

## Green Businesses Are Reaching New Heights

More and more startups are embracing a green operational methodology, building on the opportunity to benefit the planet while creating a sustainable and profitable business model. If you're interested in being part of this burgeoning enterprise, it all starts with creating a well thought out green business and marketing plan. The [Professional Women's Alliance](#) can be a major asset to female entrepreneurs as they embark on this journey, providing a forum for women to connect, network, and share resources related to personal and professional development.

### What Is a Green Business?

There are two ways to look at green enterprises. There are companies devoted to creating products and services that aid sustainability efforts, like manufacturing solar panels or creating recyclable goods. There are also companies that operate in green fashion – in other words, organizations that strive to have a minimal carbon footprint, operate with sustainability standards, and employ efforts like high-level recycling, minimizing carbon emissions, building U.S. Green Building Council [LEED-certified buildings](#), and buying and using energy-efficient, eco-friendly equipment and services. Businesses fall all along the spectrum, with many adding to their commitment to sustainable operations as they grow and expand.

### What Is a Green Business Plan?

A green business plan is an organizational operational strategy that identifies and highlights sustainability practices within a company. According to SCORE, a [traditional business plan](#) serves as a roadmap for a business and helps in outlining growth objectives, financial projections, customer demographics, staffing needs, and other key elements of start-up. When a business is committed to sustainable practices, they incorporate them into every operational element of how they intend to run the company. Having this in the document can help steer efforts, and can also be beneficial in applying for loans or for grants, particularly funding opportunities that are earmarked specifically for green businesses.

### What Is a Green Marketing Plan?

A marketing plan provides a [strategy](#) for how the company will identify its target markets and promote its products, services, and contributions to its industry, and to society. Many companies are finding that other business owners and consumers are increasingly looking to do business with social and eco-conscious entities. As such, highlighting this fact in marketing literature, branding strategies, and social media

outreach can be a major selling point, allowing a company to elevate its image and capture a larger market share. A well-designed logo that indicates sustainability practices can set you apart from the competition. Rather than paying for logo design services, an [online logo maker](#) allows you to choose a style and icon, add text, then view an assortment of logos and adjust fonts and colors. Your green-centric design can quickly identify you as a green company.

## Capitalizing on Green Operations

In addition to touting sustainability principles as a marketing tool, and for building a compelling corporate culture, green startups can also take advantage of grants established specifically for sustainable operations. In the current economy, green, sustainably produced products and services still cost companies more than traditionally produced goods and services. As such, [grants](#) can be found to help support organizations that are willing to use sustainable measures regardless. Female entrepreneurs, in particular, can have a tougher time securing funding, but those operating green companies may be in luck. Consider applying for a Small Business Innovation Research grant or funding from the Girlboss Foundation.

Running a sustainable business establishes you as a good corporate steward and an advocate of eco-friendly operations. This can help you build your business, increase earnings, and attract not only consumers and investors but also, like-minded employees who can further the effort. For inspiration, The Story Exchange features [success stories](#) of green entrepreneurs including Traci Phillips, founder of Natural Evolution, which recycles old electronics, and Kristy Allen, founder of The Beez Kneez, which manages environmentally sustainable beekeeping.

The Professional Women's Alliance boasts a mentoring program, speaker series, volunteer opportunities, and access to a wealth of resources. To learn more about membership opportunities, visit the site today, or [call or email](#) for additional information.

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