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## Entrepreneur Launches Directory for Women-Owned Businesses

*Investors and press seeking women-owned businesses to support can easily find women entrepreneurs across the country using a searchable directory*

PHOENIX, ARIZONA — Nov. 10, 2020 — Art of Preneur, a curated community directory for women entrepreneurs, launches its membership platform. It aims to address the lack of exposure that women-owned businesses receive, especially women of color. Those seeking women-founded businesses including investors and members of the press, can search the directory to find women entrepreneurs around the world using criteria such as industry, location, ethnicity and age.

Founded by entrepreneur Mignon Gould, the platform includes three membership tiers including a free introductory level, with each level having access to resources such as the *Startup Checklist* and the *Social Media Audit & Strategy Guidebook*—with new resources added monthly. The platform also has an online magazine featuring articles centered on topics ranging from legal mistakes to avoid to public relations strategies to adopt.

“My primary goal for the platform is to help women entrepreneurs gain exposure for their companies, as well as help underrepresented and underserved female founders—especially Black, Indigenous and People of Color—have access to the tools and resources they need to promote their business and grow brand visibility,” says Gould.

There are also exclusive interviews with female founders—many of which are members—who share their stories such as Diana Muturia in Phoenix, Arizona, who created the Clyn app to connect Black and Latinx cleaning professionals with clients; and Whitney Osei-Akintaju from Atlanta, Georgia, who founded Ethnic District, an e-commerce platform making ethnic products easily accessible worldwide.

Gould has also been able to work with some of her members to pivot during the Covid-19 pandemic. “Mignon helped me create a strategic plan for my business. I made the changes that she suggested for my website, raised the cost of my services to increase my profit margin and executed a promotional event. I noticed a change in the type of clients that I began to book immediately afterwards,” says Shaneia Caldwell founder of My Party Queen, a Detroit, Michigan-based event planning company.

Art of Preneur is partnering with [Brandtini](#), a branding academy specializing in microlearning (TINI) courses for entrepreneurs and small to mid-size business owners, to offer the [Fierce Founder Holiday Bundle](#). “It’s a great opportunity to collaborate, while helping entrepreneurs kick off the new year with a focus on revving up their business,” says Robin Bramman, founder of Brandtini. The bundle includes an Art of Preneur Annual Membership with a tote bag and the Brandtini *5 Steps to Brand & Media Utopia* online course with a mini cocktail kit. Now thru Nov. 27 the bundle is \$127. After Black Friday it is \$279. The Fierce Founder Holiday Bundle is valued at \$737. To learn more, visit [www.artofpreneur.com](http://www.artofpreneur.com) and [www.shop.artofpreneur.com](http://www.shop.artofpreneur.com). To download images, visit [www.artofpreneur.com/press](http://www.artofpreneur.com/press).

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