

About Diva Toolbox.com

The Diva Toolbox.com™, founded in 2008, is the premier destination for women in business to learn, grow and succeed. Its tagline (“Within you lies the ability to do anything. Find it!”) illustrates its mission is to empower, educate, and entertain women.



The Diva Toolbox™ helps women succeed across the major areas of their lives, including: business ownership and entrepreneurship, financial planning, career, home, family, health and beauty.

Led by Chief Executive Diva, Janet Powers, the organization offers its members with a strong, supportive network and powerful voice. As its name implies, the Diva Toolbox™ provides a veritable toolbox for its growing member community of well educated and diverse women, including:

- A robust website
- Branded social media channels including Facebook, Twitter and You Tube
- Branded blogs in major magazines
- Radio and video network
- Active and engaged member community
- Access to expert advice via user content (articles, video, audio) created by women for women
- Annual conference
- Ability to connect/friend one on one and in groups
- Ability to promote their businesses via profiles, articles, videos, podcasts & networking
- Blogging opportunities with major media

About Founder Janet Powers

Janet Powers, company founder, first recognized the need for the Diva Toolbox™ when she built her first home and had a million questions. Luckily she had a wealth of family, friends and colleagues to help her.

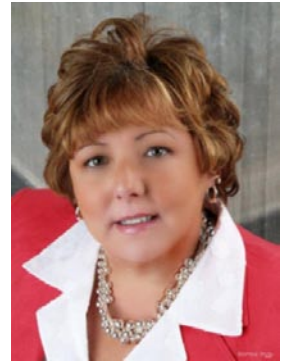
As time went on and she renovated her home, invested for retirement, bought a new car and insured her investments, the questions kept coming. She realized there were millions of women, just like her, who needed answers but lacked the support system she had.

Realizing an opportunity and wanting to help, the Diva Toolbox™ was born. The privately owned company is headquartered in Woburn, MA.

The Diva Toolbox™ is a natural outgrowth of its founder's combined life experience. She started the company following a successful corporate career at Fidelity Investments, where she served as Vice President of Program Management. There she served as a liaison between its business and technology departments, sourcing and building technology solutions to solve the business problems of Fidelity's internal and external customers. She was also part of a team that brought new products and services to the market.

Earlier in her career, she worked for a global non-profit delivering health programs to expand opportunities for women and families. There she was responsible for educating the group's regional representatives on how to use technology to run and report on local initiatives. Travelling internationally to deliver onsite training, she witnessed the challenges women face in developing countries.

Today, Janet Powers has melded the two, helping women leverage technology for economic growth. She comes to the table with a solid understand of the women's market and a personal, deep felt commitment to its long term success. She actively participates in major women's conferences and philanthropic efforts that support women across the globe.



Site Demographics from Alexa.com – Diva Toolbox.com

What started as a web site where women business owners can post articles for free has grown to become the go-to spot online for women to connect with and support other women.

At the web site, today's modern women can find information, inspiration and resources they need in every aspect of their lives from how to hire a plumber to how to plan their estate. Janet has attracted thousands of members and contributors to share their information freely at the site every month.

The sites visitors spend an **average of 22 minutes on the site and visit an average of 16 pages.** These numbers are extremely high compared to most other popular websites for women, even Oprah.com, iVillage.com and MORE.com.

The Diva Toolbox™ has an audience of **high-income, highly educated women between the ages of 29 and 59 and ranks 27,378 in the U.S.,** according to Alexa traffic rankings as of 9/15/2011 and our own survey results. The site consistently has an average of 20k visitors per month and consistently has higher traffic than other sites for women in business.

As a comparison to the Diva Toolbox™ traffic and rank, here are examples of other national sites for women in business and their traffic and rank according to Alexa.com on 9/15/2011.

<i>Organization</i>	<i>U.S. Rank</i>	<i>Pageviews Per Visit</i>	<i>Time on Site (Minutes)</i>
Diva Toolbox	27,378	16	22
U.S. Chamber of Commerce	36,345	2	2
eWomen Network	29,811	6	6
Ladies Who Launch	25,687	3	3
NAWBO.org	77,527	3	2
NAFE.com	509,350	5	3

Media & Partnerships – Diva Toolbox.com

Diva Toolbox™ has established strong partnerships with national media outlets and created a national internet radio show focused on the women's market.

Media Exposure

Diva Toolbox National Blogs

[Ladies Home Journal](#)

[MORE.com](#)

[SELF.com](#)

[YAHOO Shine](#)

[YAHOO Associated Content](#)

National Internet Radio Show: [Blog Talk Radio](#) (on sabbatical for Summer, 2011)

Examples of Co-Hosted Shows

- Across the Kitchen Table with Oprah Contributor, Julie Morgenstern
- Work It Girl co hosted with Lisa Johnson Mandell, Head Writer, AOL Jobs
- Dell Entrepreneur Podcasts: Kim Hibler Vice President, Dell

Examples of Notable Interviews

- [Maxine Clark](#), Chief Executive Bear at Build A Bear Workshop
- [Dr. Helene Gayle](#) is President and CEO of CARE USA, a leading humanitarian organization fighting global poverty.
- [Gail Goodman](#) is Chairman, President, and Chief Executive Officer of Constant Contact.
- [Kathy Ireland](#) is an author and Chief Designer and CEO of kathy ireland Worldwide®.
- [Sally Lee](#) is the Editor in Chief of Ladies Home Journal and SVP, Meredith Corp.
- [Dr. Susan Love](#) is the Founder of the Dr. Susan Love Research Foundation and Love/Avon Army of Women organization.
- [Helen Reddy](#) is a Grammy award winner and music icon.
- [Peter Walsh](#) is The Oprah Winfrey Show organizing expert helping people declutter their homes, their heads, their hearts and their hips.
- [Suzy Welch](#) is an author, commentator, and business journalist.

Business & Community Organization Involvement – Diva Toolbox.com

Diva Toolbox™ is a Sponsor, Member and Partner of these women's organizations:

- CARE.org,
- ArmyofWomen.org
- OvationsfortheCure.org
- FriendsofMel.org
- Formysisters.org
- Boston Children's Hospital/Dana Farber Jimmy Fund
- Susan G. Komen
- Volley for Molly
- Avon Three Day
- Simmons Leadership Conference
- MA Conference for Women
- Spark & Hustle
- eWomen Network
- Ladies Who Launch
- National Association of Female Executives
- DARE to be Phenomenal Women in Business in New England
- North Burb Entrepreneurs
- Downtown Women's Club
- Women's Business Network
- Women's Economic Summit
- And many more local and national women's and business organizations

Diva Toolbox™ Testimonials – See What Others Are Saying About Us

I love the Diva Toolbox for so many reasons! I have my articles posted here regularly because of the high quality leads that are generated for my business...**I've been featured on Yahoo.com, More.com and have gained clients.** It's like my secret weapon for national exposure, visibility and credibility. -- Meredith Liepelt, President of Rich Life Marketing, www.richlifemarketing.com

I am so happy that I found the Diva Toolbox. **The exposure from the AOL story about my foundation has brought some amazing people into my life, some who need my help and some to help me.** The radio show has become a huge part of our awareness campaign, so much so, we cannot continue in this fight without it. Janet and the Diva Toolbox are a very important weapon in our fight against domestic violence. -- Darlene Greene, Executive Director, Ina Mae Greene Foundation- For My Sisters

Thank you Janet for **your generous encouragement and promotion of all women in business.**
-- Debora George, President, www.wireacake.com

I can't say enough about the Divatoolbox.com website, but more impressive (are) the people behind it. The professionalism and variety this site provides is an inspiration to the viewers that cannot be found on other sites. **(It) also provides a forum for which women can promote, network and grow... If you have any reason to work with Janet, get ready for a job really well done.** No wonder she is so successful. -- Jenifer Jurden, Cartoonist/Author, JURDY cartoon character, www.jurdybiz.com

Diva Toolbox is a great site for women business owners to share and connect. ... Diva Toolbox is a valuable part of my online marketing strategy for sure. -- Katrina Sawa, The JumpStart Your Biz Coach, Sacramento, CA, www.JumpStartYourMarketing.com

I have enjoyed being a part of this great site since hearing about it last year. There's truly something for everyone, and every need, on Diva Toolbox. -- Jamie Goldberg, Jamie Goldberg Kitchen and Bath Design, LLC, www.jgkitchens.com/

Working with Janet and the Diva Toolbox has been a pleasure. **She brings enthusiasm, excitement and a fresh perspective to whatever project is at hand and she has the contact and the tools to get the job done!** -- Sharon Iovanni, Executive Director, Stoneham Chamber of Commerce

Diva Toolbox is an absolute miracle! ... You see, as successful entrepreneurial women, we have to be the whole package sometimes – wife, mother, business woman, etc. **There just hasn't been a place that has supported the holistic woman – until now – and that is Diva Toolbox!** THANK YOU Diva Toolbox! -- Sally Shields, Author, The Daughter-in-Law Rules: 101 Surefire Ways to Manage (and Make Friends with) Your Mother-in-Law! www.thedilrules.com/

Learn more: [View more testimonials](#) [View video testimonials](#) [Diva Toolbox](#) [Diva Toolbox Conference](#)

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