

The Webgrrls Handbook by Aliza Sherman

OVERVIEW

"**The Webgrrls Handbook: Using the Net to Find a Job, Change Careers or Work from Home**" is the first book geared toward working women and women business owners to:

- give them specific ways the Internet can help them professionally
- guide them to the best Internet resources for their business or career
- take into consideration the unique needs of women who work

Written by Internet pioneer Aliza Sherman who is President of Cybergrrl, Inc. and the founder of a global networking group for women called Webgrrls International. **The Webgrrls Handbook** will be the essential guide for women who want to benefit professionally from the Internet and the World Wide Web.

This book takes up where Sherman's first book, "**Cybergrrl: A Woman's Guide to the World Wide Web**" left off. The first book was an easy-to-understand introduction to the Internet with anecdotal accounts of how going online positively affected women's lives. The Webgrrls Handbook will reach every woman who is already online or looking to:

- get a new job or gain new skills to make more money
- transition into a new career
- start a business, particularly a home-based business, using the Internet

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According to Department of Labor Statistics (1995), there are over 13 million working women making over \$30,000 per year and 36 million working women provide half or more of their household's income. Women own nearly 40% of all firms in the US.

Working women and women in business are two very powerful markets.

There is a tremendous need for resources that give step-by-step instructions on how to utilize the Internet for more than just "surfing" and that give realistic ways to gain professionally from the Internet beyond "get rich quick" schemes.

Author Aliza Sherman is uniquely positioned to write **The Webgrrls Handbook** as both an expert on women and the Internet as well as a woman who used the Internet to change her career path and start her own business in 1995. She is recognized as the pioneering champion of empowering women through the Internet.

Newsweek named her one of the **Top 50 People Who Matter Most on the Internet** and *Swing* magazine named her one of the **Most Powerful People in Their 20s**. Women around the world look to Aliza Sherman for inspiration and guidance on how to benefit both personally and professionally from going online.

THE MARKET AND COMPETITION

The market for this book is growing exponentially. Women comprise 48% of the online population ñ over 15 million women - and many of them are seeking ways to turn their Internet use into a better job, a different career or a new business. There are many opportunities for women to enter the new media industry and be a part of building and developing for the Internet. Women have the chance to get into an industry at the beginning and are perfectly positioned to become leaders in the field.

By the Year 2000, according to Jupiter Communications, the number of women will surpass the number of men online. As more women continue to get connected, the need for a handbook that spells out specific ways that women can gain professionally from using the Internet will become invaluable for women everywhere.

In terms of competition, there are many books on the market that discuss how to make money online or how to use the Internet to find of job including "Making Money in Cyberspace" by Paul and Sarah Edwards (J P Tarcher;)

None of the Internet-oriented business or career books on the market address the particular needs of working women or women business owners. None of them look at the whole spectrum of career and business opportunities specifically geared toward women, particularly for women who are looking for more career flexibility or even the chance to work from home.

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Books such as *Seven Secrets for Successful Women* by Donna Brooks, and Lynn Brooks (McGraw-Hill) and *Eleven Commandments of Wildly Successful Women* by Pamela Gilberd (Macmillan General Reference) are geared toward the business or career-oriented woman, however, they don't delve into the enormous potential of the Internet as a tool for women's professional lives.

PROMOTIONAL OPPORTUNITIES

Aliza Sherman travels around the world to teach about, consult about and speak about the Internet as a powerful communications tool in women's personal and professional lives. She receives daily requests to appear in cities around the world, all of which are perfect opportunities to sell books.

PERSONAL APPEARANCES

Aliza has spoken to diverse audiences of working women and women business owners at events such as:

- National Association of Women Business Owners, NYC
- Working Women Conferences, NYC
- Governor Pete Wilson's Business Women's Conference (the largest annual conference for professional women in California)
- The Professional Business Women's Conference (the second largest annual conference for professional women in California)
- WESST professional women's networking group, Albuquerque, NM

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- Business and Professional Women events, NYC
- National Association of Female Executives conference
- Network of Enterprising Women, NYC

In addition, Borders bookstores have made a nationwide commitment to hold workshops in at least 30 stores devoted to women and the Internet. Aliza has spoken at local area Borders stores including Commack, LI; Bridgewater, NJ; and Mays Landing, NJ. Borders also invited Webgrrls members locally to lead workshops in North Carolina, Arizona, Nevada, California, and Florida.

Aliza has also spoken at Barnes and Noble, Astor Place, NY as well as Printers Inc. in San Francisco and Seminary Books in Chicago, IL.

ONLINE AND OFFLINE PUBLISHED WORKS

In addition to her first book, "**Cybergrrl: A Woman's Guide to the World Wide Web,**" she has also written numerous articles about the Internet for women for publications such as *Ms.*, *Executive Female* and *Self*. She also writes regular articles and columns about the Internet for her own website Cybergrrl.com and the websites for Jane magazine, Lifetime Television, Clinique, and Womenconnect.com, a website for professional women.

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TELEVISION

Aliza is also called upon for frequent television appearances on CNN, CNN-FN, Bloomberg, CNBC and MSNBC. She is currently in discussions with a major network to develop Internet-oriented segments on a national morning show geared toward a predominantly female audience. She is also in preliminary discussions with a cable network to develop a regular Internet-oriented show in conjunction with a popular television personality.

PUBLICITY

Aliza has been featured in major publications such as USA Today, Wall Street Journal, US News and World Report, Time Digital, People, Glamour, Elle, Working Woman, Entrepreneur, Time Out New York, NY Post, and the New York Daily News. She is called almost daily to be a resource to the media for major news stories about the Internet.

UPCOMING MEDIA PROJECTS

In addition to contributing features to national women's magazines, Aliza is currently in discussions to debut a regular column in a major national women's magazine. She is also developing a Cybergrrl radio segment about the Internet for women that will be nationally syndicated and also be broadcast on the Web.

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A PUBLICITY MACHINE

Through television and radio appearances, features in major newspapers and magazines, published articles in print and online, Aliza Sherman has the potential to regularly reach millions of women to promote **The Webgrrls Handbook** while promoting the Internet as a tool for women's professional lives.

THE PHENOMENAL WEBGRRLS NETWORK

In 1995, Aliza Sherman founded Webgrrls International, a global network of women who have formed over 100 local chapters around the world to meet face-to-face to discuss the Internet and technology, particularly in regards to their businesses and careers. The Webgrrls mission is to provide women with a platform to network, exchange job and business leads, form strategic alliances, teach & mentor, intern and learn to gain the skills they need to succeed in an increasingly technical workplace and world.

The Webgrrls Handbook is the perfect tool for every Webgrrls member. From Japan, New Zealand, Australia, Europe, Asia, and Canada to over 60 chapters in the United States, the growth of Webgrrls International is unstoppable, not only because women are going online in increasing numbers and are hungry for information about the Internet, but also because of Aliza's Sherman vision and philosophy to empower women to take charge of technology for their personal and professional gain. **The Webgrrls Handbook** will be the inspirational and practical guide for women that will positively change their lives and influence the way women work.

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Through the Webgrrls International online and offline network, **The Webgrrls Handbook** already has a built-in potential consumer base of thousands of women in over 100 cities worldwide. Each chapter not only meets in person every month, offering the perfect opportunity to sell books directly to members and potential members, but each chapter also has a website and an Internet mailing list, all of which can also be promotional vehicles for the book.

The Webgrrls Handbook will also draw upon personal anecdotes and success stories from actual Webgrrls members, both to give real-life accounts of how the Internet can help women in their careers and businesses, and also to compel Webgrrls chapters and members to promote the book worldwide.

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BOOK OUTLINE

The Webgrrls Handbook:

Using the Net to Find a Job, Change Careers or Work from Home

Forward

Written by a high profile or celebrity woman who has used the Internet to further her career or business [ex. Martha Stewart, Gerry Laybourne, Soledad O'Brien of NBC, Oprah Winfrey, Rosie O'Donnell]

I. Introduction - How the Internet is Opening Doors for Women

The Internet is changing the way we do business and is creating unprecedented job and career opportunities. Women are finally poised to be major players in a brand new industry and be a part of shaping not only an industry but the technology that each of us will be using in years to come. This book will outline the way women should start thinking about the Internet for their professional lives.

1. The changing face of work and business and how it affects us all by:
 - a. Making telecommuting a viable option in the workplace so women can have more flexibility in their work life
 - b. Making a more level playing field for small business owners who want to compete in the global economy

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2. The importance of women's use of computers and technology
 - a. Women need to be the creators and not just the users of technology
 - b. The Internet & Web as a professional tool

3. An overview of the business and career resources online
 - a. New Media, the Industry and New Job Opportunities

An overview of the industry called “new media,” what it means, what new jobs are available, what skills are required to get those jobs

II. Finding a Job Online

1. Building a Resume on the Web
 - a. How it differs from traditional resumes and how you can get one, too
 - b. Best job and career sites and how to use them
 - An in-depth look at some of the most popular job search sites
 - Step-by-step tips for submitting a resume or searching for a job
 - c. Gaining Internet skills and making more money
 - How to leverage new media skills within your current job
 - How to turn your new media interest into a raise
 - d. Webgrrls success stories - using the Net to find a great job

III. Opportunities in New Media

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1. Job Titles for the New Millennium
 - a. Web Diva, Traffic Manager, Community Host ñ what do they really do for a living? How can you do it, too?
2. Translating your skills in traditional jobs to new media
 - a. Resume Makeovers for the New Media Industry ñ a look at actual traditional resumes Before and After.
 - b. Gaining new skills for career transition ñ what classes you should take, the value of internships
3. Online and offline resources for new media
 - a. Organizations you should join, events to attend, people to see, what publications you should read.
4. Webgrrls success stories - career transitions
 - a. Advice from women who have done it.

IV. Starting and Growing Your Business with the Internet

1. The Internet as a Tool for your business
 - a. Do you need a website for your business? Why or why not.
 - b. Marketing on a shoestring on the 'Net. Tips from the experts.
2. Online resources for Entrepreneurs

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- a. The best sites to get sound advice.
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3. The 'Net for Starting Home-based Businesses
 - a. Resources for stay-at-home moms who want to work as well.
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4. Webgrrls success stories - starting a business with the 'Net

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Appendix

Information about Webgrrls International

1. "Need/Give" Philosophy
2. Online and offline benefits
3. Mentor and Teach, Intern and Learn
4. Starting a chapter, profiles of chapters worldwide

The Webgrrls Handbook is the essential guide for women who want to make the most of the Internet for their careers.

Flexibility

Independence

Communication

Support

Resources

These are things that women are looking for in their professional lives. The Internet can provide these things. **The Webgrrls Handbook** will show women how.