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Real Women Talking Across the Nation A New Online Community to Share Real Life Challenges

NEW YORK, NY -- What's the easiest way to get women talking? Ask them a question, and give them the opportunity to be heard! That's exactly how Real Women Talking, a new online community and soon-to-be book series offering busy and often exhausted women a safe place to vent and share wisdom with other real women talking about issues at the core of today's woman, started out.

Created by two working moms who have been best friends since college, Real Women Talking is an avenue for women to share thoughts and feelings on a host of topics from the challenges of being a woman today to marriage and motherhood. Hearing a pervasive need to do some real talking, Shari Berman and Jennifer Finkelstein, co-founders of Real Women Talking, collaborated on a questionnaire with a three-fold purpose: to stimulate a necessary dialogue on critical issues women face today, offer women the opportunity to vent, and make them feel good by doing so.

"We turned every day conversations between women at work, on the soccer fields, at birthday parties and over a cup of coffee into a questionnaire in order to better frame the issues challenging women today," said Berman and Finkelstein. "Women who participated told us that we not only stimulated their thinking, but that they found therapeutic value in contributing to this growing chorus, and the responses we received were full of honest and at-times humorous anecdotes of plenty of women trying their best to 'do it all' without losing their minds."

Through the website, women have an opportunity to answer ongoing questions about everything from choices to marriage, child-care to self-care, Halloween costumes to date nights, female-friendly careers to family-friendly policies (or lack thereof). Responses

are turned into quotes that spur a meaningful discourse with real women from all across the nation and beyond, while offering women resonance, validation and wisdom. “Our hope is these quotes have the potential to lead to changes in both the way women are judged because of the choices they’ve made, and to the implementation of some much-needed policy changes, such as more family-friendly policies in the workplace,” said Berman and Finkelstein.

In addition to the questionnaires, other ways for women to interact with one another are through the Real Women Talking Community and e-cards. The Real Women Talking Community is an interactive place for women to comment on and see what others are saying about everyday topics such as work/life balance, motherhood and marriage. Women also have the opportunity to send friends free e-cards comprised of Real Women Talking quotes such as, “Being a happy person makes you a better mother,” “Being a woman today is exhausting,” and “At the end of the day, tell yourself what you did, was enough.” These e-cards offer words of wisdom and encouragement passed on from one real woman to the next.

“Our goal is for Real Women Talking to become a book series that acts as a vehicle to help women process their own needs in relation to others and to empower women to feel good about their own feelings, thoughts and choices,” added Berman and Finkelstein. “For only by encouraging women to be candid about the real ways we live, can we begin to engage in the self-care we women desperately need to better balance our lives.”

About Real Women Talking

What started out as a simple conversation between friends about today’s motherhood, Real Women Talking spun into a website and soon-to-be book series leading a rich nationwide chorus about the ways in which countless women are living, talking and trying to exhale today. Real Women Talking aims to engage women in some serious water cooler talk, book club talk and everyday conversations about life “choices,” work/life balance, self-care and other issues causing women an existential and everyday guilt. To add your voice visit Real Women Talking, “like” us on Facebook and “follow” us on Twitter.

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