Company: Security Done Easy
Company Description: Security Done Easy helps women and LGBTQ+ small business owners protect their businesses from cyber attacks without having to become tech experts. Our vision is to empower woman and LGBTQ business owner to grow boldly alongside other small businesses, knowing their businesses are secure.
Nomination Category: Innovation in Social Media Channels Categories
Nomination Sub Category: Best Female Business Blogger of the Year
Nomination Title: Closing the Gap for Women-Owned Businesses

1. If you are providing an essay, enter here up to 625 words describing the innovative achievements of the nominated person since July 1 2023:

   Total 624 words used.

   Since 2024, Security Done Easy has redefined what a business blog can be for women entrepreneurs. In a space dominated by fear-based messaging and inaccessible jargon, we've built a cybersecurity blog that is plain-English, trauma-aware, and unapologetically empowering. The result is a fast-growing, highly engaged community of business owners who are finally taking control of their digital safety—without needing to become tech experts.

   ### Closing the Gap for Women-Owned Businesses

   Most cybersecurity resources are written for large corporations or technical audiences, leaving women small business owners overwhelmed and unprepared. Security Done Easy was created to close this gap. Every post is written with empathy, clarity, and a touch of humor—removing barriers of intimidation and replacing them with actionable steps entrepreneurs can actually follow.

   ### Innovation Through Accessibility & Trauma-Awareness

   Unlike typical blogs in this space, ours is trauma-aware. Our founder, Alexia Idoura, a CISSP-certified cybersecurity professional, also certified as trauma-aware, understands that fear-based communication can paralyze entrepreneurs. Instead, posts like "Cybersecurity Without the Fear Factor: How Trauma-Informed Practices Keep You Safe and Empowered" help business owners move past anxiety into confident action.

   ### Real-World, Relatable Storytelling

   We make cybersecurity approachable by tying it to everyday experiences. Posts such as "The Tea App Data Breach: What Every Woman Founder Needs to Know About Protecting Her Customers" use storytelling to keep readers engaged while delivering serious lessons. Other posts, like "Best Practices for Securely Sharing Passwords with Virtual Assistants and Other Contractors" and "The Business Woman's Guide to Cybersecurity While Traveling: Protecting Your Data On the Go", provide practical guides tailored to modern women owners working with VAs, traveling, or managing remote teams.

   ### Multi-Channel Engagement & Community Building

   The blog doesn't live in isolation. Each Monday, new posts are shared on our LinkedIn company page and reposted on Alexia's page, where they spark discussion and exchange among entrepreneurs. Engagement is strong, with comments like:

   - "This resonated so much! Starting feels so overwhelming that I tend to procrastinate. Love your tips!"

   - "I often feel like I don't know where to start when it comes to security tasks! Can't wait to read this!"

   - "Such a great guide! It is so important to make sure you are safe while working from home."

   On Fridays, the conversation continues with Phish & Tell, our witty weekly newsletter, which ties blog content into an ongoing dialogue with subscribers. This integrated ecosystem—blog, LinkedIn, newsletter, Facebook, and Instagram—ensures cybersecurity stays top of mind in ways that are consistent yet fresh across platforms.

   ### Demonstrated Growth & Recognition

   In under a year, our subscriber base has grown to 1,107 readers, with blog views increasing by 217%. Beyond metrics, the blog has attracted recognition from entrepreneurial networks such as The Entreprenista League, highlighting our founder as a thought leader advancing the conversation around security for women-owned businesses.

   ### Impact Beyond the Blog

   The most powerful evidence of innovation is the impact our content has on readers. Comments regularly mention overcoming fear, finally taking first steps, or rethinking business practices after reading a post. One reader shared: "I never realized how many little things at home could turn into security risks. Appreciate the real-world focus here!" Others connect to the relatable tone, saying "You always give us so much to think about! The only thing I could think about the popcorn recipe was 'how rude!' lol"—a sign that even technical content can be enjoyable, memorable, and human.

   ### A Blog by and for Women

   Few cybersecurity companies position themselves so explicitly as serving women entrepreneurs. Our founder is not only CISSP-certified but also LGBTBE-certified, with pending women-owned certification. That lived perspective infuses the blog with authenticity, inclusivity, and a clear sense of mission: security should not be gatekept, and women business owners deserve to thrive safely online

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, describing the nominated person, OR an essay of up to 625 words? (Choose one):

   An essay of up to 625 words

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Attachments/Videos/Links:

Closing the Gap for Women-Owned Businesses

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