

# The Boss Next Door: Inside Michelle Pippin's "Boring" Entrepreneurial Empire

*Today's leading Mentor for driven women entrepreneurs shares how to create success using old school strategies that still work.*

CURRITUCK, NC, USA, June 1, 2023 /EINPresswire.com/ -- It's no secret that women

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*Michelle Pippin*

entrepreneurs, while launching businesses at a faster rate than their male counterparts, still lag behind when it comes to business income. In fact, recent data shows that only 12% of all women entrepreneurs make \$100,000 or more per year in their business, and this is before taxes. But what's more is that these same women entrepreneurs report feeling more stressed and less optimistic than male entrepreneurs.

So, when we got a chance to sit down with Michelle Pippin, the founder of Women Who WOW to pick her brain about how women could succeed faster and with less angst, we

jumped at the opportunity. Michelle's online membership boasts members in every US state and a handful of countries around the world and the 6- and 7-figure success rates within the walls of WOW are far greater than the statistics that drove us to her proverbial door.

Pippin is the quintessential, understated boss next door. She's not dancing on TikTok, spending money on ads, or even spending a ton of time on social media at all. When meeting with her, expect her to be barefoot, wearing jeans or a sundress (depending on the season) and know that she always answers the phone when one of her three (now adult) children call. Pippin's analogies (often regarding sex or marriage or kids) are equally funny, shocking and always on point! But what has created such demand for her membership and coaching is her no-holds-barred, fluff-free advice.

The [success strategies](#) she touts have been proven over time, are organic in nature and do not rely on platforms she does not control. “Much of what I rely on would now be considered old school,” she says, “email marketing, speaking tours — now thankfully able to be done virtually, and solid branding all still work. When done well, they work better now than they used to.”

While many of her members do have businesses that operate “online,” Pippin reminds them often that there is no such thing as an online business. “I just don’t want people to divorce themselves from the common-sense marketing and sales strategies and principles, thinking that they don’t apply to an online business. Business is business.”

Michelle Pippin relies on organic and natural marketing techniques that allow her to leave the “noisy, obnoxious cesspool” of social media to other business coaches. She is proud to have created a special report called The Women Who WOW Way that is free to anyone who asks for it. [Get your copy here.](#)

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Michelle Pippin, The Boss Next Door

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