

MS. EDIE HAND'S

# WOMEN OF TRUE GRIT™



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The **Women of True Grit™** brand is a perfectly timed for a time such as this that represents a unique opportunity for anyone who is seeking to help empower women.

The waves of fear seem to be barreling down on us as event after event reveal another headline that has the power to crush hope. The pandemic has left a path of loss in its wake.

Lost businesses.  
Lost dreams.  
Lost loved ones.



We know the burden is taking an especially hard toll on women. In 2021, content that helps women find their resilience and empower them to overcome is in demand.

**Enter a brand trusted by the largest corporate companies in the world that brings hope to those who have lost.**

Created by a transformative woman who has overcome some of life's greatest tragedies and is now here to help others do the same.

# WHY WOTG NOW?

TRUSTED. AUTHENTIC. INSPIRING.

WOMEN  
OF TRUE GRIT™

→ *and more!*

The **Women of True Grit™** Brand has a track record of success with some of the world's most influential women that is now being discovered by a new young generation that is eager for mentorship.

## 70%

### WOMEN DESIRE LEARNING FROM OTHER WOMEN

Nearly seven in 10 women who have a mentor prefer to seek guidance from another woman, a new study found. ([Olivet, 2019](#))

## 67%

### MENTORSHIP IS IMPORTANT TO WOMEN

While 67 percent of women rate mentorship as highly important in career advancement, 63 percent report they've never had a mentor. ([DDI](#))



**DONNA STONEY**  
WOTG ENTREPRENEUR

**MEREDITH VIEIRA**  
WOTG ALUMNI



# THE BRAND

THE WORLD WANTS RIGHT NOW

→ *and women!*

WOMEN  
OF TRUE GRIT™

Women are now in the driver's seat for consumer purchasing. In fact, Women drive 70-80 percent of all consumer purchasing, through a combination of their buying power and influence. (Bloomberg 2019)

Women control over  
**\$20 trillion**  
in worldwide spending.

(Source: Muhtar Kent, Chairman of the Board and CEO, The Coca-Cola Company)

## Women and U.S. Spending

The purchasing power of women in the U.S. ranges from \$5 trillion to \$15 trillion annually.

(Source: Nielsen Consumer, 2013)

 **60%**

Women control more than 60% of all personal wealth in the U.S.

(Source: Federal Reserve, MassMutual Financial Group, BusinessWeek, Gallup)

 **50%**

Women purchase over 50% of traditional male products, including automobiles, home improvement products, and consumer electronics.

(Source: Andrea Learned, "Don't Think Pink")

 **40%**

Approximately 40% of U.S. working women now out-earn their husbands.

(Source: U.S. Bureau of Labor Statistics)





# THE HOST MS. EDIE HAND

THE MOST CONNECTED BELLE FROM THE SOUTH

## Facts about Edie:

- Best-selling Author
- 4X Cancer Survivor
- 30+ Years in Media
- Philanthropist
- Entrepreneur
- Trusted Brand Evangelist
- Key Note Speaker
- Filmmaker
- 20 Books Written
- National TV Host
- National Radio Host
- Mom

## Highlight of Recent Works:

- FedEx
- The Morning Show
- Our American Stories
- Top Women in Alabama Media 2019

When one's cousin is the legend Elvis Presley it's not hard to imagine the doors of opportunity that open. Over the years Edie has gone on to become a trusted friend, confidante, and mentor to so many recognized celebrities and leaders.

## Why do so many TRUST Ms. Edie hand?

It's simple. Despite a lifetime of facing the greatest losses, terrifying health scares, and unfathomable challenges, Edie found her GRIT and overcame. Along the way, she delivered on her promises leaving those around her not just inspired but asking for her mentorship.

## Why partner with Ms. Edie Hand?

Edie's Women of True Grit Network trust her enough to let her bring their stories of overcoming to the world. Her respected voice, inspiring encouragement, southern charm, distinctive laugh, pearls of wisdom, and amazing energy presents a unique and distinct opportunity for brands to attach themselves to content that is on-point and relevant for the times in which we find ourselves.



# WOTG REACH

REVENUE STREAM OPPORTUNITIES

WOMEN  
OF TRUE GRIT™

The **Women of True Grit™** Team and Partner Companies are already underway in creating the authentic content that women desire and building the technologies in which women can engage safely.



BOOK



PODCAST



TV SHOW

IN PROGRESS NOW



RETAIL &  
MERCHANDISE



PRIVATE  
SOCIAL NETWORK

# THE BOOK(S)

## INSPIRATION ON THE WAY

WOMEN  
OF TRUE GRIT™



Ms. Edie Hand's next iteration of her book in 2021 is just the beginning. The Women of True Grit® Team plans to create multiple special editions of the book to meet the demand for stories of women overcoming. Here's a sample of books being planned.

- **STEM Edition:** Women are under-represented in Science, Tech, Engineer and Mathematics. The STEM Edition will specifically feature women who are transforming this edition.
- **Sports Edition:** Celebrating the stories of female athletes who have broken records, shattered world-records, and inspired women around the globe.
- **C-Suite Edition:** Women are under-represented at the c-suite of all industries. This book will share the stories of women who have made it to the top and serve to inspire women to do the same.
- **History Making Edition:** Who were the women that paved the way for us? This book will be created as part of an overall educational strategy to be used as a text book for schools to ensure the stories of women are not lost.

### BRAND REVENUE OPPORTUNITY:

Purchase exclusive rights to have the WOTG Series "presented by" and extend the reach of your brand!



\*NOT FINAL PRODUCT

# TESTIMONIALS

## FROM INDUSTRY LEADERS

WOMEN  
OF TRUE GRIT™

→ *trusted*



**Dan Mullally**  
SVP Sales  
FedEx

Edie has made a difference in so many lives whether in support of St. Jude Children's Research Hospital or helping FedEx articulate the untold stories of incredible women like herself who have impacted our company journey.

Her energy is bountiful and she truly motivates all around her no matter what media format she selects. Edie Hand truly walks the talk.



**Adam Taylor**  
President/CEO  
APM Music

I have known Edie for 30 years now and I consider it a true honor and pleasure to call her my friend and colleague. She is a uniquely talented woman of incredible integrity and creativity who brings an enormous passion to everything she does, motivated by her deep desire to help the world and those around her. I look forward to continuing to work together for many years to come.



**Steve McBeth**  
Founding President  
Disney Interactive

"Edie is a true inspiration to all who know her. She has a real gift for telling stories with honesty and heart that connect with audiences in impactful and compelling ways. These are stories that need to be told. She is a real ambassador for the potential for what is in all of us—an inner strength that often goes beyond our understanding. Prepare to be encouraged and changed!"



**Dave Alan Johnson**  
Writer/Producer/Director  
Doc, Sue Thomas: F.B.Eye

I know Edie's story and if anyone has ever shown True Grit, she has! And she's done it with grace, gratitude, and a beautiful loving spirit.

I look forward to her Women of True Grit stories. I have no doubt they will be inspiring and transforming.



# TESTIMONIALS

## FROM INDUSTRY LEADERS

→ *trusted*

**Kim Spence Dickey**

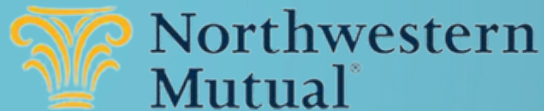
Executive Board of Directors  
Alliance for Women in Media, SoCal



I had the honor of meeting Edie at the Alliance for Women in Media (AWM) Gracie Awards, while serving as a judge for the awards show. I am always amazed by Edie's many talents. A beautiful legacy of uplift, Edie is a friend, a colleague and a woman of true grit!

**Colleen Eikmeier**

Chief Growth Officer  
Northwestern Mutual of Alabama



On a quarterly basis our firm, Northwestern Mutual of Alabama, hosts a sales meeting. Edie was a keynote speaker at our June 2018 meeting. Her message was inspiring, sincere, had a touch of humor, and loaded with great advice on being a person of grit....an example of survival during life's trials. She also presented at one of our break out sessions on the ABC's of Relationship Selling. This session was particularly helpful to our newer advisors. I highly endorse her as a professional speaker and know she will go above and beyond to deliver a powerful and impactful message to your group.

# WOMEN OF TRUE GRIT™

## CONTACT US

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