

DOWNLOAD PDF WHY TRANSGENDER MATTERS TO YOUR BUSINESS (EVEN IF YOU DIDNT KNOW IT)

Chapter 1 : What Can Social Media Do For Small Business? : Wordtracker

What I want to know is that if you are so comfortable with the way your are and feel you are a women, then why do you advertise you are transitioning into being a women. Hmmmmmm. Sure sounds like attention grabbing to me.

They told me they previously attended a large Baptist church there “ until their high school son became their daughter. The mother was committed to her volunteer work in the church, and when she told the pastor who supervised that ministry area that her child was transgender, the pastor said: We love everybody here. If I eat an entire half-gallon of ice cream, I am likely guilty of the sin of gluttony. If I fixate on why other people are more athletic and agile than me in my mid-life body, I probably am guilty of the sin of envy. There is a way for me to redirect my thoughts to avoid envy. The same is not true of transgender identity. Emphatically and conclusively, this is not a choice. It is who a person is. Did you choose to have red hair? Did you choose to be tall or short? Did you choose to have the genetic markers you have? Transgender persons are simply acknowledging that the gender identity assigned to them at birth because of physical anatomy does not match the brain, biochemical and genetic gender identity they know inside. Since writing a column two years ago about understanding transgender identity “ an opinion article that has been read more than 1 million times and led to giving a TED Talk on the same subject “ I have conversed with hundreds of transgender persons and family members of transgender persons. It really has been hundreds. Every one of those transgender persons has told me that they knew from their earliest awareness “ from the time they were 4, 5 or 6 years old “ that the gender anatomy they showed on the outside did not match who they knew they were on the inside. There is an increasing body of scientific evidence to back up this assertion. For example, a study published in the Archives of Sexual Behavior found that female fetuses with increased prenatal exposure to androgens are more likely to have gender nonconforming behaviors. Researchers “ including some theologically conservative ones “ point to environmental factors that may be responsible for what appears to be an increase in transgender identity through endocrine disruption beginning in the 20th century. This is linked to industrialization, development of new chemicals and medicines. But these environmental factors only explain an increase, not the presence of transgender identity, which has been documented for centuries. The American Academy of Pediatrics not to be confused with a small association of conservative pediatricians often cited by critics of transgender rights recently released a new policy statement explaining that variation in gender identity is a normal part of human diversity. For an excellent, lay-friendly description of the emerging science of transgender identity, look to this report from Harvard University. The only answer usually offered is Deuteronomy Instead, they are declaring an identity much deeper than clothing; they are saying that they are dressing outwardly to match who they know they are on the inside. This is not cross-dressing, which is not the subject of this column. Cross-dressing is about finding pleasure in wearing certain clothes. Being transgender is about finding mental and spiritual peace by aligning outward presentation with inner being. Occasionally, people will point to Genesis 1: While this may sound unsettling to some of us on first hearing, a return to Genesis might help. Also, the point of Genesis 1 is inclusion, not exclusion. The ancient text tells us that God created everything: When we look at others who are different than us and try to see in them the image of God, we gain new understanding and empathy. Transgender identity is about who a person is. Views expressed in Baptist News Global columns and commentaries are solely those of the authors.

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Chapter 2 : Why set goals. The 9 benefits you didn't know about.

Regardless of your feeling on the whole matter, the fact is he took a group of service members who had been told, "You can join, serve openly, and honorably." and said, "You're no longer wanted. At best, you'll languish in a stagnant position for years before we wash you out.

Some may come as a surprise to you. So, why set goals? You become more charismatic When you set goals you become taller, fitter and with more beautiful hair even if you are bald. That may be a joke, but something very interesting happens when you start to talk about your goals. I have noticed this several times. If you really set goals you are passionate about, you become more attractive. You light up, you start to talk with passion and interest. You have your strong position and reasons why your goals are important. They tried to discover the secret techniques that made him so charismatic and influential. How was he able to attract so many people to follow him? His technique was pretty simple: If you have big goals, this affects your thinking and respectively actions. It affects the way you speak, it affects what clothes you put on, it affects the way your eyes look, it affects even the way you shake hands. It affects the energy you radiate. People notice it right away. He could predict who will soon die. When a prisoner stopped getting out of bed and the Nazis had to force him out of bed, this prisoner would die soon. Do you prefer to wake up full of energy and enthusiasm or reluctantly crawl out of bed? Goals give you just that – a reason to get out of bed. Your energy level is highly increased if you have interesting and bold goals. Goals help you stay motivated during tough times The doctor came and told us the news. It was a serious health issue that was threatening the life of my wife. We did all necessary procedures, but the outcome was risky. So we could do nothing else except to wait – I can tell you – in this situation going to work and performing day-to-day tasks is very hard. Your mind constantly wanders off to the big issue. We all go through tough times in life. Tough times never last, but tough people do. But having a good goal setting system that can bring you rapidly back on track is essential. It was essential for me. So I chose the next steps which were very small and completed them. Goals provide vision and direction in your life. You start to find the meaning in your life. Day to day life takes over and we are constantly busy, but not making any major progress, because we forget about the big picture. You have 3 choices in life. You can watch things happen, make things happen or wonder what the hell happened. You also feel that you are in control of your life. There are more than one studies that show a clear correlation between the sense of control and happiness. Simply said, we are less happy when we feel that our destiny is already written. And, we are happier when we feel that we can control the outcomes. When you set and achieve goals you have the sense that you can direct your life in the direction you want. You stay motivated by remembering the big picture. You know you can create your future. For people without goals, the future is an extension of the past. Goals give you the opportunity to create a new future and to focus on what you want to create. Focusing on what you want brings it in your life. You are probably aware of the law of attraction. Think about negative stuff and you constantly get negative things show up. Think of positive stuff and you will get more positive things happen. With each goal setting cycle, you adjust slightly the course of your life and start to find your path. You start to find the meaning of your life and your heart leads you there. The types of goals that are important to you and the projects you want to accomplish are unique. You will start to learn a lot about yourself. You wake up and start to re-connect with your true self. You achieve greatness only when you tap the potential in you Goal setting is an easy way to have the freedom to be yourself. Do you remember Alice in Wonderland? Having goals means you know where you want to go. When you have clarity of intention, the universe conspires with you to make it happen. The goal focus filter solves the problem with overwhelming once and for all Last week I was offered a CEO position of a very, very interesting technological startup that has the potential to solve some challenging problems and go global. It is simple, yet powerful. And the more successful you become, the more options you will have. Feeling overwhelmed is never a good state to be in. The focus filter requires having long term goals and answering one simple question: Is this aligned with my

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long term goals? You feel like you are winning the game of life and you want more of it Try this one. Set some challenging goals and decide on a list of next action that you must complete them no matter what. The goals should be very important to you and all of the next actions for the week should move your goals one step forward. You are uplifted by the achievement and your confidence goes through the roof. Nothing boosts confidence more as achievements. There is no doubt about it "confidence is one of the most important things we must have in life. Confidence is required for taking on tough challenges. If you have confidence you can accomplish anything. But remember! You either win or you fail! learn. By the way, the accomplishment of a goal releases chemicals in your brain and you feel the urge to set another set of big goals for next week. Goals help you learn and grow Last one! Goals are your best teacher. Try answering these questions: What kind of goals do you set? Is there a goal you constantly fail achieving? Are you setting stretch goals or easy goals? Are you procrastinating on one goal or! on all goals? If you look back and answers these questions you will learn so much about yourself!. Setting goals, achieving goals and even failing goals helps you learn! learn about yourself, learn about others. And this helps you learn, change and grow. Maybe because you would like more:

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Chapter 3 : Bootstrap Business: Event Marketing And Why You Need To Learn More About It

Grandma, if you ever feel like you haven't made a difference in anyone's life please know that you have shaped who I am and the woman I strive to be. Your love is something that I could never forget. Thank you for being my first friend, a person I can tell anything to and most importantly a great grandma.

They offer so many possibilities and you get to leave the office. You get to go out into the real world. You know, events can also be quite inspiring. Who knows if the next speaker will say something that will serve as a basis of your new great business idea? Of course, you could also meet another fellow marketer and maybe even end up hosting your own event together with your new partner. These are just some of the reasons why event marketing is great. One good strategy to gain new clientele is to show up at an event or host one yourself. This directly impacts conversions rates! People can come up to you and ask whatever they want right there. Of course, make sure that you send knowledgeable employees if you want to close as many deals as possible. Also, pay attention to the number of sales at your event. That way you can track the ROI of your event marketing efforts. Consequently, people have no chance to learn about your products and services. That ends in bad conversions rates. Events do wonders when it comes to brand recognition. Did you know that 8 out of 10 people who take part in a marketing event pass that experience onto someone else? That in turn makes your brand much more accessible to your target audience. And you can possibly add them to your database. Once a prospect becomes a lead, you can take care that they convert through various sales processes. B2B marketers know very well how true this can be. And then you can use those addresses to build relationships which will lead to future sales. However, pay close attention to regulations that concern data collection. You can showcase your business to live, attentive audiences and that will allow you to get buy-in to your product or service faster. Remember how expensive the traditional media can be? Marketing events sound awesome now, right? It can be both beneficial to your sales figures and marketing budget. This is great because when people buy your product or service, you have to wait to get their feedback. Events allow customers to try out the products in real time before actually making a purchase. And do you know what else happens in real time? That is giving you an opportunity to address potential questions or issues right away which will satisfy both your company and your customers. Conclusion At the end of the day, no marketing strategy is better than the one that involves in-person communication. Event marketing is great for starting a personal relationship with your customer base. You can start relationships, give value to them and then leverage them. I hope you enjoyed this blog post about the importance of event marketing for your business. Interested in more articles about traditional marketing?

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Chapter 4 : Amal Clooney Is Transgender - GirlsAskGuys

others didn't even know what trans meant or understand what it was.(self included) but people learn about them selfs all the time in life. even at Human beings are funny that way.

Transgender women are still subject to violence and ignorance. I chatted with blogger, illustrator and activist Kat Blaque about what you should never say to transgender girls. So, what are some things that people ask transgender women that really bothers you? At the top of the list “and this is a really big one for me” is a lot of the time people ask questions about genitalia. People like to use trans bodies as public domain. Like, pronouns is a big one. There's more than just he, she for people who are gender queer. So they use Z pronouns and things like that. I understand it, but sometimes it makes me feel strange. That was the big one for me. And people would still ask me this [effing] question. It just really blew me away. So yeah, asking what sexuality your partners have been. But they use the word tranny! KB: The way I look at it is like there are trans girls who are okay with that word. So what do you think should be the big focus right now when it comes to transgender girls? Like, what resources do you think they need right now? So I think it would be really great is to have maybe kind of like a collection of places where you can go and get your treatment. So that to me is really important. Because a lot of girls, especially young girls, are very fixated on getting hormones and how to go about it. I always tell girls, if you want to start your hormones, start with the LGBT centers. If you have one around you, go there and ask them about it. It can be problematic, it can be iffy like any other movement. She touts herself as a trans ally. The problem is that most of her videos are spreading a lot of misinformation about trans people. That is not what an ally should do! Same goes with trans stuff. And when, at the end of the day, you throw up your acalades. It should never be about you. I think that the real woman part is the thing that really bothers me. It seems to come across as complimenting the ability to pass. But thank you anyway! Is there anything else that you want to add in general Something that cisgender girls might not think is offensive but actually is! KB: I transitioned in college, and it became a very interesting situation because I had about a month of awkwardness but then I was quote unquote passable. There were a lot of situations in which my teacher just thought I was a girl, but I had one class in particular where whenever the teacher would refer to me as her or she, people would giggle. When someone tells them who they are, who their identity is, what their name is. It can ruin your entire day, it really can. I just remembered a really big one for me: In my last year of college I told one person, thinking that I could trust them. Something like that can get somebody killed. Are you a transgirl who has gotten a lot of awkward questions? Tell us in the comments!

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Chapter 5 : Why being transgender is not a sin – Baptist News Global

Though, I think you do, because you didn't come to them. You know this is inappropriate, yet, you go behind their back and question them out in the open, where they cannot hear you. You know this is inappropriate, yet, you go behind their back and question them out in the open, where they cannot hear you.

I make stuff up. How do we ask people for their gender in a thoughtful and respectful way? This post is part of the journey of the team at uxdesign. There are indications that this not only risks losing engagement but also leads to false conclusions based on bad data. Walter Thompson Innovation Group discovered that: So I did what designers do: I read and read and asked around. I got 5 generous trans and GNC people of various gender identities to anonymously share their experiences and opinions. Their stories revealed that I knew even less than what I thought. So unfortunately I have neither the silver-bullet solution to the form field problem nor a straightforward answer on how to design one. I hope to open a discussion that helps build towards a better experience for all genders. Cisgender people, by definition, will not think twice before answering the gender question. They socialize it through style and attitudes. They expect others to be able to tell their gender just by looking at them, without asking. Conversely, trans and GNC people have experienced a gender identity shift. They might be intersex and not know it, because the sex assignment process is usually based upon a visual inspection of their sexual organs, and nothing else. They may have changed their bodies, the gender designation in their various forms of ID, their name. Their state of mind on any given day may affect their sense of gender. They may have identified with several different gender labels as they discovered them. They may also think about pronouns they want other people to use while referring to them. This may not be a journey to a destination, but a path that defines itself as they walk it. They are the ones shaping the path, creating, adopting and combining labels to feel comfort while they explore their feelings, and discarding old ones that may imply unchecked biases. The meaning they give to these labels can also vary. The sex that was assigned to them at birth is none of your business. What matters is what they are now. And even still, they are so much more than just their gender identity. Everything else about them might be the same as you or anybody else. They will wonder why you need to know. What specific information you are asking about – their gender identity, the gender on their ID, their preferred pronouns to use in communications? Can they change it later, or will they have to awkwardly talk to someone on the phone to make that change? Will they be outed somehow? They may leave the form, the site, or the service. They may have to call customer service to ask exactly what they are supposed to do. They may tell their friends about their bad experience. Gender Question Recommendations 1. Creating policies that will benefit them and other trans and GNC folks? Figuring out if they are eligible for benefits? Or is it for marketing and communication purposes? Is it for their doctor, or for their health insurance? Be transparent, explain what exactly you are asking about, and how it will benefit them. Reassure that your organization strives to be inclusive of everyone so they can feel welcome and protected while disclosing their information. One Medical Group patient registration form. It explains the purpose of the sex field, and offers more gender information as necessary. NYU application form with information overlay. They are clear about what information they need, but not why they need it, and what they ask for is a very sensitive piece of information. Make it private, safe, and anonymous Let users know that information will not be shared with anyone, or allow users to manually control who sees it. Be mindful of who will see any identifying information. Check the privacy policy for your website or service for more information. It may even warm them up to answer the question accurately rather than skipping it. While some perceive this to be bad grammar, it was actually used this way until the Victorian era. Facebook also allows people to choose their own pronouns. It includes examples to make the question and the intended use bit clearer. Vimeo used to ask for gender, now it only asks for pronouns. Free-form, optional gender pronoun field on Vox Media job application, including examples. Spotted by antimytheme 5. Be ready for a complicated answer Depending on the context, there are several solutions with more or fewer labels. A simple set of gender

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options makes it easier to pick something. The free-form text field appears when the Custom option is clicked. Scratch sign up form, for kids to create and share interactive stories. Offering a simple open-ended field allows for self-expression, and users can hover over the? United Airlines registration form , with no gender-neutral options. One gender non-conforming person I interviewed sometimes chooses Dr. This approach also implies a dark hierarchy between men, women, married women and people with a professional achievement. These lists are more inclusive than a simple Other, and good for the purpose of monitoring diversity. The specific general groupings can be tricky to achieve though. It may also exclude non-binary transgender people. Seems to be straightforward to include the many non-binary definitions, which may or may not be paired up with transgender, depending on the person. Good if it allows for entering a label in a free form field. Prefer not to say: It should always be an option for this question, just as it usually is when asking users about ethnicity also a contentious question. Trevor Project , an LGBTQ crisis hotline service, asks for gender information before talking to young people in crisis. It asks for gender, transgender status and preferred pronouns separately. This form design recommended by Practice Makes Progress allows for multiple choices. It allows people to choose more than one label and include custom ones. You can allow the inclusion of any combination of options the user wants to input. As in the Facebook interface below, the type-ahead interaction is a good option. It solves for a long list that, if just displayed, might either imply a hierarchy or order or make it harder to fill. Letting users pick as many labels as they want is also desirable. Lists like this need some keeping up, as new labels are created while others fall out of favor, and internationalization needs to be considered. So how are you going to analyze all this data if people can enter so many options? One solution is to create an all-inclusive list in the front-end, and then group those labels according to however you want to organize your segmentation in the back-end. Facebook American English form. Consider Internationalization Gender identity labels often lack direct translations and equivalents across languages and regions. Additionally, languages have different grammatical structures that may be highly gendered like Spanish and Portuguese , a little gendered but with non-gendered alternatives like English and German , or mostly not gendered like Turkish , which affect how you ask about pronouns. Make your form simpler and faster to fill for everyone, and just skip the question. Unfortunately, the same is not true about Facebook and Instagram the latter which only provides male and female as options. It requires thinking, training, researching, testing, testing, testing, iterating, and keeping up with labels. So making a small change like this can be beneficial to your target audience, they will appreciate your effort and desire to listen, even if the first attempt is not perfect. Thanks to Jimmy Wohl for helping me edit this article. Additional References Meera Balarajan, Michelle Gray and Martin Mitchell did extensive research on how to ask the question of gender when monitoring diversity.

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Chapter 6 : 7 Things To Know Before Legally Changing Your Name | Mental Floss

Transgender persons are simply acknowledging that the gender identity assigned to them at birth because of physical anatomy does not match the brain, biochemical and genetic gender identity they know inside.

An invisible line parts the wall of hygiene products. On one side, words like beautiful and sensitive adorn pastel colors, floral scents, and diminutive packaging. The other side sports dark labels, woodsy smells, and words like power and adventure. Are you a boy or a girl? The deodorant selection seems to ask. What should be a ten-minute errand becomes an unexpected interrogation. What does the shampoo you use say about your identity? Will people smell the gender of your bodywash? How will the cashier react if you bring this shaving cream up to the counter? You might know which gender signals are affirming but worry about experiencing hostility for claiming them publicly. Gendered messaging is everywhere. The clothes we wear, the toys kids play with, even in our food. It can seem -- because it is -- pretty absurd. How can a bar of soap have a gender? More power to you! And whether or not you agree that certain colors, scents, or words align with specific genders, we live in a society where these ideas often go unchallenged. The things you buy are tools you mold to suit your needs, not the other way around. You can use those gendered scents, change the way you style or cut your hair, and adopt new gender-linked grooming habits to explore your relationship with gender. Similarly, someone who wants to feel more feminine could start shaving their legs and armpits, sculpting their eyebrows, and wearing makeup. Nail polish can be another fun and affirming part of the femme toolkit! The point of all this is to find tools that make you more comfortable and confident with being you, gender and all. If passing is important to you, they may help you accomplish that, too. So what can help you with that? All kinds of things! Shampoo, conditioner, hair masks, face masks, hair accessories, cosmetics, stick-on nails and lashes, body glitter, hair glitter, body wash, soap, bath bombs, hand lotion, body lotion, foot lotion, face wash, face scrub, razors and shaving cream, aftershave, beard oil, mustache wax, hair gel, mousse, hair curlers, straightening irons, blow dryers, hair dye, nail polish, perfume, cologne, body butter, lip butter, lions, and tigers, and bears, oh my! Here are a few other things to think about: This is a big one. Not only will price vary based on brands and vendors, gendered marketing affects prices. A study found that: Do you want to buy online or in person? Do you have preferred brands? Indie maker or large-scale company? Do you want to visit a specialty retailer, or are you more at home at the drug store? You may be looking for vegan, organic, cruelty-free, or fair trade ingredients. Small vendors are more likely to be able to work with you to customize products, but be aware that this can drive up the price. Everyone has slightly different needs from personal care products. You may be looking for color guard for dyed hair or products designed for Afro-textured hair. Skincare products are formulated differently for dry and oily skin. Conditions like dandruff or acne can also affect your options. Taking hormones will also affect skin and hair growth! Testosterone encourages skin to secrete an oil called sebum, so FTM folks may see more acne and need to exfoliate more. In contrast, estrogen slows down sebum production, so MTF folks may notice their skin is drier than they are used to and want to pick up some moisturizers. This admittedly binary article includes some information about changes to the skin. Unfortunately, you might not be in a situation where you feel comfortable or safe putting your gender identity on display. Maybe you can share products with a supportive sibling or friend, for example. You might switch to neutral products to avoid the question altogether. The cosmetics industry is big business, and many corporations have poor labor practices, engage in harmful political lobbying, or use problematic ingredients. Experts have some tips on learning more about brands to determine whether they align with your ethical concerns. You can use those cultural assumptions to your advantage! Interpretations of scent and gender are highly cultural. Looking for some feminine flair? Floral and fruity scents will serve you well, whether you choose calming lavender, bold mangoes and cherry blossoms, or the more subtle zest of a fresh lemon aroma. Is a masculine musk more your speed? You might try earthy scents like cedar, pine, or spice blends. Some play into hyper-masculine stereotypes, like cigarette or whiskey scented aftershave. Some smells seem to pop

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up all over the gender spectrum, especially sea salt and rain-themed scents. Fresh smells like cucumber, clean linen, mint, and sometimes citrus can be good choices to avoid sending strongly gendered signals. Unscented is always an option, too! Shopping Online versus In-Store Online shopping has undeniable advantages for trans and otherwise gender-nonconforming folks. There are barriers to online shopping, though. You need access to a computer and a way to make payments online. Privacy can be an issue: A community resource center, especially one that is trans-affirming, may have computers you can use or be willing to receive shipments for you. But it can also be affirming! The most important thing is your security. A typical drug store is the first stop for many people. In addition to being cheaper, generic store brands sometimes come in simpler and less gendered packaging. The biggest disadvantage is a limited selection. This can be especially noticeable if you have specialized needs. Chain and boutique stores can carry a wider selection. Societal expectations may make you feel that stores devoted to hair and skin care products are feminine spaces. Does it make them feminine or neutral instead? Depending on your gender identity, this may affect how comfortable you feel and how others perceive you in these spaces. Stores that emphasize natural ingredients also tend to focus on the benefits of their ingredients instead of assigning gender to their products. These may be neutral spaces where you can interpret how features like scent, color, and ingredients fit into your gender presentation based on your personal perceptions instead of labels. It might not be a bad idea to bring along a supportive, responsible adult-type, too, if you know where to find one of those. And if someone does give you a bad attitude? Politely let them know that you are plenty capable of speaking with their manager, leaving a review online, and taking your business elsewhere. Independent sellers can be a great resource for finding gender-affirming bath and body products. These organizations can be especially helpful if you want to support queer and trans entrepreneurs, black-owned businesses, vegan or cruelty-free artisans, fair-trade companies, local business, or any communities and values that are important to you. Folks who hand-make their products may even be willing to customize their work to your needs, although be aware that this can drive up the cost. Be wary if a lot of previous customers complain about poor quality, service, or communication! Last but not least, if none of these is a good fit, you could make it yourself! On the downside, cost can be a barrier, especially start-up costs. This is also the most time-consuming option. Maybe no one product feels quite right. It can be tough to find something that consistently feels good, especially if your gender is fluid. Or maybe you want to go neutral: Unscented soap, deodorant, and antiperspirant are available and can be appreciated by those with scent sensitivity. You might decide to experiment with a base of neutral scents with body wash or deodorant and add a layer of perfume or cologne on top if that speaks to you. The natural scent of your own body is an option, too! Remember, these are all just suggestions that might help you turn a highly-gendered minefield into a source of affirmation. Plenty of cisgender and binary-gendered folks buy neutral scents or shop across gender lines. Nothing you buy in the store defines who you are or prescribes your gender. Rather, they are tools for you to use or not use as you see fit. Whatever you choose, always remember:

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Chapter 7 : Dear 'Transwomen': No, You DON'T Know What it Feels Like to be a Woman Â» Louder With C

You might even learn something you didn't know before. Of course, you could also meet another fellow marketer and maybe even end up hosting your own event together with your new partner. These are just some of the reasons why event marketing is great.

Also a little nauseous. As I was penning a post last week about a 52 year old man who abandoned his wife and family to live as a six year old girl , the realization hit me like a box-full of free condoms. All transwomen have one common thread holding their fabulous dresses together. Each and every dude in Dior will tell you this: He lives his entire life as a male, not one single second as a female. How can you possibly know what it feels like to be female? I ask this as someone who was conceived a girl, born a girl, lived my childhood as a girl, and have grown into a woman. For those of you who are not aware, tis Courtney writing this post, not spandex-wearing Steven Crowder at Planet Fitness. Being born a girl gives me a lifetime of authority on what being a girl feels like. I cannot, though, change tact to lecture people about what it feels like to be a man. But, and this is key to the princess tower, I was never a boy, never thought I was a boy, never wanted to be a boy, never claimed to know what it felt like to be a boy. I love the internet Did my preference for wearing black and white checkered leggings instead of a skirt make me less of a girl? Hey, I was a nineties kid, okay? The era style forgot. Did my preference for Tonka trucks instead of Barbies make me less of a girl? No, of course not. To quote Lady Gaga , I was born this way. Newsflash guys, lots of women find bras super uncomfortable. Gets me every time. Sorry gents, women are not that simple. Which you would know if you actually felt like a woman. But hey, thanks for the stereotypical insult. Let me lob a couple of zingers your way, okay? Lena Dunham, the butch-hair cutted, eating-cake-on-a-toilet broad? Lesbians with good or bad hair, with or without make up, who are either fat, or look like the hot women Hollywood is insisting all lesbians look like? Being a woman is a complicated and honorable thing. It is more than the desire to be beautiful. You want the honor of womanhood bestowed upon you because you wear a bra? Well I say no. The world needs both of us. So take off the dress. Wipe off the lip-liner. Love yourself for who you actually are: Stop trying to embody life-size Barbie-doll stereotypes. Leave being a girl to those of us who do it best:

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Chapter 8 : Designing forms for gender diversity and inclusion – UX Collective

If you don't know why you're asking, then you probably don't need to know the answer. If you can only provide users with options that force them to lie, don't ask. Make your form simpler and faster to fill for everyone, and just skip the question.

How are your dating lives? Any single transgender women out there? Not too many, eh? Please pay attention – I speak only the truth. Why does the Nasdaq chief lawyer Edward Knight want to destroy your entire life savings? DO treat us with the respect you would give any cisgender girl. We are worth a real connection and real love. Most of us are NOT gender studies professors. It has nothing to do with who we are. If the girl in question is a software engineer, you should probably ask her about that. Take a gender studies course if you want the skinny on all things trans; we are not teachers. DO ask us about our family life, not what I do in bed, yet. Others may have a very liberal background and be excited to share stories about her people with you. These are the questions that will actually help you get to know someone at their core, and it shows that you are actually interested. Do NOT ask about our surgeries. Our body is none of your business, and vice versa. DO ask about our hobbies, that special quirk that makes our soul happy. I love to bar hop with my friends, chill outdoors, brunch all day and decorate my house. I could talk about those things for days! None of your business. And why do you want to know? Do you even remember my last name? Why do you feel entitled to know my LAST last name? DO ask what our goals for the future are. Many girls have big dreams and will stop at nothing to achieve them. Some will go on from being registered nurses to medical doctors, others from sales associates to store managers at Gucci. It is NOT a compliment. We are not trying to fool anybody or be anything that we feel we are not. This is who we are. DO compliment our general appearance as transgender women. Again, NONE of your business. How many girls did you sleep with for free while you were in that fraternity in college? Does that make you better because this girl may have been paid for it? Also, not all of us have gone down that route. I myself went straight to college out of high school and had financial support from my parents before I finally got a real job. Yet I still get that question every now and again. Do NOT fetishize her. So if you want the porno experience, I suggest you take the legal and health risks of hiring an actual hooker. They do anything you like, NOT us, you are mistaken. And lastly until I can think of any more points , I need you guys to really dig deep. We hate that guy. That guy gets absolutely nowhere and ends up buying the bar to make it worth my while for tolerating his constant faux pas. We are just as respectable, acceptable and lovable as any other girl on the planet. Treat us with the respect we deserve, and you will have yourself a wonderful person with an amazing story to share yourself with. Good luck out there, singles! Go have fun with that transgender!

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Chapter 9 : Is it insensitive to ask a person if they're transgender?

If you love trans girls because you saw some wild shit in a "trannie porn" you loved, you've more than likely got the wrong girl. Studies have shown that no two people "get off" the same exact way, no matter what your sexual orientation or gender.

Why social media marketing matters for your business Find out why social media marketing is such an important part of the digital marketing puzzle. Here are 8 reasons why social media marketing benefits your business. There is an audience out there for you. The benefit of using social media to market your business is that no matter how specific your business is there is an audience for you on social media. Whether you sell organic pet treats or B2B software, topics about pet care or cloud computing are being discussed - although perhaps not in the same conversation. Here lies the opportunity to share your valuable information that will help educate and inform these conversations. No matter how obscure your niche is, there is an audience out there on social media for you. A strong, engaged social presence is important because it makes people aware of you. A share or retweet from your followers changes the way the message is delivered. It becomes a recommendation from a friend rather than a message from a business. It drives more traffic to your site. Getting people onto your site, and keeping them there is the perpetual struggle of the digital marketer. Social has the benefit of directing people straight to your site. At Wordtracker we write blog posts and academy posts about all aspects of SEO which is then shared across a selection of social sites. All links lead back to our site and each interaction pushes that content in front of more people. Creating more opportunities for people to locate your website. Many social profiles also have the option to add a link back to your site. Facebook is encouraging this relationship with the implementation of the call-to-action button that links people directly to your app or website. It is its own ecosystem, and that needs to be maintained correctly. You need to know more about your audience to do well on social. In addition to the information you get from interacting with your followers, you can also get a great deal of information through your analytics. Facebook Insights will show you what time your audience is active so you can post when your fans are online. It will also tell you the age, gender and location of people who liked your page. Social media gives you the opportunity to reveal more of the human side of your company. Not all the people who are aware of you will end up buying from you. Each interaction someone has with one of your pages can offshoot into other actions like including a link to your site in their next blog post, recommending you to a friend, commenting and liking your posts which builds your reach. These action will help you get in front of more potential buyers. Being a business on social opens up avenues for contact and feedback. An unhappy customer is actually a great opportunity. Deal with queries with honesty and a bit of humour and you might find those little customer quibbles become a great story that will shared and featured on other sites - just like Morrisons Supermarket in the UK did recently. SEO and the Search engine results page. Could we all be trusted if we did? It makes sense that Google would also pay attention to social signals and this was firmly believed for a while there , we were thrown a curve ball when Matt Cutts indicated it was correlation rather than causation. For example if an article has 10, shares and it also reaches top position on the results page, did the shares get it to the top, or is it just a really valuable piece of content that has many other ranking signals assisting it? Matt Cutts explains this best: Chloe Mason Grey explores this a bit further in her article 5 things you need to know about social media and SEO. What all the information seems to point to is not to think of social as a tool to blast your way to the top of the results page. Rather engage with your audience and build strong relationships, make and share great content, listen and respond to trends and feedback. This is what we definitely do know about SERPs and social: One of our authors shared our blog post on Twitter which now shows up in the results like this: Social accounts rank in SERPs for branded searches Your social profiles will also show up in SERPs for searches which helps you dominate the results page for your brand. Takeaways Social media marketing is about sharing and engaging with people. Real live people who are themselves managing their own delicate social media image.

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Understanding and delivering the right content, at the right time, on the right platform to these real live people, is what social media is all about. Read more about social media marketing.