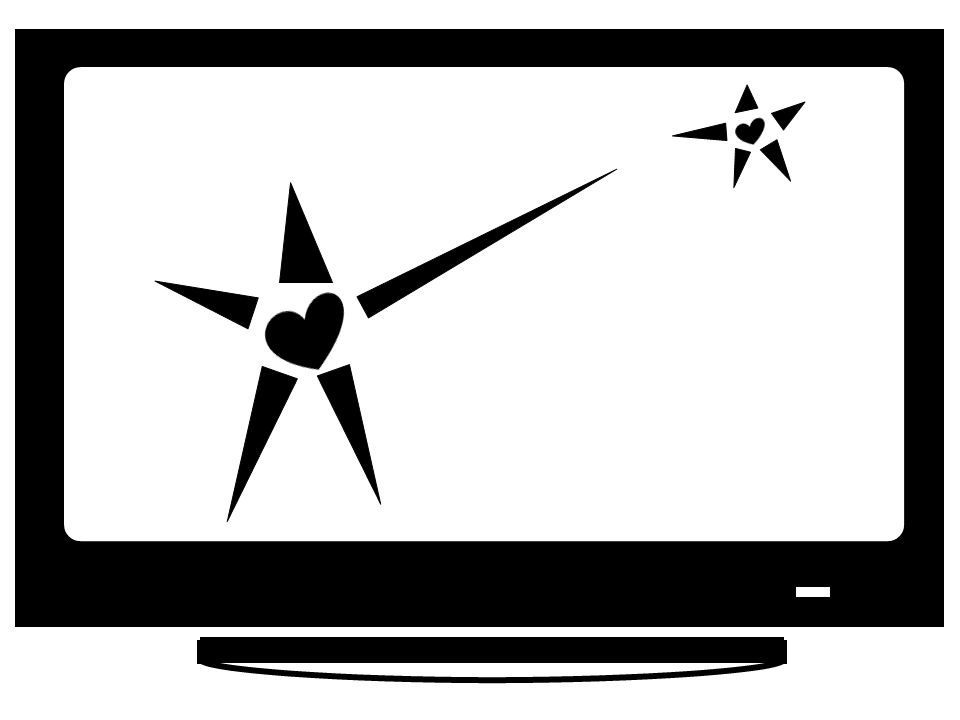
**HOW MARKETERS KEEP WOMEN IN THEIR PLACE**

**IT’S EASIER TO MARKET TO MOMMIES**

**ROLEMODEL**

**ENTERPRISES**



By Lisa Schaefer, Ph.D.

http://RoleModelEnterprises.com

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## INTRO

I went to a baby shower for a friend. Those with kids sat around talking about poop. Really? This is Washington, DC, and the best topic we’ve got to discuss is poop?

## CHAPTER 1

Billy Chavira

## CHAPTER 2

Susan Vales

Adopted children

Jackie Seibert

## CHAPTER 3 HOW SOCIETY ENFORCES/ENABLES MOMMYISM FOR MARKETERS

Even Hillary Clinton had a token baby. At least she doesn’t brand herself as a mommy.

## CHAPTER x HOPE FOR NON-MOMMYS: NOBODY IS HAVING KIDS LIKE THEY USED TO

As soon as we figured out how to stop babies, we did. Several of the kids I went to grade school with had over ten siblings. Now, none of those kids have more than four children. Several of them have none. Some of those kids are gay. God’s way of saying, “Enough.”