Media Segments

UPDATED MAY 2012

Any of the following segment concepts can be expanded upon with scripts, talking points, and detailed tips.

Reference Links:

<http://www.MakeThemBEG.com>

<http://www.TwoParrot.com>

<http://www.JessicaKizorek.com>

<http://www.BadassBusinessWomen.org>



Jessica Kizorek: Draft Segments

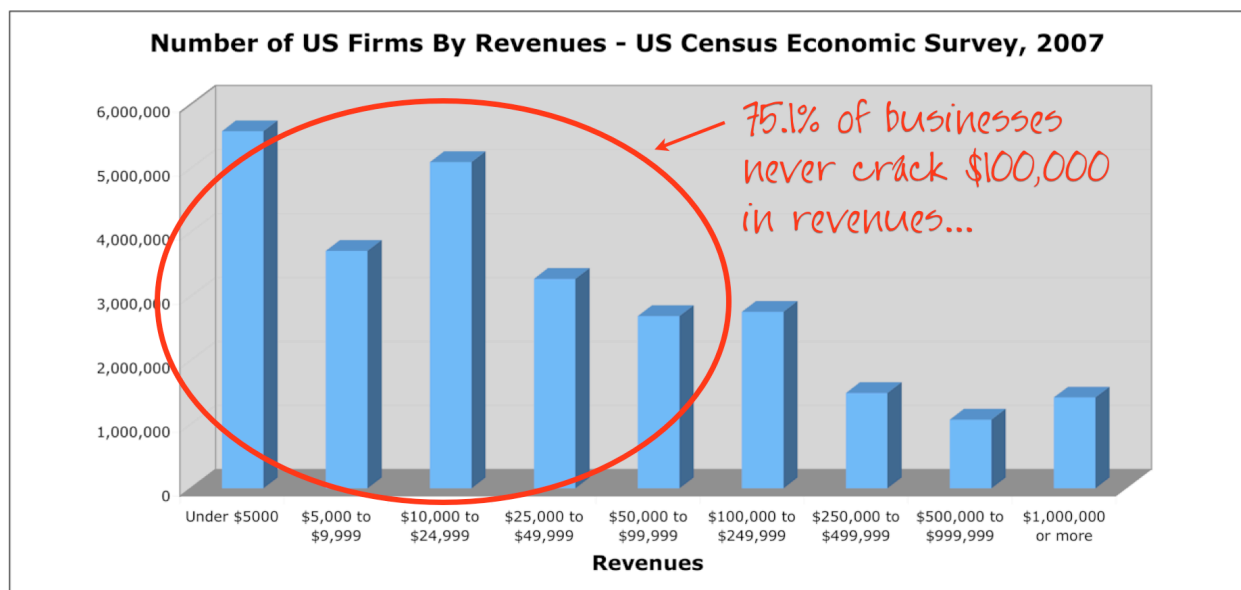
The United States economy desperately needs innovative entrepreneurs to create jobs and thriving businesses. Stepping up to the plate in surprising numbers, WOMEN are starting businesses at faster rates than their male counterparts.

However, 90% of women-owned businesses do not earn more than \$50,000 in gross revenue.¹ On top of that, over 50% of these small businesses will fail within the first 5 years.² In most circumstances, these women are better off just getting a job considering the risks, stress levels, and lack of monetary reward.

What's the missing ingredient? Teach women (and girls) to be **BADASS** in business. Why?

A Badass Business Woman has an edge. She differentiates herself from competitors and rises to the top of industry. She has ambition, mentorship and the support of other Badass Business Women who help her beat the odds. Badass Business Women, the organization, teaches both the mindset and skillset needed for women who want to play life by their own rules...and get paid really good money doing just that. After writing 6 books and teaching at academic institutions such as Princeton, Jessica Kizorek, is leading a tribe of innovative women to succeed in a male dominated business world.

Ideal Audiences: Female entrepreneur, small business owner, mommy blogger, corporate executive looking to transition, unemployed seeking opportunity, recent college graduate, and parent who wants their children to be financially independent.



¹ 2007 United States Census Data

² Small Business Association

Badass Business Women

The Badass Business Women movement was started in order to provide strong-willed, confident and ambitious women a platform to collectively advance in the business community through mutual support, training, mentorship, and business alliances. Since the launch on February 17, 2010, they have amassed over a thousand members, hosted over a dozen successful events, and published *Badass Business Women: The Manifesto*.

“Everybody has a calling within that drives them,” Kizorek explains. “Not being able to express that calling is frustrating. My purpose is to incite entrepreneurial women to take life by the horns, embrace their inner badass, and proudly market themselves in business at the prices they deserve.”

Kizorek discusses challenges, failures and lessons learned to help women avoid the pitfalls they often face when starting and/or growing a business. Lessons include:

- Self-Expression
- Personal Branding / Achieving Expert Status
- Online Marketing
- Video Blogging
- Building a tribe of loyal customers

How to Become a Celebrity...in Business

It's no longer enough to be great at what you do, you have to be KNOWN for it. You have to be a celebrity to the niche audience you are marketing to. That's the essence of home study course, “Make Them BEG”, which teaches entrepreneurs to become top-of-mind for whatever they do so that people are constantly referring new business. Just like in Hollywood acting...only the big names get the big opportunities.

What Is Personal Branding? In short, it's about finding your distinctiveness, your edge, your differentiator and then condensing that into a easy to remember, readily identifiable, unforgettable association with YOU. In other words, when people think of you, they will think of your brand. And when they think of what you do, they will think of your brand, and when they think of your brand, they will think of you.

More and more, successful business people are getting paid based on Who They Are rather than what they do or how much they know. In a time where most people will start multiple businesses (or have over 10 jobs) during their lifetime, branding YOURSELF allows you to fluidly move between endeavors by fully leveraging your personality...both online and off.

Father / Daughter In Business Together

Many parents are helping their daughters start businesses by investing in their education and funding their start-up. While this financial support is exactly what they need at first, it also has the potential to make them financially dependent and incapable of standing on their own feet.

- Age 11: Jessica's father, Bill Kizorek, a very successful entrepreneur, tells her that as soon as she can think of a business she wants to start he'll help her do it.
- Age 21: Father and Daughter team start a video production company called Two Parrot Productions with the hopes of traveling around the world to shoot adventure videos for profit.
- Age 28: Bill Kizorek finally cuts the financial umbilical cord and leaves Jessica with \$37 in her checking account to figure out how she's going to make the company fiscally sound without another penny of his money.

Jessica remembers, "When my father refused to wire me money in the summer of 2009 my world came crashing down on me. But ultimately it was one of the best things that ever happened to me. In the subsequent 30 months I made more money than my parents would have ever given me anyways...in the middle of the recession! I had to shatter my own picture of myself, then re-invent myself as a true, self-reliant, Badass Business Woman."

Making Money So You Can GIVE Money

(Balancing For-Profit & Non-Profit)

Many women make the mistake of starting non-profits before their for-profit cash streams are healthy and stable. As a result, many of these non-profits are under-funded and ultimately ineffective.

Before you start a 501c3, run a successful business. Like they say on the airplanes, "In case of an emergency, put on your oxygen mask FIRST. Then help the people next to you." Unless a woman is financially stable, she can't give her undivided attention to a non-profit venture without burning herself out. In a world of limited time and energy, focus on the activities that will fill your bank account with money. Financial stability will increase confidence, influence, and power to change the world.

With that said, philanthropy is an amazing lifestyle choice. Just make a lot of money first so you can give way more in the end. Or at least figure out how to tie your philanthropy back into your business so you can leverage it for social responsibility and higher profitability.

Jessica has created dozens of micro-documentaries via her **Two Parrot Productions** company (co-founded with her father Bill Kizorek), for charitable organizations that dispel negative global stereotypes and highlight the human-interest endeavors in struggling countries around the world. Born into a family of adventure travellers, Kizorek has racked up visits to 62 countries on all seven continents working alongside NGOs such as the Special Olympics, Lions Club and One Laptop Per Child. She and her father donate frequent flier miles and thousands of man-hours each year to showcase "people helping people," a concept that resonates through every fiber of Kizorek's being and every facet of her endeavors.

Top 10 Reasons Businesses Fail

According to the SBA, over 50% of small businesses fail within the first 5 years. Here are the top 10 reasons why:

1. Lack of experience
2. Insufficient capital (money)
3. Poor location
4. Poor inventory management
5. Over-investment in fixed assets
6. Poor credit arrangements
7. Personal use of business funds
8. Unexpected growth
9. Competition
10. Low sales

Kizorek provides strategy and tactics to interrupt these forces and set women up to succeed in a challenging business landscape.

Sample Interview Talking Points

1. Business isn't about fitting in. It's about standing out. (Show business card as example)
2. Badass Business Women empowers women to business on their terms...whether you are a young punk with short crazy hair, or a mommy blogger changing diapers in between business calls.
3. Our emails, blog, webinars and live events ask you:
 - Who are you REALLY?
 - What are your REAL goals and aspirations?
 - What stops you from going after them?
 - Practical tips for spicing things up, defining your edge and reaching people who will pay for what you have to offer...
4. One of my heroes, [Nell Merlino](#), founder of "Take Our Daughters To Work Day", completed the "Make Them BEG" home study course and wrote the foreword of "Badass Business Women: The Manifesto." Buy the Book on Amazon for \$19 or get a free ebook at BadassBusinessWomen.org.

(This is the link they get when they sign up for free)

<http://badassbusinesswomen.org/members-only/the-manifesto.pdf>