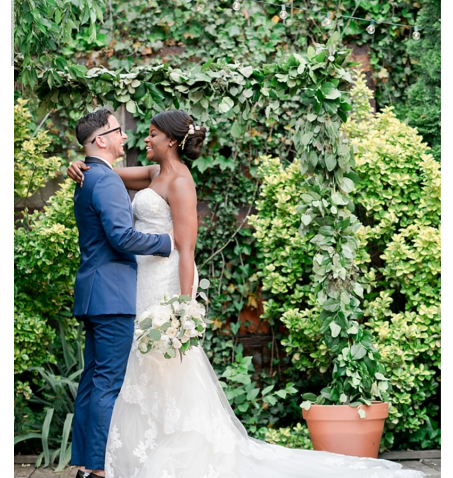


9 QUICK TIPS TO BEING EQUALITY-MINDED®



"Being equality-minded is a mindset. It's the way you communicate, it's the way you run your business, it's just HOW YOU ARE." -- Brittny Drye, Love Inc.

01

Use gender-neutral language in your website copy, contracts and all marketing materials.

02

Ask clients for their preferred pronouns and include third-gender title Mx when applicable.

03

Donate your money, time or services to LGBTQ+ rights organizations.

04

Include LGBTQ+ imagery in your portfolio and social media.

05

Make sure your preferred vendors are equality-minded® as well.

06

Include testimonials from LGBTQ+ clients on your website.

07

Make sure you and your staff refrain from using heteronormative language when communicating with couples.

08

Physically go through the communication process your clients go through -- initial inquiry form, any auto responses, questionnaires, documents and contracts -- and make sure you're using gender-neutral terms.

09

Share LGBTQ-inclusive badges or published/advertiser badges from equality-minded® publications on your website.