

Where Is Your Boat Headed?

When I was 23 years old, I took myself out to lunch to design the life I wanted to live...and I've been living it ever since. By writing this book, I hope to motivate and inspire other women to do the same. Let us model a positive relationship with entrepreneurship for all those who are thinking about taking the leap.

- Tanya Dodaro

What Is It?

A current, exciting and collaborative book project, and you are invited to be a part of it.

The book is based on true stories from women who made the decision to set sail on the entrepreneurial journey. The idea is to create a platform that will inspire women from all walks of life.



Objective

- Display wholistic success in business
- Challenge the entrepreneurship paradigm through divergent thinking
- Showcase what an entrepreneur's real life actually looks like
- Question certain ideas and traditions in business, including how the media can sometimes sensationalize entrepreneurship or categorize what success "should" look like based on certain stereotypes
- Demonstrate problem solving tactics through our personal stories
- Provide learning opportunities through our experiences
- Ascertain that anything is possible if you are motivated to achieve

Who Is It For?

The book is designed and written by and for entrepreneurial women. It is a call for women who may be thinking about entrepreneurship or those early on in their entrepreneurial journey.

The audience includes those who place value on work-life balance, are driven to succeed and who focus on living life according to the terms they create. Each guest author represents a successful and outstanding female entrepreneur who has something of value to share.



Your Invitation

You are invited to be a guest contributor. The goal is to curate a select group of 8-10 outstanding female entrepreneurs, and create a unified platform to share our stories and advice. It will be written as a collective, the book will have one main voice and multiple guest authors.

There are two ways you can become involved:

1. You can write your own portion of a chapter and submit it to us (approximately 1,250 words).
2. You can choose to enlist the ghostwriting services of the Book Director (Katie Kuperman at Striking Content Inc.) to assist you with your chapter submission.



The Chapters

The book will be approximately 20,000-25,000 words in length. It will be split into 8-10 chapters, each consisting of about 2,500 words. Every chapter will have an introduction of approximately 1,250 words written by the main author, Tanya Dodaro, and the next 1,250 words will be dedicated to the guest author. Each guest will choose one of the chapters outlined below. All chapters will end with a personal note of inspiration from each guest author in the form of "From Me to You".

Tone of the book
Informational Learning through the stories of others
Helpful Encouraging, motivating and thought-provoking
Accessible Anyone can do it!

Chapter List

1. The Captain

- The captain has control over the entire journey
- Defining what success means to you
- Living life on your terms

2. The High Seas

- Ships are not made to stay docked, they are made for journeys, and sometimes those journeys have waves
- Leave a ship docked and it will begin to rust
- Getting the courage to jump into entrepreneurship

3. The Crew

- No one can reach their destination alone and what fun would that be?
- A strong support team and network is critical to your overall success
- Focus on those who support you in your journey

4. The Compass

- Listen to your internal compass
- Tune out the noise and stay on your path
- Achieve the impossible despite what others say

5. The Destination

- Keep looking ahead to your planned destination
- Your vision will come alive if you find the confidence to believe that you can achieve anything
- A ship without a destination will keep circling the sea and will never get from point A to point B

6. The Telescope

- Strive to stand out in a “sea of sameness”
- The importance of differentiating yourself
- Zig when the industry zags

7. The Anchor

- Keep yourself grounded through both your successes and failures
- The entrepreneurial journey tends to be a wavy one with many ups and downs, so how can you keep things stable to prevent yourself from floating away?
- Mastering resilience

8. The Sail

- Stand tall and feel proud
- Celebrating female entrepreneurship
- The good, the bad and the ugly

9. The Helm

- We cannot control the environment around us, but we can control how we respond to it
- One of the most important skills of a successful entrepreneur is the ability to adapt to any and every situation in a positive and constructive way
- When the winds push us one way, we sometimes need to change course and alter our direction in order to keep moving forward

10. The Other Boats

- Competition can be frightening but that isn't always a bad thing
- Stay focused on your own path – there are more than enough opportunities to win
- A flower doesn't compete with its neighbour, it just blooms

The Person Behind the Vision

Tanya Dodaro is a multi-business owner with a creative mind, voracious drive and forward-thinking approach to entrepreneurship. Her latest start-up venture is in the digital space and is designed to help CPG brands establish and deepen a direct relationship with their audience. As the Co-Founder and CEO of a boutique, public relations firm for the last 16 years, Tanya has helped thousands of emerging businesses and international executives grow their brands and boost their revenues. Working across five continents, Tanya's expertise spans the globe and has given her the opportunity to thrive in numerous sectors such as healthcare and education, while carving out her specialty in the lifestyle category where she's collaborated with brands such as, Baskin Robbins, Starbucks and FitFlop. Creating buzz and topping market categories, Tanya is known for her work with entrepreneurial spirited companies both large and small, building brand awareness that's impossible to ignore.

Complementing her entrepreneurial career, Tanya is a trained journalist. She has produced and hosted several television shows including Health & Beauty TV and The Ultimate Makeover, airing nationally on Global Television Network. She reported with CTV Business Desk and Investment Television where she interviewed some of the world's most notable people including Jean Chrétien and Donald Trump. On the ground and off the camera, Tanya is a distinguished real estate investor, author, serial entrepreneur, and mother of two daughters.

A strong believer in giving back, Tanya volunteers her time as a mentor for next-generation entrepreneurs through Futurpreneur Canada and has been involved in several charitable efforts including her work with Meagan's Walk, The Daily Bread Food Bank and Breakfast Clubs of Canada.



The Book Director

Enlisted by Tanya Dodaro, Katie Kuperman is the Book Director for the project. Her role is to manage and oversee the written words of the manuscript in order to ensure that everything comes together in a cohesive manner.

Katie Kuperman is the Principal Copywriter and Owner of Striking Content Inc, a content writing and strategizing business based in Toronto, Ontario. With over 12 years in the copywriting and ghostwriting industry, she brings a breadth of experience to the table having had the opportunity to work with hundreds of organizations across a wide range of industries.

Katie earned a Marketing and Business Management degree from the University of Western Ontario where she also studied many courses in the field of psychology. This educational background allows her to analyze key target audiences, understand the goals of her clients, and as a result, formulate content that is focused, pertinent and impactful.

Katie writes with intent and purpose to make her readers feel, learn and do. An attentive listener, strategic thinker and talented writer, Katie is an expert at gathering the necessary information from her clients in order to turn their spoken words into beautiful written masterpieces.

Ghostwriting Service

If you decide to engage Katie Kuperman to ghostwrite your chapter, she would be honoured to help.

As her way of showing support for both the book and female entrepreneurship, Katie is offering a special discounted rate for all ghostwriting services.

Cost for ghostwriting a 1,250-word guest contribution: \$1,000 + applicable taxes.

This price includes everything outlined in her process.

Here's how it works:

1. Email Katie to begin the process: katie@strikingcontent.com
2. Schedule a detailed phone or video interview, during which Katie will gather all the information she needs from you including background details, your vision, passion, strategies and stories to share, lessons learned, purpose, key takeaway messages and preferred style and tone.
3. Review the first draft.
4. Request your revisions (if any), which Katie will complete promptly.
5. **You're finished!**

**I look forward to your consideration in collaborating on this unique project.
Thank you very much for reviewing.**