



Lead with Purpose, Your Why and Core Values

Hey Boss Babe!

Welcome to **Week 25** of **Boss Babe Pro Tip**—and this week, we're tapping into something deeper than strategy and sales: **purpose**.

When you build a business that not only fuels your life but also **impacts your community**, you create something truly powerful that lasts.

Boss Babe Tip of the Week:



Impact matters as much as income.

Your business can be a vehicle for change. Whether it's giving back, raising awareness, or supporting a cause close to your heart—**profit and purpose can coexist beautifully**.

Boss Babe Pro Tip:



Incorporate philanthropy into your business model.

This can be simple and intentional. Try:

- Donating a percentage of revenue to a charity you believe in
- Hosting a quarterly give-back event or fundraiser
- Offering pro bono services to underserved communities
- Partnering with nonprofits for collaborations

Purpose-driven businesses build **deeper brand loyalty** and leave a legacy that lasts far beyond your next launch.

Call to Action:



Join our Community Impact Initiative!

We're on a mission to spotlight **Boss Babes who give back**—and we want you in the room.

Here's how to get started:

1. Identify a cause that aligns with your brand values
2. Brainstorm how you can support that cause through your business
3. Tag [@BossBabe.Coaching](#) on Instagram with your impact story—we'll be sharing our favorites!

Small acts lead to massive change, and you're the kind of Boss Babe who builds a business **that gives as much as it grows**.

P.S. 📧 Let me know which cause lights you up—I'd love to support and amplify it with you!

Missed a Previous Email?

Check out our website to see worksheets to help you become the Boss Babe you are capable of being!

Free Resources



Need a hand?

Erika's coaching could be what you are looking for! Contact her and mention the email regimen to get a FREE 30-minute coaching call.

Contact Erika

click the videos down below!

