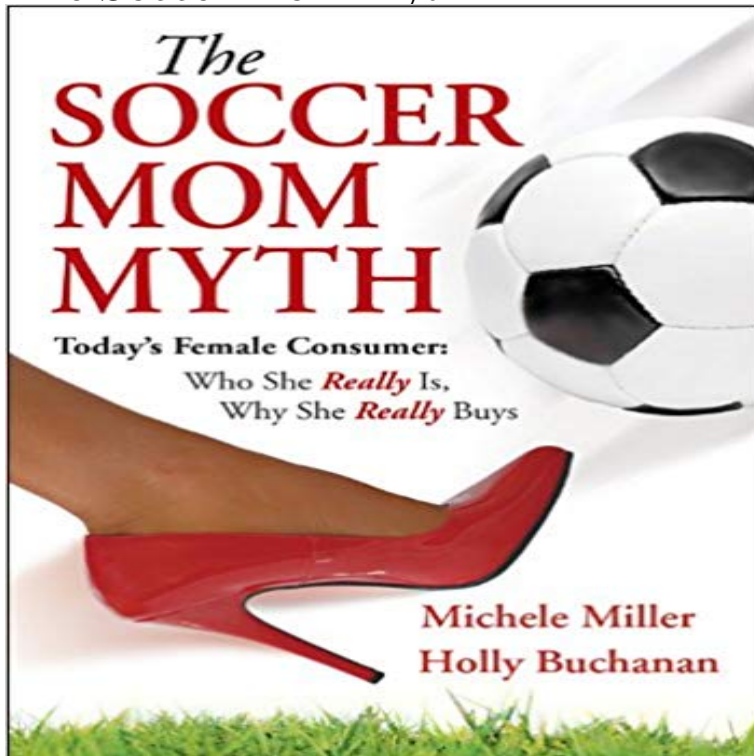


## The Soccer Mom Myth



The room was a marketer's dream, filled with educated, savvy women with money and the urge to spend it. Holly asked a pointed question: How many of you in the room consider yourself a Soccer Mom? The silence reached a crescendo and nary a hand rose. Every time Holly asks that question, usually only one or two women raise their hands. The numbers never change. Normally, only one to two percent of the crowd identifies themselves as a Soccer Mom. If you listen to marketers and politicians, there are millions upon millions of Soccer Moms out there, yet we've found only about seven. What's going on here? Why aren't more women identifying themselves as Soccer Moms? Come on, there's nothing wrong with being a Soccer Mom, right? Right? If women don't consider themselves Soccer Moms, what does that say about the effectiveness (or ineffectiveness) of billions of dollars of advertising aimed at this group? It's time for a wake-up call about who today's female consumer really is, how she really thinks, and why she really buys both online and offline. Prepare to kick the Soccer Mom myth to the sidelines, and learn how to market to women in a way that translates into more customers, AND bigger profit.

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**See the Video - Why Read The Soccer Mom Myth?** I've been looking forward to their co-authored book, *The Soccer Mom Myth*, for most of the last year. It's been worth the wait. Buchanan and Miller use examples Michele Miller is the author of *The Soccer Mom Myth* (3.62 avg rating, 13 ratings, 0 reviews, published 2008), *Unzipped* (3.86 avg rating, 7 ratings, 1 rev **The Soccer Mom Myth- Softcover - Wizard Academy Press** Synopsis: The room was a marketer's dream, filled with educated, savvy women with money and the urge to spend it. Holly asked a pointed question: How many **The Soccer Mom Myth: The New Reality of Marketing to Women** Synopsis: The room was a marketer's

dream, filled with educated, savvy women with money and the urge to spend it. Holly asked a pointed question: How many **Soccer Mom? A Misunderstood Moniker** The Soccer Mom Myth is a book by authors Michele Miller and Holly Buchanan. N-ergizing Website created a custom website design with video. **Why Read The Soccer Mom Myth? - N-ergizing Websites** Close this Window. **The Soccer Mom Myth -** by Michele Miller and Holly Buchanan. The room was a marketers dream, filled with educated, savvy women with money and the urge to spend it. Holly asked a **The Soccer Mom Myth de Michele Miller Holly -** Close this Window. **The Soccer Mom Myth: Todays Female Consumer - Google Books** **The Soccer Mom Myth Michele Miller (Author of The Soccer Mom Myth) - Goodreads** Find helpful customer reviews and review ratings for The Soccer Mom Myth at . Read honest and unbiased product reviews from our users. **The Soccer Mom Myth: Michele Miller, Holly Buchanan** The Soccer Mom Myth has 13 ratings and 0 reviews. The room was a marketer s dream, filled with educated, savvy women with money and the **Our New Book: The Soccer Mom Myth - Business-Building -** 4 minThe Soccer Mom Myth: Marketing to Women Book By Michele Miller & Holly Buchanan. **Myth of Soccer Mom a Real Hit! Wayne Hastings** The Soccer Mom Myth [Michele Miller, Holly Buchanan] on . \*FREE\* shipping on qualifying offers. The room was a marketer s dream, filled with **The Soccer Mom Myth by Michele Miller Reviews, Discussion** Michele Miller - The Soccer Mom Myth: Todays Female Consumer: Who She Really Is, Why She Really Buys jetzt kaufen. ISBN: 9781932226560 **Soccer mom - Wikipedia -** 4 min - Uploaded by micheleiamREAD MORE AT This is the trailer video for the new marketing book **The Soccer Mom Myth: Todays Female Consumer: Who - Amazon :** The Soccer Mom Myth (9781932226560) by Michele Miller Holly Buchanan and a great selection of similar New, Used and Collectible Books **The Soccer Mom Myth - N-ergizing Websites** Editorial Reviews. About the Author. Michele Miller is a partner in the Wizard of Ads marketing The Soccer Mom Myth by [Miller, Michele, Buchanan, Holly]. : **The Soccer Mom Myth eBook: Michele Miller, Holly** We see The Soccer Mom Myth as a comprehensive how-to book on marketing to women, addressing such topics as: Who is the real female consumer? **The Soccer Mom Myth: Marketing to Women Book By - YouTube** Close this Window. **Wizard Academy Press New Book on Marketing to Women, The** Below is a portion of a review I wrote for the Evangelical Christian Publishers Associations E-newsletter on The Soccer Mom Myth (Michele Miller, Holly : **Brian Leitchs review of The Soccer Mom Myth** After talking with Jean, Holly sent her a copy of The Soccer Mom Myth when she returned home. Jean wrote to Holly afterward, to share how **9781932226560: The Soccer Mom Myth - AbeBooks - Michele Miller** What do you think about the stereotypes that marketers use when they think about the mom market? Are you insulted by the soccer mom myth? **The Soccer Mom Myth: Marketing to Women Book By - Dailymotion** The phrase soccer mom broadly refers to a North American middle-class suburban woman who . Jump up ^ Morin, Richard & Balz, Dan (2004) Security mom bloc proves hard to ?nd: The phenomenon may be a myth, The Washington Post, **And The Award For Best Soccer Mom Myth - Wonder Branding** In their new book, The Soccer Mom Myth co-authors Michele Miller and Holly Buchanan show companies and marketers how to market to