

Women Cyclist

For women who love bicycles and the men who love *them*!

www.womencyclist.com



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The Story:

Back in 2008, RaeLynn Milley threw her leg over the hybrid bike her husband had given her years before, which had somehow remained in the garage while she watched professional cycling on television. Like most women, RaeLynn had fears of riding in traffic, clipping in and out without falling, crashing and the humiliation of squeezing 40+ year old thighs into spandex shorts.

But it didn't take many pedal strokes until the daily ride became an obsession that led to setting a century goal, learning more about bikes, acquiring new skills, trying her hand at racing that first time trial; then stage races. From those experiences, RaeLynn decided to spread her new love for the bicycle to other women, as well as infiltrate the boys' bike shop and the cycling industry. The concept was to create a unique business that doesn't segregate women, but teaches women to be better cyclists, more educated buyers and helps the industry to better serve the needs of the female cyclist.

It isn't just about getting more women to ride; it's about engaging women to be a part of the culture and community of cycling while empowering them to take on new experiences within the sport for better health, spirit and strength...

~~ for with these tools, women will breathe new life into the sport, nurture it to its full potential and celebrate in its growth...it's what we're built to do and what we do best~~

Coaching Services:

- **Camps**

Custom designed 2-7 day cycling camps for all levels of riders, designed to meet your specific needs, location and desired result. Affiliate coaches involved in execution, logistics team if needed. Rates vary and are quoted on individual events. Minimum requirements must be met. • Women Cycling Summit; a women's cycling training camp for riders of all levels. This camp takes place every year in the Santa Ynez Valley, CA. Group is limited to 20 participants. Price varies according to hotel choices. Groups of 5 or more can receive additional discounts. Sponsorship opportunities available.

- **Clinics**

1-3 Day Topic Specific Cycling Clinics; Bike Maintenance, Skills/Handling, Time Trialing, Race Techniques, Endurance Training, Your first Century Ride and many more topics available. Locations and Pricing vary. Can be done for bike shops, clubs, groups, manufacturer product launches, demo truck events and/or private individuals.

- **Private lessons**

Booked with RaeLynn or an affiliate coach for work on a specific need. These are on the bike sessions. 1-2 hour minimum. \$100.00 an hour plus travel expense and/or housing/food dependent on location/circumstance.

- **Tours**

Private, custom point to point or single location riding tours for women/men. Guided or semi-supported. Prices vary.

Bike Shop Event Participation:

- **Clinics** • Evening or one day events that utilize a shops' mailing list and marketing to draw participation and attendance at the shop. Designed by RaeLynn with shop guidance. Wide variety of topics include, but are not limited to: bike maintenance, flat repair, buying a bike, bike part knowledge, safety/skills, cadence, fashion and more.
- **Fashion shows**
- Working in conjunction with your vendors/ reps to produce an evening fashion show to promote their brands and produce a “pre-buy, win-win, low investment” event to drive shop apparel sales.
- **Promotions**
- Promotion of your shop event via social marketing, pre-event socials, rides and/or other event attendance to generate awareness.
- **Demos**
- RaeLynn can attend demo event to support your staff and specifically address the female athlete needs. Also can be a women's specific day to promote women's cycling, demo product and/or Q & A about anything related to bikes for those who may be new to riding or just thinking about getting a bike. Goal: Sales.

All events priced individually. Non-refundable deposit required.

Marketing Consultation:

- **Coaching Business Design**
 - Consult for new coaches on specific market niche, pricing, product design, social media, website and marketing strategy.
- **Product Design/Review**
 - For bike, component, accessory manufacturers, clothing companies, product and nutrition companies with new product needing feedback on quality, design, marketability and general performance.
- **Female Friendly shop review**
 - In person visit to your shop to assess meeting the needs of your female clientele. Full day experience.
- **Secret Shopper Experience**
 - Often used in conjunction and prior to the Female Friendly shop review. A series (1-3) of mystery shop visits to gather feedback on customer service at your location.

All above services priced individually. Non-refundable deposit required.

The Traveling Wrench Program: New 2016

This program involves a one month commitment with shops or organizations that want to grow their women's market, but maybe don't have budget to add a full time person. Basically this program takes the 3 steps of the podium to a win-win-win for all parties.

- RaeLynn works in your shop approximately TBD hours a week participating in women's rides, clinics, events and general shop sales. Historically, having a female in the shop brings in more females.
- Half of that time the shop provides RaeLynn with apprentice hours as a mechanic; learning your brands and service techniques. This helps me get needed experience and shows a presence of women in the "pit", making service more approachable to your female clientele. Note: RaeLynn is a graduate of the QBP Women's Mechanic Scholarship and a certified bike technician from United Bicycle Institute.
- During the month RaeLynn helps build your women's base, get key neighborhood ambassadors (female) to help continue your efforts and build social media presence for the shop with female riders. This helps you build a relationship that can provide better service and more active participation and attendance of females into your business.
 - Payment for this service varies, must be scheduled and paid in advance. Payment includes one month private lodging, salary plus food/gas expenses, car rental/flights if applicable, bike shipping, and a non-refundable deposit. No commissions paid for sales.
 - Program is customizable to your needs and each will be designed to best suit all parties involved.

Partner Relationships:

Woman Cyclist, (AKA RaeLynn and her affiliates) want your brand to be seen, used and purchased by the female athletes we come in contact with. Please contact us to have your brand featured at our events/and/or by our coaches for social media promotion.

Women and Fitness statistics:

1. Health club membership grew 139% between 1987-2007, to 41.5 million.¹
2. Women account for more than half (52.7%) of all fitness equipment purchased.²
3. 73% of women report they are the primary users of fitness equipment purchased.³
4. 56% of women say that seeing successful female athletes makes them proud to be a woman.⁴
5. The market for women's fitness apparel is going mainstream. "Women wear their active wear as leisure wear right now."⁵
**"Women's Sports and Fitness Facts and Statistics." *Women's Sports Foundation* (2009), "Women's Sports and Fitness Facts and Statistics." *Women's Sports Foundation* (2009).
National Sporting Goods Association (2011)., *Women's Sports Foundation*., Perreault, Josée. *Global Business*, Oakley. *Business Insider* (2013).,
*Information/Statistics from The
Female Factor webpage.**

Testimonials:

RaeLynn Milley is one of the most unique and inspiring cyclist/coach that I've ever met. She has that attracting personality that just makes you want to hang out with her. She is someone who can do anything that she puts her mind to. As a Coach she has that natural ability to inspire and motivate clients to achieve goals that seem insurmountable for the client. RaeLynn Milley is one who you want in your corner, she gets it done. ***M.H. USAC Level 2 Cycling Coach***

RaeLynn has transformed my life! The skills she has instilled in me on my bike go with me where ever I go. I see others struggle on their bikes, be it in athletic performance, riding safely and skillfully or just enjoying the bike and I am SO thankful that when I first got on a bike she was (and continues to be) there for me. ***L.O. Agoura Hills, CA***

RaeLynn's energy and enthusiasm for Women's cycling and cycling In general is incredible. That energy, enthusiasm and commitment had a huge impact on my life and business when we opened.

Mike Grace - Santa Clarita, CA

RaeLynn is a coordinating wizardess. She keeps all the plates spinning, has all the details squared away and everything you need at her fingertips -AND she makes it look easy and always looks fabulous!

K.K.-Boulder, CO

RaeLynn is passionate about growing the sport of woman's cycling and is gifted with the ability to organize events which bring out this passion in others. She is also a great coach whose priorities are safety and skills.

S.B. Westlake Village, CA

"RaeLynn is the most tenacious person I know. She has the skills and the motivation and marketing knowledge to make things happen. To either learn how to ride a bike, to coaching new riders, to being a published magazine contributor, she has taken on each new challenge and made a career out of it. When I met her, she was a novice rider. She is now an accomplished cycling coach and mentor to many women who look up to her for her knowledge and skills. I highly recommend RaeLynn to anyone who needs a consultant, a trainer, or sales and marketing advice who has a great perspective on cycling and to the greater degree, needs of women cyclists." ***Joel Richman***

"RaeLynn's creative thinking gives her the ability to work in many aspects of marketing support. Her attention to detail and organization takes any project from a possibility to completion in a timely, affordable manner." ***M.S. Suid Studios, NYC***

RaeLynn has a fresh, uncluttered approach to marketing –it is a unique asset and one that has led to her success at marketing anything from sports to science. Her people skills and inquisitive nature allow her to find answers and solutions in the most unlikely places—those most of us would never have imagined searching. ***L.S. Crown Bioscience, San Fran/China***

Noteworthy:

EDUCATION

- USAC Level 1 Cycling Coach of Distinction, Certified Skills Instructor #282652
- United Bicycle Institute completion of the Basics Mechanics Course for Women July 2014, recipient QBP Women's Mechanic Scholarship 2016, Certified Bike Technician United Bicycle Institute
- Body Geometry by Specialized Bike Fit Class
- Spin Instructor
- UCLA Writers Short/Long Fiction 2 year Certificate Program, Los Angeles, CA 12/15/2005-2008
- **WIN Seminars:** Vic Osteen/Larry Winget Public Speaker Training, Los Angeles, CA 2006

INTERESTS • Voted Southern California's Most Influential Women of Cycling 2010

- Cycling-- Outdoor Fitness – Travel – Reading – Homelessness solutions – Writing – Internet/Social Marketing—Grow Your Own Food Initiatives—Camping—Hiking

REFERENCES

- Jill Gass, Revolution Coaching 805-637-5638 coachjillgass@gmail.com
- Mike Grace, Bicycle John's Santa Clarita 661-254-7300
- Zapata Espinoza, zap@roadbikeaction.com 661-295-1910
- Joel Richman, (Previously owned Agoura Cycles) 805-312-2162

CV/Resume

WomenCyclist.com, Founder

I started this business with the goal of getting more women to ride bikes. I marketed the business by utilizing grass roots events and social media platforms to inspire women to “get out and ride”. Some of the women ride, some race, but all have found an inner-passion that I'm proud to have helped bring out.

- Inspire women not only to ride, but to set high goals in training and for some, even inspire them to become coaches and business owners using their athletic endeavors.
- Coordinated, organized and marketed group training rides, single & multi-day tours, cycling clinics/camps throughout Southern California.
- Coach beginner to intermediate cyclists on skills, road safety and training methods/plans.
- Adviser to Board of Directors and Founder of B4T9 Woman’s Cycling Team. Activities include fund raising, branding/communications, sponsorship, recruitment, mission statement, and social media work.
- Advocate for growth in Woman’s cycling via social media/public relations networks; Facebook, Twitter, Friend Feed, Instagram, blogging and email database mailing.
- Consultant for a variety of entrepreneurial ventures, personal coaches and non-profit organizations to coordinate branding, grass root event production and promotional marketing strategies and fund raising efforts.

CV/Resume cont'd

Road Bike Action, Contributing Woman's Editor; print and online 2009 - Current

- Partnered with the editors of RBA to create the first woman's editorial page, *Girl Talk* to promote woman's cycling and awareness on a national level. The focus is to educate by providing informative bike tests, provide exposure to woman's products, report on cycling news, write training articles geared to beginners and enthusiasts, interview both professional and non-professional cyclists for the woman's feature section of the magazine.
- Coordinated content acquisition and search out interesting marketing angles that provide exposure for woman's cycling at industry trade shows.
- Attend cycling events to report on woman's related activities and professional races, interview professional athletes, create contacts in industry for advertising benefit.
- Leveraged this position in media to enhance Women Cyclist business

Women's Dept. Manager at Boulder, CO based bike shop. May 2015 –May 2016

- This position was to entail all the aspects of building a women's department that included but wasn't limited to buying, ordering, event planning, ambassador/ride programs, sales, etc. Unfortunately, due to a change in management and ownership the position was never allowed to blossom and was eliminated. No performance issues were recorded and I was disappointed at having put forth a great effort that went away for the community as new management put women's issues on the back burner.

CV/Resume cont'd

- I did however gain valuable knowledge for future bike shop owners to improve and implement these programs into their stores. I hope to be able to share with the masses what I have experience and learned.

Sponsored Athlete/Retail: Bicycle John's/Serious Cycling Agoura Hills

2009 – February 2012

- Lead weekly shop ride including route selection, PR/Media, coaching, pre/post ride debriefing, helped athletes with retail selections after rides/events.
- Established Marketing program via email sent to Southern California riders via database list management program
- Plan and execute cycling events for groups of up to 100+. Events were clinics, fashion shows, men's nights, mechanic info sessions, group rides, fund-raising/charity events, cycling movie events, grand openings and more. Created network contacts in the area and cycling industry to aid in growth of the business with multiple brand partnerships.
- Sold bikes to riders both female and male as needed.
- Lead weekly shop rides, coordinated route slips and awareness via social media. Lead specific woman's no-drop rides.

CV/Resume cont'd

**Retail Salesperson/Event coordinator/USA Cycling Coach Agoura Cycles, Thousand Oaks, CA
2007-2008 Sold high end road/mountain bikes, apparel, and other cycling related products.**

- Coordinated maintenance clinics at shop for groups such as AMGEN, Moms in Motion, local bike/triathlon clubs, etc.
- Consulted with shop owner on woman's specific products and brands to grow this aspect of the bike shop inventory. Attended industry trade shows.
- Organized training rides for groups preparing for triathlons, century and charity rides. Choose route and lead/or sweep Saturday morning shop rides.
- Assisted with bike fits and demo bike rides.
- USA Cycling Certified Coach and Certified Skills instructor; I train cyclists who are new to road riding on various beginner skills such as gearing, riding in traffic, hill climbing, equipment, clothing and nutrition.
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La Bella Preme, Marketing & PR Coordinator July 2012 – May 2013 Special Project for Event 360

- I was able to utilize my passion for getting women to ride and leverage social media and professional media connections to facilitate the creation of a large scale woman's cycling event.

CV/Resume cont'd

- Coordinated the creation of an all-woman's cycling challenge including, but not limited to: fundraising, branding, logistics, site/route planning, sponsor relations, website, social medial plan, trade show visibility and long term management of property goals/charitable aspects/growth plan.
- Organized and coordinated with multiple departments for product creation, event production, social media, sponsorship package design, outside PR efforts and marketing to drive participation in the event both for riders and sponsors.
- Created the “voice” of the targeted rider/athlete/woman in order to motivate and inspire a team of non-cyclists within Event 360. Carried that “voice” into the social media program to inspire the participants.

Contact Information:

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Road Bike Action Magazine: “Girl Talk” Feature Editor www.roadbikeaction.com

Twitter: [WomenCyclist](#)

Facebook Fan Page: [Women Cyclist](#)

Instagram: [WomenCyclist](#)

Linked In: [RaeLynn Milley](#)