

Fall 2020

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*ENTREPRENEURS' ORGANIZATION (EO)
FORT WORTH*

FEATURE STORIES



Entrepreneurs'
Organization



KELLY FOREMAN

*EO Fort Worth Member Kelly Foreman Tames
Curly Hair and Paves Path for Entrepreneurial
Women in DFW*

Kelly Foreman joins Zoom for a socially-distanced interview, only to discover her computer has a poor WiFi connection. She sighs and mentions how she misses in-person meetings before turning off her video. We couldn't see her, but by her voice alone we could tell she was innovative, energetic, and spirited.

Kelly's company, MopTop Junk-Free Haircare, supplies cleansers, conditioners, and stylers to individuals with naturally curly hair textures. Sold online and in Whole Foods stores, Kelly initially created her products to maintain her own "crazy curly hair."

"I never thought that I'd be starting a business. I just knew I had to solve the problem," she said.

But Kelly believes her haircare products solve problems much more extensive than just crazy curls. "I believe that a good hair day can change the world. People make choices in life based on how they feel about themselves."

Before joining Entrepreneurs' Organization (EO) Fort Worth, Kelly was "involved in some primarily women-focused organizations." She told us that while she "enjoyed the camaraderie, the networking was frustrating." Kelly mentioned the lack of depth in the connections she made. "They weren't as willing to reach out and help." But, after attending her first EO meeting, she noticed that EO events were "lined

up to teach entrepreneurs, as opposed to sell a product or program."

In other words, EO events are not sales pitches for pricey leadership development packages. EO events are organized with the genuine purpose of educating and empowering entrepreneurs.

Kelly graduated from EO's Accelerator Program in 2018 and became a full member in July of 2019. As a woman in the chapter, Kelly says she knows she's spending her time wisely at EO Fort Worth. She encourages female entrepreneurs, especially those with children, to join EO, because the group can allow you to have a healthy balance between business and family.

"As a female, it's especially challenging [to be a business owner] when you have kids. I don't want to spend my time in an organization where I'm signing up to network just for someone to sell me something. I want to spend my time where I can make authentic relationships with people that genuinely want to help me succeed."

Kelly's journey as an entrepreneur -- including making tough business decisions and the demands of motherhood -- hasn't been simple.

But she feels that the members of EO Fort Worth are her "cheering section" through it all. "I've been so blown away by the number of people that are willing to help me in the most difficult

circumstances, as well as with the little things.”

Kelly recounted all of the the genuine connections she’s made through EO. She said that these relationships have allowed her to “grow as a person and as a business.” Kelly pointed to her EO Forum’s integral role in this growth.

A forum is a small mutual-support group of EO members who meet regularly to share ideas and experiences. It’s a confidential space to discuss personal and business matters with like-minded entrepreneurs. “When you own a business, there are things you can and can’t discuss. It’s nice to have a safe group where you won’t be judged for being frustrated. People are going through many of the same things as you, and they can help you come up with options to solve your problems.”

MopTop has been through challenging business situations, including one curveball that’s affected us all: the COVID-19 pandemic. Now more than ever, Kelly says she feels the support of her fellow EO members.

“I’m grateful that we had several forums together via Zoom. We also had some town hall meetings to help us navigate those government documents,” she mentioned about the Paycheck Protection Plan loan forms many other business owners filled out earlier this year.

During this crazy time for businesses, Kelly made the brave decision to expand MopTop’s product offerings. “I actually shifted and created a hand sanitizer line called Junk-Free Hands. That was my pivot to stay open and essential,” she says.

“I’m so grateful I have access to people that know so much in these situations. That is the beauty of EO. It is your business, lifeblood, your personal growth.”

While times are tough for business owners, Kelly says she feels the EO’s support as she navigates her business through these chaotic times. “Last Thursday was the first in-person event that I’ve been to since January. It’s been hard. I’ve missed my people,” she says.

In particular, Kelly discussed her appreciation for the wristband system that the Fort Worth chapter set up so members can hold in-person meetings. Each EO member was given a red, yellow, or green wristband to wear to meetings to signal the level of physical contact they were comfortable with in the midst of the pandemic.

“I love how they’re being leaders and setting up a system that we can easily follow, and still be engaged and connect, and do it safely, of course. They’re not making fun of anyone that is scared or has different preferences. We’re all getting through this pandemic together.”

Kelly recognizes the importance of being able to adapt to any given scenario. But, she especially feels that having this mindset would be difficult without the help of EO. "In business, we have Plan A, Plan B, Plan C... and sometimes we even get to Z. Things happen. And we have to be prepared, and we have to be respectful of each other. Overall, I think that EO has done a phenomenal job dealing with COVID."

Kelly compared her experience as an entrepreneur in a pandemic to her passion for running. Kelly believes that all entrepreneurs go through challenges, just like how a runner's muscles are challenged when running a long distance. However, once these muscles break down, they rebuild themselves to be stronger and more efficient. She believes businesses are the same way; with dedication, determination and time, businesses can become stronger and more efficient. There may be some occasional "breaking down," but they will come back better than before.

With the assistance and support of EO, Kelly Foreman believes that she will come out of the COVID-19 pandemic more resilient than ever before...and that other businesses, with the help of EO, can do the same.

The logo for MopTop is written in a black, cursive, handwritten-style font. The word "MopTop" is written in a fluid, connected script. A registered trademark symbol (®) is located to the right of the word "Top".



WILL NORTHERN

*“Running toward the Roar”: How a Fort Worth
Real Estate Broker Boosted His Local Business*

Will Northern connects to the Zoom meeting bright and early on a Friday morning, for a socially distanced interview. His smile indicates that he understands the sometimes not-so-reliable technology we're experiencing in 2020.

You can feel his professionalism and humility, even through a computer screen.

In addition to being a leader in the Fort Worth real estate scene, Will is a member of Entrepreneurs' Organization (EO) Fort Worth. EO is an exclusive, peer-to-peer network that exists for the personal and professional growth of experienced entrepreneurs.

Will credits a large part of his business success to the EO Fort Worth chapter.

After graduating from Texas Christian University and earning his real estate license, Will faced a tough challenge, right out of the gate – it was the depths of the Great Recession and hardly a good time to be launching any business. But Will worked tirelessly through the recession to gain experience and earn his broker's license.

In 2016, Will's brother-in-law introduced him to EO Fort Worth. Will joined EO's Accelerator Program, which is a kind of launch pad that helps entrepreneurs grow their businesses to earn one million dollars in one year. As Will explains, he knew he "needed some structure and guidance when it came to building a business...and the program offered exactly that.

"Over the course of ten years, I'd started three different companies and I was really struggling to keep it all going," Will remembers. "The Accelerator Program forced me to break down components of my business and analyze each independent section."

Advancing from EO's Accelerator Program to full EO Fort Worth membership is no small feat. But even as a young entrepreneur, Will had impressed the members of EO Fort Worth, and was accepted as a member himself. He compared his journey to becoming a full-time member to "joining the big kids' table."

"I'm one of those graduates from Accelerator into full membership," Will proudly shared, with a smile. "You have to go through another application process, and the entire chapter gets asked if they're okay with you joining. So, it's an honor."

In 2019, Will merged his company with another business to become Williams Northern Crain.

He says that he couldn't have made the move without the support of EO Fort Worth and his Forum, adding, "the relationships I formed there helped me navigate through that process." An EO Forum is a unique part of the organization: It is a small group of entrepreneurs within EO who meet regularly

for informal conversations, to share advice, to brainstorm, and generally to help each other as business colleagues and friends. It's a form of support group that EO members say has tremendous value, especially in uncertain and challenging times.

For example, Will mentioned a lively text thread between the members of his Forum that provides a space for both life and business updates. He leaned on his Forummates especially during the merging of his company. "The relationships I formed there to help navigate me through that process," Will said. He told us that his Forummates "will open up the books and talk about numbers and get real."

Will also recalled a time when his Forum came together to support a group member going through an unexpected personal hardship. That camaraderie was one of many moments when Will knew the members of EO Fort Worth would be there to support him.

Will points to the people of EO when talking about the organization's value. "I have the opportunity to be surrounded by such high caliber people, and to learn from folks who've have had a little more experience than me," he said.

Will feels that chapter members share a special connection as entrepreneurs. According to Will, someone in EO can always "empathize with the challenges that you're experiencing, because oftentimes they've experienced something similar."

Will says that fellow EO Fort Worth Members are continuously there for one another. Specifically, Will believes his EO Forum is especially beneficial to his professional and personal life. "No matter what level of growth you're at, or what part of your life you want to work on, there's a Forum for it at EO." Within the organization there are more than a dozen Forums.

Will's natural entrepreneurial spirit helped him meet milestones throughout his career. But joining EO Fort Worth ultimately proved to be the decision that accelerated his company to becoming a top agency in the DFW Metroplex.

"We have the saying in our chapter, 'Run toward the roar,' which is like saying, 'go into the unknown.' As entrepreneurs, we have to make decisions on a daily basis that affect our employees and our company. And unless you're willing to take risks, your company won't grow," says Will.

EO Fort Worth has accelerated Will Northern and many other entrepreneurs to become the best versions of themselves, both professionally and personally. For a business looking for practical advice, support, common bonds and a way to grow and learn side by side with other entrepreneurs facing similar challenges, EO Fort Worth may just be what empowers it to "run toward the roar."



*ENTREPRENEURS' ORGANIZATION (EO)
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MEDIA PITCH PARAGRAPH



Entrepreneurs'
Organization

RECOMMENDED USAGE OF PARAGRAPH:

We created the media pitch below for the chapter to share with local news outlets. We hope you can use this content to develop mutually-beneficial media relationships and to gain publicity for EO Fort Worth. We recommend you send this message to the list of recommended news outlets by the end of 2020 and follow up about a week after sending the media pitch paragraph.

EMAIL SUBJECT LINE: ENTREPRENEURS' ORGANIZATION FW CHAPTER MEDIA PITCH

Now more than ever, business owners feel isolated and confused as a result of the ongoing pandemic. In these uncertain times, it's imperative for us all to have a community, a place where we feel known and supported. For local entrepreneurs, Entrepreneurs' Organization (EO) Fort Worth provides that sense of belonging that business owners and entrepreneurs crave.

Entrepreneurs' Organization is a global peer-to-peer network of established entrepreneurs, with almost 200 local chapters worldwide. The EO Fort Worth chapter is known for its close-knit community, professionalism, and prestige. Dozens of incredible community leaders are EO Fort Worth members, and we'd love to share their stories with you.

To do this, we've compiled the names and contact information of a number of EO Fort Worth members for an "Experts In" list. We hope this list is a valuable resource to connect you with some of Fort Worth's finest entrepreneurs for any future news stories. Every individual on this list has his or her own unique insight into what it means to be part of the Fort Worth business community, especially during a pandemic. We believe these individuals could give you a unique angle on what's happening in the Fort Worth business community. These business owners most definitely can be a resource for you as you develop any stories related to the impact of COVID-19 or trends in the local business community.

Please feel free to reach out to these people. We hope this listing of local business experts will be beneficial in your news and feature coverage and are excited to provide this resource for you.

Thank you,
Ronnie Crowley
EO Fort Worth Chapter Manager