



#ShopMilitary campaign

The #ShopMilitary idea has been put into notion by Lauren Hope of Hope Design Ltd. Her wish is to bring further awareness and support to military owned businesses. If you are a business owner, consider sharing the following on your personal feeds: an image of you and something along the lines of who you are, your business name, and how long you've been in business. Also include what you do, why you do it, and how people can support you.

Example for Facebook: <https://www.facebook.com/photo.php?fbid=10217045876043964&set=a.3775246064581&type=3&theater>



Lindsey Germono

6 hrs · 🌐 ▼

#shopmilitary As many of you know, I created **Germono Advertising Company** 4.5 years ago. There are many reasons why I created it, but mainly: I saw a need for growing businesses and I knew I could help them.

Year two I launched Drop and Give Me 20 podcast, releasing the 39th episode today. I started this because the stories I was hearing from military entrepreneurs **NEEDED** to be shared. It won an award in it's first season and we have a Facebook group: **Drop and Give Me 20** that you can be a part of!

Many iterations and adaptations will roll into my business. I do not make a lot of money. I make less than I did when I worked for someone else. But I lay my head down at night knowing we are making a difference for others and I never want that to go away in anything I do. I have never experienced so much joy in my work as I do with my agency.

If you have the opportunity, consider selecting a military-spouse owned business when you need a product or service. We are makers, creators, project managers, suppliers, coders, providers, and game changers. If you want to do this but aren't sure which businesses are owned and operated by a military spouse, just ask me. I am absolutely certain I know of a business or can find one that will fit your needs.

This post is part of a broader effort by **Lauren Hope**.

Edit: the photographer of this amazing shot is a military spouse, **Kaylee Mitchell**. Makeup by another military spouse, **Melanie Simon**. Hair by military spouse **Vanessa Hefty**. The room is at a military spouse's residence **Katelyn Tinsley**.

Then, you will want to create a similar post on your business feeds. For this, you can use the plural or speak in the voice that your organization has.

Example for Facebook: <https://www.facebook.com/GermonoAdvertisingCompany/posts/978966142311018>



Germono Advertising Company
Published by Lindsey Germono [?] · Yesterday at 6:40 PM · 🌐

We could not be more proud to support one of our coaching clients and see her beautiful work on the one and only Mrs. Pence!

Check out her piece below and search for the hashtag [#shopmilitary](#) to support military owned businesses!

HOPEDESIGNLTD.COM
Dear Mrs. Pence, | hopedesignltd
I am beyond speechless. Yesterday, you truly "walked the walk" with your...

If you feel stumped, or the verbiage feels unnatural to you, you can still help bring awareness! You can search the hashtag [#ShopMilitary](#) on any social media platform and simply share the post. Consider setting your post to public It is more advantageous to use your business profile to share this because your personal privacy settings will only reach a limited audience.

Don't forget to post to [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#), too.

How did this start? See [here](#) and the response [here](#).