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## WHAT IS TERRA VERDE?

Terra Verde is a marketing and communications firm designed to teach entrepreneurs how to build their businesses through marketing. Terra Verde's client base of entrepreneurs will have access to valuable online resources, networking communities, and marketing services.

Through a broad offering of services, Terra Verde teaches entrepreneurs to innovatively practice the core values of entrepreneurship, networking, strategy, and resourcefulness to increase their revenue streams. Service offerings consist of business building events, educational classes, and marketing tools that include

full-scale, customized graphic design, web design, public relations, technical communication, and virtual assistance.

Delivering services that transcend traditional run-of-the-mill marketing, Terra Verde is re-defining the way people approach their businesses by making it relevant and innovative.

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## ANGELA BROWN

Angela is the founder and president of Terra Verde. She has worked with visual design for more than a decade and has had the entrepreneurial fever all her life. In 2007, she graduated from Cedarville University with a BA in

Technical & Professional Communication. Her experience includes design, layout, proposal development, technical writing and editing, and web content. Throughout her career, Angela has worked extensively with the

government and military, including the US Air Force, the US Army, and NASA. She began Terra Verde in 2008 as a way to motivate other professionals to reach their full potential through entrepreneurship and creativity.

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## WEEKLY NEWSLETTERS

Weekly newsletters entitled "The Balancing Act" will be sent out each week to our customer base. This newsletter will feature articles addressing issues pertinent to entrepreneurs, such as "questions to ask your web developer," "how to

transition into running your own business full-time," "how Public Relations can boost your business," "how to juggle work and home," "our membership in the news," bios of our membership, and other related topics. The newsletter will

also announce upcoming events and provide the readers with opportunities to engage in social interaction with other local professionals.

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## SPECIAL NEWSLETTERS

Special newsletters will be sent out once a month to our Terra Verde Spotlight Membership. These special editions will feature resources for marketing and

building your brand internally as well as invitations to exclusive members-only events. Entrepreneurs will be able to access our free online database of resources through the

special editions and purchase new marketing services at a discount.

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## PLATFORMS

We reach entrepreneurs by delivering our entertaining content across multiple platforms, including:

### ONLINE

A weekly source of content and community, Terra Verde is the go-to destination site for rising entrepreneurs. Useful and

interesting, our website is a place for entrepreneurs to get the advice they need to get ahead.

### E-MAIL

Delivering pertinent information through e-mail, our newsletters are current and relevant. Featuring regular editions and various special editions, we provide the useful

advice that entrepreneurs need to advance their businesses.

### EXPO

Terra Verde is partnering with various companies to create events to sell-out crowds. A large marketing and communications sponsored event is currently in development.

## NETWORKING

Terra Verde strives to reach professionals in the context of venues they know and trust. Groups of professionals meet through Terra Verde on a regular basis to network

and develop themselves professionally. Entrepreneurs learn through Terra Verde that marketing and networking can be used in tandem to build a successful business. Through the networking events, Terra Verde entrepreneurs

will be able to promote their businesses and utilize their marketing tools in a high-energy, fast-paced environment with other individuals.

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## WHO ARE TERRA VERDE ENTREPRENEURS?

Ambitious, intelligent, and influential- the Terra Verde entrepreneur sets the standard. They trust Terra Verde to provide them with the information they need to get ahead. The Terra Verde entrepreneur defines themselves by their businesses and the strategies they develop that contribute to their success.

### DEMOGRAPHICS:

#### Gender:

Male: 35%

Female: 65%

#### Age Range:

Under 18: 0%

19-30: 18%

31-50: 64%

Over 50: 18%

#### Education:

High School: 17%

BA or BS: 65%

Master's or Ph.D: 18%

#### Age:

Median Age: 42

#### Marital Status:

Married or Cohabiting: 76%

Single: 24%

### TERRA VERDE ENTREPRENEURS ARE:

#### Busy

A Terra Verde entrepreneur is a busy, multi-tasking individual who has a variety of interests. Terra Verde entrepreneurs are well-rounded, wear multiple hats within their companies, and often struggle to maintain balance between work and life.

#### Educated

Although the majority of Terra Verde entrepreneurs have had some form of higher education, they are all largely self-taught. Most of them studied a very specific field in a formal setting, but have had to learn about all of the different facets of business through their experience as an entrepreneur.

#### Influencers

These are the industry leaders. Terra Verde entrepreneurs are skilled and successful and set many industry trends. They are the type of individuals who invent creative solutions to ordinary problems. They are accustomed to the lifestyle

of creating their own wealth and opportunities.

#### Tech savvy

With very few exceptions, Terra Verde entrepreneurs are skilled at using technology. Many of them rely on online applications to streamline their business processes such as SalesForce CRM, SPM Project Management, and online storage applications. Nearly 100% of our members can be found on either Facebook, MySpace, Twitter, Digg, Squidoo, and Reddit. A few of them keep a blog as well. They like to keep their technology current, but dislike having to spend extra money upgrading or replacing their technology when they become obsolete.

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## OPPORTUNITY

Our advertisers have a great opportunity through Terra Verde. Advertising and sponsorships are made very easy. Each of our newsletters, dedicated e-mails, and events are co-branded with a sponsor. Our sponsorships are presented in a pertinent, relevant

way, using a voice that our readers are familiar with.

At Terra Verde, we look for advertisers who are passionate about helping businesses succeed through marketing. Is your company doing great things to encourage entrepreneurs in building their businesses? Do you sell a creative

product or service that better the lives of busy entrepreneurs? If so, our readers want to know about you!

For all advertising inquiries, please contact us at

[www.terraverdemarketing.com](http://www.terraverdemarketing.com) or

send an e-mail to Angela at:

[angela@terraverdemarketing.com](mailto:angela@terraverdemarketing.com)