

WomELLE

No. 16 - Feb. 2019

MAGAZINE

6

KEY CONCEPTS
TO ACHIEVE
SUCCESS

THE TIME TO
WRITE YOUR
BOOK IS NOW
AND HERE'S HOW

7

NEW RULES
FOR TODAY'S
WOMEN
LEADERS

BE PERFECTLY IMPERFECT
SAMANTHA DIANE

www.cause.womelle.com

We Can Spread Love By Giving Back!



WHO WE ARE

WomELLE for a Cause is a 501(c) (3) non-profit organization for women. WomELLE for a Cause provides yearly mentoring program activities for women to fulfill their potential. We guide and support women who do not have the means to advance. In 2019, we are supporting women with the following Programs: Job Hunter, Wompreneurs, Writer to Author Club and Clear Life Path.



WomELLE Magazine is a leadership and business magazine for women.

February, 2019 - Issue 16

The magazine is published every month by WomELLE, Corp. Contents of this publication may not be reproduced in any form without the consent of the publisher.

Visit our website at www.womelle.com
Read it. Get it. Share it.

FOUNDER/CEO Naghilia Desravines
PUBLISHER WomELLE, Corp.
EDITOR-IN-CHIEF Leslie Thomas Flowers
ART DIRECTOR Atmane Laouati
MARKETING MANAGER Lorraine Hart
DIRECTOR OF PARTNERSHIP Rainer Finck
DIRECTOR OF OPERATION Schnyder Francois
DIGITAL MANAGER Diane Vila
Write for us: submissions.womelle.com

SUBSCRIPTIONS

Print Subscription: \$88.00 for 2 years
Digital Subscription: \$18.00 for 1 year
Single Copy: \$7.99
www.womelle.com/subscribe

The mission of WomELLE is to support and promote women in all aspects of business and leadership to ensure advancement. WomELLE Magazine covers information ranging from diversity women in leadership, business, tech, marketing, wellness and entrepreneurship. Every issue includes HER Story, interviews, discussions, fit for success, ask the coach, women in tech, write coffee repeat and women empowerment. We provide the latest, most important professional women stories, covering every industry, business and profession. This includes up-to-date statistics on leadership, as well as business trends. We offer women the opportunities to write for a national magazine, along with being a published writer.

@WomELLE

@WomELLE

©2019 WomELLE, Corp., All Rights Reserved.

FROM THE EDITOR



Leslie Thomas Flowers
Editor-in-Chief

Before we know it special days of celebration of and for Women will be upon us. Always on my mind is, how will I influence women to know their value and “ask for what they deserve, and be paid.”

With March being Women's International History Month, followed by April 2nd, proclaimed Equal Pay Day in the United States of America by US Department of Labor, I realized that our Magazine goes a long way to help women close the wage gap for themselves (long before mid century when expected), and for others being the role models of women in 21st century business. What women are missing is vital information on how to achieve and maintain success in 21st century business, when we're just beginning to stick our toes in the water of success. The intention of WomELLE Magazine is for you to become aware of new information that when it resonates with you, you can choose to apply to influence your own results. We are one another's teachers, after all.

This month we are opening a Coaching Corner where you can Ask the Coach questions and get answers filled with ideas and solutions for your next steps and maintain mindset balance.

Next month we are opening a Health Corner where experts in health and wellness will share a variety of ways to maintain health and physical wellness.

And watch for a Letters to the Editor Corner so be thinking of great ideas for us all, please.

As you move toward what you want, watch closely for what you want (people and opportunities) to show up on your path, before you know it. It won't be a coincidence, but rather a pure reflection of who you are for people and how you are feeling.

Leslie Thomas Flowers

FEBRUARY 2019

CONTENTS

LEADERSHIP

- 6 HOW TO INSPIRE OTHERS THROUGH STORYTELLING
BY LUCI MCMONAGLE
- 8 7 NEW RULES FOR TODAY'S WOMEN LEADERS
BY TRINA RAMSEY
- 10 THE MISSING ELEMENT IN THE GOAL SETTING PROCESS
BY TRACIE L. JAMES
- 12 POWERFUL WOMEN STEP INTO THEIR OWN LIGHT: 6 KEY CONCEPTS TO ACHIEVING SUCCESS
BY MAGGIE GEORGOPOULOS

ENTREPRENEUR

- 18 SELF REALIZATION AND THE FEMALE ENTREPRENEUR
BY DEBORAH BISHOP

MARKETING

- 20 4 EFFECTIVE SEO TECHNIQUES TO DRIVE ORGANIC TRAFFIC IN 2019
- 21 SUCCESSFUL MARKETING TRICKS FOR YOUR BUSINESS

WOMEN EMPOWERMENT

- 22 THE BALANCE BETWEEN SAYING YES OR NO...
BY MICHELLE BRYANT
- 24 CREATING PURPOSEFUL RESILIENCE
BY MYRTHA DUBOIS

BUSINESS

- 26 WHAT ARE YOUR GOALS FOR THE NEXT 30 DAYS?
Building one on eBay can be rewarding and fun.

FIT FOR SUCCESS

- 27 ENTHUSIASM ISN'T ENOUGH! EXTRAORDINARY SUCCESS WILL REQUIRE MORE
BY RHONDA KINARD

6



32



10



36



20



40



27



48



GET INSPIRED

- 30 BRIDGING THE GAP
BY DIVYA PAREKH

COVER STORY

- 32 BE PERFECTLY IMPERFECT
BY SAMANTHA DIANE

NEXT LEADER

- 36 ANN MEI CHANG
Author of LEAN IMPACT: How to Innovate for Radically Greater Social Good
BY NAGHILIA DESRAVINES

- 38 SHERRIE BROWN
The Author of Eternal Knot Series
BY NAGHILIA DESRAVINES

HER STORY

- 40 CHASING DREAMS — SARA BLAKELY'S EXTRAORDINARY STORY
BY PREETIKA CHANDNA

HER BUSINESS - HER VOICE - HER CONVERSATION

- 42 AN INTERVIEW WITH THE MULTIFACETED SANDRA DEE ROBINSON
BY MARGO LOVETT

ASK THE COACH

- 46 MANAGING FAMILY IN A FAMILY BUSINESS
BY KIRSTEN BLAKEMORE

WRITE COFFEE REPEAT

- 48 THE TIME TO WRITE YOUR BOOK IS NOW: HERE'S HOW
BY LAURA MCNEILL

WOMEN IN TECH

- 52 KEEPING CYCLISTS SAFE WITH THE LIGHT
- 53 CES CANCELS AWARD FOR LORA DICARLO'S OSÉ

HOW TO INSPIRE OTHERS THROUGH STORYTELLING [FOR WOMEN]

BY LUCI MCMONAGLE

The world is full of all kinds of different souls. Each one possesses a gift or two, bestowed by the universe as a blessing, which enables them to contribute toward society and make our journey here on Earth slightly more pleasant. Some are blessed with adroit hands, which they use to create great things like airplanes, spaceships, breathtaking infrastructures — Glorious achievements of mankind. Some are blessed with a flair for creativity, which lets them beautify the world with art. Some are given the gift of medium ship, which they use to help distressed and stuck people. However, some lucky individuals are blessed with the ability to lead, guide, and assist people towards success!

A great many people argue that leaders are born, not made. However, the majority beg to differ. Leadership, like most of the other skills, can be acquired over time with consistent dedication and commitment. It is not to be mistaken with something that is only meant for certain souls. Anyone can be a leader; they just have to work hard to manifest that quality. And it gives me great pleasure to say that after centuries of being perceived as a masculine role in many societies, today, many inspiring women are challenging the status quo and inspiring others with

their leadership positions.

With that in mind, what does it really mean to be a female leader? For starters, it's much more than telling people what to do and/or showing them how it's done. To be a leader is to inspire others with every little action that you do. It is to motivate your followers to become the best versions of themselves. It is to show them the right path with effective communication. It is mostly about

multinational corporation, or a manager at a retail store, sharing your stories with your followers/employees/teammates the right way is the secret behind motivating them. Here are some tips that you can follow to tell a great story as a leader:

1. Show More, Tell Less

Remember: There's nothing more inspiring than watching a woman making the effort to keep her team together. This may sound confusing at first, but

in your day-to-day actions. For example, if one of your stories revolve around the idea of hard-work, then your routine should reflect that. Work hard and set benchmarks for your followers.

2. Set the Stage for Your Story

This is the point before you actually start to tell your story. You may choose to do this however you like (share your story with everyone at once in a meeting, or with a certain individual that needs counseling). In any case, you need to build up your story. It needs to be relevant to the conversation, hence, before you start telling your story, you need to divert the discussion to the relevant topic. Setting the right stage for your story will definitely give it a significant weight and make it far more inspirational for others.

3. Connect Your Story with Your Listeners

How you end your story is just as important as how you start telling it. The story would leave absolutely zero impact on your followers if you do not come up with a way to connect it with them. This connection could either be positive or negative, depending on your purpose of telling the story. For example, if you are telling an inspirational story about yourself or someone famous, you have to end it by telling your followers that they should strive to follow in those footsteps. Or, if you are telling an eye-opening tale of a failure, then you should end it with a warning. This will affect them on a spiritual level.

ENDING NOTE

Story-telling is an art that extends beyond mere words. It's an art that involves setting examples with your actions. And if, at the end of the day, you are not able to inspire others, then there is no point in trying. So, keep on experimenting, find out new ways to motivate your followers, and conquer the world. I wish you best of luck!





7 NEW RULES FOR TODAY'S WOMEN LEADERS

BY TRINA RAMSEY

One of the things I love about being a woman leader in the new millennium is how much times have changed. There is an overt recognition of feminine energy and the benefits it brings to leadership. There are also very public cautionary tales about how men have sometimes messed things up with bullish male-dominated thinking, acting, and win/lose mentalities. As a new year begins, it's nice to brush up our skills and remind ourselves of the

talent and power we already possess. This is a quick note to reaffirm what is, and to give women leaders, entrepreneurs and execs some encouragement to make the most of the new year. These rules are reminders of things you probably already know, with the hope that you will further embrace your personal power as the badass woman leader you already are!

Rule #1: Femininity is a plus

Use it. Years ago, women leaders were encouraged to fight against their femininity. Women newscasters were taught to deepen their voices to appear more credible. Today, it's more widely recognized how much women bring to the table as leaders. There are studies that show how much women leaders can bring out the best in their teams and build strong cultures of success as well as affirming personal value of each team member. Workforce dress norms have changed as well. I remember when I worked for IBM in the 80s, where female versions of tailored suits were the norm. Gray, black and navy blue. Pinstripe and herringbone. White starched blouses. How boring! Thank goodness we now have a broad array of wardrobe choices that don't lock us into old personas.

Rule #2: Focus on results while connecting with your people

There are some managers that look at results only, without recognizing that what they are managing involve people who have personalities, families, and personal lives. Work your plan and be prepared to be firm but understanding when something goes awry. I've found that the best policy is to lead with confidence and inspire the loyalty of the people who work for you. Similarly, managing up is a great skill to have. You can work with your manager, board members and peers to bring them along without being combative.

Rule #3: Take credit for your good work

Women are sometimes groomed to be humble. We don't step up and take credit for a job well done. Some of us are uncomfortable being in the limelight. When our work is recognized, we pass it off to the good work of the team. Sometimes this behavior can cost us opportunities for promotions or business deals, and we are left wondering what happened. It's ok to talk about your work — especially if you are in business for yourself. Self-promotion is not shameful; it's necessary in order to thrive and succeed in today's economy.

Rule #4: Take care of yourself

Some leaders work themselves to the bone. They are always on, and work through weekends and vacations. Is this you? No matter how invested you are in your work or your business, you have to find a way to unplug and take care of yourself. I am coming off of a year of constant churn and ended up being sick for weeks at the end of 2018. I realized that I needed to realign my energies so that my health, spirit and joy were also priorities, which is one of my goals for 2019.

Rule #5: Stop apologizing

Some women automatically apologize for anything, whether it is their fault or not. They apologize for having a different opinion: "I'm sorry but I have to disagree." They qualify their ideas by saying things like, "I don't know what you think about this, but..." as if the other person's opinion is more important than their own. The next time you catch yourself about to apologize, reframe the statement to be something that is more affirming. This doesn't mean you shouldn't be accountable when you screw up, as we all do at times. But for some this is so woven into our day-to-day language that it's second nature. Be aware, and adjust if you

need to.

Rule #6: Just do you!

This is my personal mantra, and why I started the *Just Do You Institute for Women's Empowerment*. There is never any one way to do things. Whatever your work is, lead authentically and from your own comfort zone. Being yourself goes a long way when dealing with superiors, colleagues and your staff. Fake shows up very clearly. Don't imitate others. Find your own leadership style and be consistent with how you operate.

Rule #7: Take up space

The final rule is about owning your place in the world. In my experience, even the most powerful women can sometimes be quietly insecure and have nonetheless learned to cover it up or adjust to a more diminished existence. I spent years trying to deny my innate power and making room for other people until I was called out for it by a strong woman who saw me as I truly was, and saw me trying to hide and shrink. I am eternally grateful. I was seen as smart, but nice, a team player, and dependable. But when I had a good idea, I didn't share it right away in a meeting, and winced when a co-worker offered the same idea and got credit. My marriage reinforced this bad behavior. I kept valuing my ex-husband's opinion and his work, and his WORTH, over my own. I'm sure you may have some examples of your own.

These are ways to push against the insidious ways that women erode their confidence and their worth. Stand tall. Use your voice, and don't qualify your opinion. Assert your authority and your value to the team. Learn to disagree, particularly when you are passionate about your position. Hone your negotiation skills. Don't suck it up and complain to people who are not in a position to change things. Use your own power to create change.

THE MISSING ELEMENT IN THE GOAL SETTING PROCESS

BY TRACIE L. JAMES



This time of year there is a lot of conversation around goal setting. So many different approaches to accomplishing the goals we set each year. Many of us struggle and never figure out what's really blocking us from consistent success.

The traditional model of setting goals and working backwards to create a the smaller day to day tasks required to achieve them is great, but there's something missing from the equation ... establishing a foundation of what strengths you possess that will enable you to accomplish your goals.

I believe the key to consistent success is to have a clear understanding of the strengths you and your team possess that will give you the edge you need to make the goals you've set reality. Teams often fail because people are not being utilized properly. When you just look at work experience, you can miss key natural abilities. We all bring certain talents to the table and success is contingent upon us using them effectively.

As a leader, it's imperative that you learn how to build this foundation. Here are a few tips for identifying the strengths needed to accomplish your goals.

You need to go through each of these steps yourself and have each member of you team do the same. This is a great team building activity. Before you take these steps, be sure you've already identified your goals. You will need them to complete this process. Don't just think about this ... be sure to write it down in a notebook or type it on your computer/tablet. Take some time to really think this through. Give your team time to do this as well.

Step One

Often, we overlook our natural talents because they come so easy to us. We don't consider it a big deal, but others struggle in this area and look to you for help. First Question: *What favors do people ask of you all the time? What talent does this correlate to?*

- ➔ Are you the organizer or planner?
- ➔ Are you the peacemaker?
- ➔ Are you the writer?
- ➔ Are you creative?
- ➔ Are you logical?
- ➔ Are you the teacher?
- ➔ Are you the leader?

It doesn't matter what it is. It doesn't matter if you think it's a big deal. If they're calling you for it, then you're making a difference in their lives by providing your strengths to help them accomplish their goal.

Step Two

Dig deeper into your strengths. These questions will help you to embrace your strengths so you can walk into them confidently.

Answer the following questions:

- ➔ What are you great at? What areas of your life have you been consistent?
- ➔ In your mind, what's the most challenging thing about



operating in your strengths?

- ➔ What's the most challenging aspect of seeing yourself as an expert?

I encourage you to step into the power of your strengths. You're exactly the person the world needs right now to make change for the better happen.

Step Three

This exercise will bring the first two steps together. You will need a blank piece of paper.

- ➔ Write each of your goals across the top of the page. Draw a line down the page in between each so you can create a list under each one.
- ➔ Using your list of your strengths, write down the strength that would be beneficial to accomplishing each of your goals. (FYI - you will write some of your strengths down under more than one goal.)
- ➔ Once you have completed listing your goals, take moment to assess what else you will need to accomplish your goals then list them under each of your goals.

Once you and your team have completed this process; you'll be poised for consistent success. Focusing on strengths will provide a boost to employee confidence and engagement. An engaged team is more productive and successful consistently.

Your goals for the new year will hopefully add to a higher quality of work life not just for you, but for your team, too. You can be the inspiration they need to take similar steps! Shift the environment by giving your team the unexpected ... you will be amazed at what your team does once they feel appreciated, acknowledged, and empowered.

You can do this!! It's not impossible; it just requires consistent, focused effort. Identify the strengths and build your goal strategy around them. This way you know you have what it takes to accomplish your goals. #ZeroExcuses Allowed!!

POWERFUL WOMEN STEP INTO THEIR OWN LIGHT: 6 KEY CONCEPTS TO ACHIEVING SUCCESS

BY MAGGIE GEORGOPOULOS



Have you ever had that feeling that you are standing on the edge of a cliff when it comes to the next step in your career, business, or life? Not sure whether to take that step and often feel fearful about what to do next?

There are so many conflicting pieces of information on what we should be doing as women in our lives, our careers, and our businesses. What does seem to come up repeatedly are the following six keys to personal growth and true success. I also believe that it is easier to see how these work if we tie them to someone who can show us the success in them, so here are six women who I have connected with over the years and how they connect to each of these six concepts: Be Bold, Be Authentic, Be Brave, Believe, Be Aware, and Be Happy and a little more of me, to see what we have.

1. Be Bold

When you are looking to take that step forward, you need to be bold. Often it is not as out there as stepping into the complete unknown, although for many women it may as well be, it is more just taking that first step. This can be daunting for many because we are unsure of what is ahead of us, or maybe even a little afraid of what might happen. *What if this isn't the right thing to do?*

For some it can be that we feel like we are the first to do it, like no one else has done this before, or that there are no other women who have done it before. This is partly because in some cases there haven't been many (or any) women before us. This is in that we are still slowly getting the information out to the world about the trailblazers. So even if there are those who have gone before you, you won't be aware of it, even in our 24-hour news sharing society!

Even with a role model ahead of us, a mentor or coach by our side and confidence in ourselves, it is still a bold step that we need to take into the 'unknown' phase. It is bold because we are reaching into ourselves and trusting in the vision we have set out. We are trusting in ourselves and those that are guiding us that it will work out right in the end, that it will be worth the effort.

A few years back I connected with Renee Lopez, initially through Facebook and then I was lucky enough to meet up with her in person in one of my trips to the US. Renee IS BOLD in her choices. She has worked in the area of college coaching for fourteen years. As a female athlete in of itself, is bold. Female coaches at the college level and higher are still, unfortunately, few and far between. Female athletes are often treated as second class citizens. You only need to look at the way Ada Hegerberg

was treated by the emcee at the 2018 at French sports awards ceremony where she became the first women to even win soccer's coveted Ballon D'or which honours the greatest soccer player in the world for that year. The evenings emcee asked her if she could twerk. We would never see something happen to someone like David Beckham or other male athletes.

Renee not only took the bold step of stepping up and becoming a coach, one who went on to be honoured with a coach of the year title and produce all-

American athletes, she chose to remain connected to the field and help others step into the world of college sport. She has boldly stepped into the world of entrepreneurship in the same way and is now helping young people through the minefield that is college sport scholarships. Through her looking for a full-ride program, and book which will be released later this year, she runs leadership workshops, information sessions and still coaches (although in a slightly different capacity these days as an executive coach) others to boldly step into their leadership light.



Renee Lopez

2. Be Authentic

We are constantly being bombarded with mixed messages on how to be a good leader, especially as women. As mentioned in previous articles I have a pet hat of being called 'one of the boys' and an even bigger one in being told my traits and actions are masculine! These messages often make it hard for us to feel as though we are being authentic.

One of the biggest traps you can fall into is to shift your style to suit the way that someone else would do it. It doesn't even need to be as obvious as stepping into what are considered masculine traits to take on a role, or taking on the key personality traits of a person you perceive to have all the influence. When you step out of your own personality type and own strengths to appear like you 'fit in' or 'belong,' then you are going to put your mind and body at odds which will eventually catch up with you in the form of illnesses both physical and mental.

You can stand in your own authentic light, play to your strengths and keep yourself mentally and physically on even ground. This comes through the language of the communication you use. By understanding your own



Anastasia Button

communication language and that of the person you are dealing with, you can make sure you use the right language to get points across whilst standing in your own authentic self. This doesn't lead to a compromise, it allows everyone to remain true to themselves, work to their strengths and get the job done. Remember that those messages you are getting that say you are 'Scary,' 'Shouty,' or 'Bitchy,' to name a few, rather than 'Strong,' 'Decisive,' or 'Committed,' as you would be perceived if you weren't a woman!

Another wonderful woman who I met on my travels over the last couple of years is Anastasia Button, Millennial Girl, Entrepreneur and Author is the very embodiment of being authentic. I first connected with her through reviewing her book *#NewJobNewLife*, which I will say I not only gave her a five star review, and was happy to have that put in print for all to see.

As a broke roofing sales person in Denver, Colorado, Anastasia decided that it was time to create the space she had been looking for to make things happen. A millennial, caught by the credit crises in 2007/08, she made the move to not just make the space to be who she was and what she wanted to be, but also step up and help businesses understand millennials and how to gain productivity and retain their staff. *#NewJobNewLife* was the tool to share her authentic self with the world.

Not only that, Anastasia stands up to the negative view we seem to throw at Millennials and how they deal with world and has with full vulnerability on show and stepped out to share the path to being an Entrennial, as she calls it, a Entrepreneurial Millennial. Anastasia now runs the Entrennial University, which is an online university to help Millennials take that step into entrepreneurship. She has reached out to successful entrepreneurs from around the world to make this happen. At each step she has remained authentically never apologising for who she is and the fact that she might think and do things differently. We need leaders who can be different, otherwise there will be no change in the world.

3. Be Brave

Often whilst standing in your own authentic self, you need to step up bravely and take on new challenges, forging a path that no one else has before. This is where you will reach into yourself and choose to continue in your own power holding bravely and with strength to your own values and convictions to make this happen. This does not always mean you have to go it alone. Often being brave means taking the step of asking for the help or support you need and making it happen that way. It could be braveness



Judy Hoberman

in having the courage to take an action that will lead to a small change knowing that it will eventually lead to something bigger, one small change at a time.

Judy Hoberman, in her book *Walking on the Glass Ceiling* (Chapter 17: Conquer Fear), talks about the need to conquer fear. "Every person who has experienced success, has also seen their share of failures. But those who are serially successful learn from their failures, figure out how to overcome them, and conquer their fears so they can apply what they learn and try again."

Judy is not only a successful author, she is a radio show host, and international speaker. Judy has stepped out from working in the male dominated financial industry and into running her own company 'Selling in a Skirt.' I had the privilege to be on her show three years ago discussing leadership, and we truly connected over the fact that we both have things that we do in skirts. Hers: Selling in a Skirt, mine: Climbing a Ladder in a Skirt. Since then we have become friends and I really enjoyed getting to meet her in person in the middle of last year when I finally made it to Dallas.

I find that in all the bold and brave steps Judy makes in her life, the one I most admire is the setting up The Walking on the Glass Floor Foundation which supports and empowers women by sourcing, publishing and distributing educational materials for women in and aspiring to leadership positions and organizations that support women in leadership. This foundation supports organisations who support their female talent into leadership. You can see this is a woman after my own heart!

4. Believe

One of the things we often forget to do in the stress and pressure of everyday life, is believe. Mostly it is the belief in ourselves that often disappears when we need it most. It is also belief in the process that we have set in action, when we are chasing our vision/goal. It is important to keep our belief strong. *If we don't believe in ourselves then how do we really expect those that we lead to believe in us?*

Rhonda Byrne says in her book *The Secret*, "You must believe that you will receive and that the perfect weight is yours already. You must imagine, pretend, act as if, make believe the perfect weight is yours. You must see yourself as receiving that perfect weight."

Although Rhonda is using weight as an example in this quote, it applies to all aspects of our lives, and if we truly trust in the process and in ourselves, let go and believe, then we can make it happen.

Moving 'across the pond' to London, United Kingdom, Michelle Watson, a former London train driver, mother, preacher, author and speaker, embodies the full power of believing that you can make a difference and going out there and making it happen. For Michelle, it is not about what you have had to battle against, or what it has done for you, but about how you can rise above it, believe in yourself, and make it happen. All those she comes in touch with, leave knowing that they are a little better for it.

Michelle stepped out of her

own negative story and believed that she could change it. This she made happen. She now runs regular events and a Masterclass, which gets great reviews time and time again, called *Woman Be, Vision to Success Masterclass*. From someone who's back story, by all cultural standards and prejudices, said she would never succeed to an author of multiple books and a rising star in the business arena, Michelle she embodies the title of her books *Rise Above and Believe*. Her latest is subtitled *Do or Lie*, which I think says it all in the end. If you don't believe and act, then you are lying not just to those around you but to yourself.



Michelle Watson

5. Be Aware

It seems so obvious to state that we should be aware as leaders, but this is often where we fall down. We step up boldly, are brave, authentic, and even make sure we believe in what we are and what we are doing, but we fall down because we fail to be fully aware of what is around us and what is within us.

When I say we need to be aware, this works on multiple levels. We need to be aware of ourselves and how we are reacting to things around us, but also the impact that we are having on others. If we are truly aware of what is happening around us then we will be open to new ideas and innovations and also to those who have the ideas and innovations. A true leader needs to be prepared to raise those in their team to the point that they can eventually replace them and also do the job better than they did. In order to truly do this we need to be aware of those we are working with.

Julie Holmes, who I originally met as part of the Professional Speaking Association in the United Kingdom, now is back in the US, is someone who has always demonstrated this for me. A talented speaker and entrepreneur, what really stood out for me about Julie is how connected she has always been to what is going on within her and around her. This awareness has led to her not only stepping out of corporate leadership into the world of small business, but also stepping up to become a true innovator as an inventor.

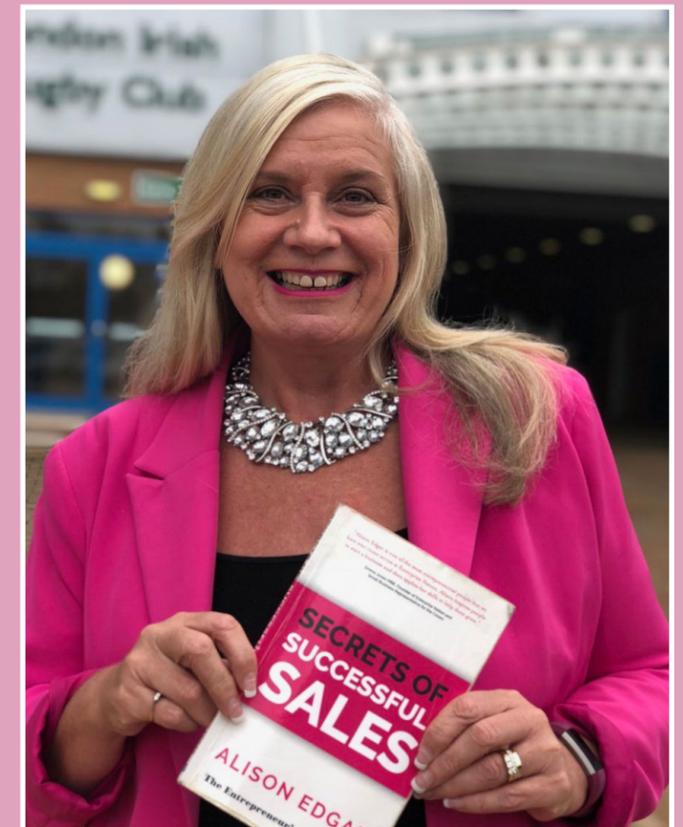
Julie listened to what people around her were saying, noted their frustrations, and through this awareness was able to set about designing and launching a great Bluetooth microphone which is perfect for speakers who want to record what they are doing in a simple and easy way. No longer having a need for mobile phones to be attached to wired mics to record the audio of your speech or training, she has innovated a way that now allows us to do it all in one with high quality audio on our mobile phones. She demonstrates how to be aware and how to be an innovative leader in her book *Little-Big Bangs for Leaders*.

6. Be Happy

Finally, all of the above attributes will help you be a better leader, but you cannot truly achieve things without happiness. I am not saying you need to be constantly happy, but I am saying that you need to ensure that it becomes a part of your day to day living, in some way. Otherwise, days become long. Getting out of bed becomes hard. You feel like everything is an effort. Most of all, you just don't feel up to taking on what life throws at you. Being happy is not about always smiling and laughing at everything, although it is about feeling good within yourself. As someone who deals on a daily basis with a mental health disorder which can see me fighting manic depressive episodes from time to time, I understand this need. There will be days when this means being able to just 'gaze' on the glimmer of happiness whether it be from a friend or a partner and something they say, or in a book you are reading or a show you are watching, if you are open to it, even in the depths of depression we can see the glimmers.

If you are truly happy in what you do, then you will be more likely to start each day with a smile on your face, a spring in your step and will be able to face whatever is thrown at you. We need to remember that whether we are leading in a corporate, in a not for profit/community, government organisation, our own business or just in day to day life, we are constantly selling other people our view point, our ideas or products and we really can't do this from a position of unhappiness. Alison Edgar says, "There is an old adage, that Happy People Sell. When you communicate with a smile the person you are speaking too can pick up a positive vibe and is more likely to converse with you. That is why it is very important to Be Happy."

Alison is a friend and mentor and from the first time I met her, back in 2016, what I noticed about her was her smile and energy. She has been asked to advise start ups here in the United Kingdom and is considered to be an authority on selling and what is needed to create a successful business. She talks about selling success tips in her book *Secrets to Successful Sales* and she embodies her success through her leadership in helping other, particularly young people, get on the right track in their own business.



Alison Edgar

At the end of the day we need more women to step into the personal power and lead by example. The more role models we create for women of all ages the more great women leaders will step up. We are out there and I know that it will be different in the future than it was in my 1970's youth where as a wee Australian girl, I ended up looking to Margaret Thatcher for inspiration. What I find as an adult as I see more written and spoken, is that I would have loved to have known about women such as Katherine Johnson, Dorothy Vaughan, and Mary Jackson. I would have connected even more, especially to the mathematics with a loving engineering brain. These women embodied these qualities and had to fight battles to do what they wanted that unfortunately many still do today. The more we talk about women leaders that embody these qualities, those who have a level of fame, and those who don't, the more we will be able to motivate and inspire the generations of women to come.



SELF REALIZATION AND THE FEMALE ENTREPRENEUR

BY DEBORAH BISHOP

When you choose to be an entrepreneur, you fly in the face of the traditional principles taught to our mothers or grandmothers and while female entrepreneurs are the fastest growing group of entrepreneurs North America, it is still an idea met with some resistance, especially in businesses traditional owned and run by men. For too long now women

have been paid less for the same jobs and have had to work just that much harder in order to be recognized. The entrepreneurial world can be no different, which is why female owned businesses are typically supported by other females ... Sisters are indeed doing it for themselves!

In order to ensure your greatest growth and biggest success, it's ultimately important to understand why you even made the choice to become an entrepreneur to begin with. *Meditation — Self-realization*, is there really a

need? Absolutely. In fact, when you employ these tools you can get to the root of everything you want, and everything you desire quicker than you might imagine. Understanding what drives you to be driven in this direction is of tremendous importance and can save you both time and money, not to mention stress and pain. Getting to the sweet spot where you are in alignment with your purest and highest vision can be the biggest reason for you to do the deep dive required to gain the best understanding of all the ingredients

that will add up to your success.

After working with hundreds of clients, I've gained enough insight into the entrepreneurial mind that I want to share with you some things I know you will find helpful. One of the most profound observations I have discovered literally fuels the heart and soul of my private practice and that is, "you will never outperform your own self-image." Like it or not, your self-image is the measuring stick by which you succeed or fail, struggle, or celebrate, and it is always 100% reliable.

Have you ever noticed that those — perhaps it's you — who have the biggest heart to have the largest positive impact in the world, often seem to have the greatest challenges? There is no accident here. Most often those who seek to heal, to have positive impact, to inspire or otherwise create something phenomenal, are also usually attempting to prove themselves at a level they don't even realize, but can't seem to do.

What this looks like is you working really, really hard, doing everything right, showing up and putting in the effort and simply not seeing the results you deserve. Or ... You are seeing results, but also seeing those results pass right on by you until you are left right back where you started or sometimes further behind. An example of this may be that you land a huge contract, or client, or order as the case may be. The cash flow goes way up, hurray! And then, just as quickly, seemingly out of the blue, an unexpected expense comes your way and takes every penny and then some leaving you in a deficit.

Another example is that your business flourishes and grows and then stalls, so the really amazing paydays of the first quarter end up being the majority of your cash flow for the year! A final example is this; you spend time

nurturing a relationship and this goes on and on, but the close never comes, and one day you find out that the person, or client you were building a relationship with went with someone else.

There are numerous ways success can avoid you, however, the most important thing you deserve to realize is that you are literally in charge of all of it! I'm not attempting to suggest that unexpected things don't happen, absolutely they do, and no matter what, you and I will always go through the undeniable learning curve that waits for us whenever we set out on a new venture. However, there is a huge difference in results, growth, financial wellbeing, and so on, when you honestly believe you deserve these things.

The issue here is not the principle of believing as much as it is the emotion behind it. Paying lip service to the idea that you deserve success, will move you in a more positive direction because that is the law of attraction at work. It is, however, not the magic formula to success because your emotions will always dictate the level of success you will allow yourself to attain and sustain. Yes, what you think about, you bring about, but your emotions will ultimately decide what level of success is truly available to you, how long it will take and whether or not your will get to keep it.

This is why your self-image, and understanding all that goes into creating it is so incredibly important. No matter how much work you do, or how dedicated you are, if you honestly and deeply don't feel you are worthy, due to things that have happened

so long ago you aren't even aware of them anymore, access will be denied. The worst part of this truth is that it isn't always a quick scenario, in fact most often these things play out over years and even a lifetime.

This does not mean you can't be successful without doing a deep dive into self-realization, and if you have already achieved a great level of success, this is awesome. *However, if what I'm suggesting is at all true, could you imagine how much more would be accessible to you if you did practice the art of self-realization and fully embrace all that is in you at the deepest level?* Also understand that your self-image may indeed embrace and allow you to have massive professional success as an entrepreneur, but not have a successful relationship to save your life! You might have great cash flow but horrible health, and in my opinion, true wealth, or what I like to call whole wealth, is having your ideal in all of these areas including the time freedom to enjoy your life.

Perhaps it is apparent at this point that I wholly support taking the deep dive into self realization in order to ensure a life that is fully expressed, on purpose, highly profitable, and passionately lived, not to mention the full realization of the business you truly desire. On that note, here is a powerful hack I can offer you to at least get your toe in the water, and that is, ask yourself often, "How am I feeling?" Check in regularly and understand this simple rule: If you are feeling good — authentically, you are on the right track, keep on keeping on. If however you are feeling less than good, to the degree that you feel this way is to the degree you are off track, and there, right in that moment, is the big neon arrow pointing in the direction of the work that will change your life and your business forever. This is the beginning of becoming a fully self realized, female entrepreneur.

4 EFFECTIVE SEO TECHNIQUES TO DRIVE ORGANIC TRAFFIC IN 2019

BY WOMELLE STAFF

Search engine optimization or SEO is the hottest way to drive targeted traffic to your website. Maximizing the benefits of a well optimized website will yield lots of earnings for the marketer. However, optimizing your site might cost you thousands of dollars if you are not skilled in this area. Truth be told, you can essentially get information on low cost SEO anywhere on the Internet, yet only a few really show you how to work out an affordable search engine optimization endeavor. And those few that really inform include this article.

1. LINK EXCHANGES

One inexpensive SEO method that can get good results is through link exchanges or linking to and from other web sites. Depending on the websites you would like to exchange links with, this tool could even cost you nothing at all. Contact the author or owner of the web site you want to have a link exchange with. You will be surprised with the eventual spiking up of your page ranking using this means of getting your website optimized.

2. WRITE OR ACQUIRE KEYWORD-RICH ARTICLES

Writing truly informative and keyword-rich articles is one surefire way to make your Internet business more visible. It's either you write your own articles, or you get them from article directories that allow you to post these articles on your website, as long as you keep the resource box or the author's byline intact. Avoid stuffing your articles with keywords that even idiots would get bored reading. The



readability and freshness of your articles will still be the basis of whether your writers/readers will keep on coming back to your website or not.

3. GET A CATCHY DOMAIN NAME

What better will make your target visitors remember your website but with a very easy-to-remember domain name? Something sweet and short will prove to be valuable. Registering your domain name is not free, but creativity is.

4. ORGANIZE YOUR SITE NAVIGATION

Providing easy steps in navigating your site is one way to make your visitors become at ease with your site. This, in turn, will improve the flow of traffic to your website.

Low cost SEO is always evolving like any other approach in information technology. There are many methods that can land you on the top ten rankings of Google or on any other search engine. Some may cost a lot, but there are methods that can give you the same results at a low price or you can even do on your own with no investment, such as those mentioned above. ■



SUCCESSFUL MARKETING TRICKS FOR YOUR BUSINESS

BY WOMELLE STAFF

Marketing is all about reaching out to people, building a relationship, maintaining it, and satisfying your customer. All these must be done with clarity and honesty. Your product or service will not reach its rightful place (to the customer) unless you market it well.

Marketing as a process has changed a lot since its beginning, yet, as a concept, it is still what it was and what it is meant to be. Consider these marketing tricks which could work for your business.

1. Get Personal

Getting personal can be as simple as calling the person by his/her name or

surname. In case you are undertaking the mass marketing campaign, you can mention a current trend while talking about the product/service or use behavioral patterns of human beings to make customers feel more connected and relatable with the product ad the company if possible. Second, pick and use a name of something or somebody your target audience would get attracted to.

2. Launch a Referral Program

One person on this earth knows over ten people, and due to social media, the count of friends averagely goes beyond one hundred. So, why not use this for marketing? Develop a referral program

for your brand or a company and provide incentives to people to promote it. Be generous in rewarding people who are supporting your program in return of incentives; do not disappoint them.

3. Have Face to Face Meetings

No matter how great your product is, your customers will decide its fate, eventually. So, do not shy away from facing the end users, literally. Meet them face to face, ask the questions, know what they want, tell them about your brand and how you are willing to provide a solution to their needs or elevate their lifestyle with your brand.

When you have a face to face discussion, 'message to reply' process gets completed quickly, and the results are immediate. You are well informed and clear while reaching a conclusion and making decisions.

4. Use the Media

Use all the related media tools to reach as many people as possible. The Internet has made it easier to reach people at a lesser cost. Social media and SEO techniques would help build your brand known.

5. Offer Cost-Free Training

A human being tends to learn throughout life. The best way of putting your brand's name out there would be to project yourself as the best in the business and offer free training to people interested in your industry.

6. Be Kind

You are a running a business, and it is all about profit, and the world knows it already. But, a small step of kindness toward your workers and the society you stay in would help you to build strong goodwill. Rather than looking at it as a policy, imbibing this quality within you and your company culture will take you miles and miles ahead of the world and closer to your people/ audiences. ■

CREATING PURPOSEFUL RESILIENCE

BY MYRTHA DUBOIS

Decision Making

New Year. New You. For many of us this mean we started off with the usual ritual of making resolutions. Maybe one, maybe a few, but nonetheless it was a decision. Oh, but wait. *If all it is, is a decision, why do we make a big deal just once per year? Glad you asked.*

Quite a few years ago, a General in a Foreign country, contemplated going to war. Being the great General he was, he set up groups made up of skilled individuals in every area to give him up to date data to prepare his troops mentally and physically, but to also increase the chances that his troops will win the war. After reviewing the information, he received from the group, the General gave the order to go to war. During that decision time, there was a reporter in the room who turned to the General and asked, *Sir what if you are wrong?* The General turned to the reporter and his response was, *young man there is no crystal ball that shows the actual result we seek. The best we can do is make a decision then take the necessary steps to see that it is the right decision.*

Profound! Think about it. Everything we have ever done or plan to do starts with a decision, yet we go through most of our days putting very little thought to something that could potential be life changing. For example, the decision to eating a

heavy meal or a light one, which may be the difference to gaining weight with an increase to our health issues or losing weight with a decrease to much of our suffered symptoms. Or, maybe the decision to stay in a relationship, (be it business, friendship, intimate, casual, family, religious, or self) that is toxic and may cause you to lose, lose and lose.

Decision making is about finding ways to WIN! We just mentioned a couple of reasons above why it's a big deal. Therefore, to answer your question, yes,

making a decision is a big deal but it should be a big deal everyday not just at the beginning of the new year.

Now you may be asking what you can do better. I broke it down for you because like everything else, there is a process. But don't be alarmed. That just mean we must work that muscle, repeatedly. In the words of my Brand Coach, *"repetition is the mother of all mastery."*

LET'S GET STARTED.

Recognize the Need

What is it that you are lacking or must have more of? What next level in your life is on your radar? By recognizing the need, you can keep the radar fine-tuned to help you quickly identify what will be the best fit. *Makes sense?* This is the step where you will also start to use your sixth sense and trusting your gut. This step will prompt you to asking for introductions or push you to go where you can fill that "need." When this muscle is worked, you will become very familiar with what to offer or accept and when to compromise.

Gather information (meaning study, implement, document) about your need.

You may seek the advice of a 3rd party who has had the experience or faced a similar situation. However, do not lose sight of your need. I love building this muscle most because you will learn so much about yourself as you study for your need and prepare to take action.

Weigh the Evidence

This is the moment that will determine what happens next. This is when the next steps you take become very clear. Note that this part of the process may get intense and you may temporarily experience an emotional roller coaster as this muscle is forming and strengthening. Allow your senses/your gut (intuition) to guide you. Simply review all the information you have gathered and lean

toward the one that settles your spirit, in other words the one that brings you peace. Then ...

Decision

Make it and do not look back. Remember only you can make it the right one.

JOURNAL TIME

1. What was the decision YOU made?
2. What life changing effect did it mean for YOU?
3. What did you have to do to make sure it was the right decision for YOU?

Remember repetition is the mother of all mastery so here are a few tips to keep working that DECISION muscle.

3 Tips

1. **Keep it simple** to avoid feeling overwhelmed or confused when making a decision. Focus on only two to three needs at a time.
2. **Sleep on it.** In March of 2017 there was a study found in Inc.com. This study was on chess players. After 2000 games in different categories, the study showed the most accurate decisions were made in the morning. The study found that by midday all of the players had "hit a plateau" of their decision-making abilities. So, discover time and day that works for best for you. (<https://www.psychologicalscience.org/news/minds-business/is-there-an-ideal-time-of-day-for-decision-making.html>)
3. **Be okay with knowing that you will not have all the pieces before making a decision** which brings us back to using and trusting our instincts/gut/sixth sense



WHAT ARE YOUR GOALS FOR THE NEXT 30 DAYS?

BY WOMELLE STAFF



Being a small business owner often means wearing several different hats. *How many of you act as the CEO, the general manager, the accountant, the salesperson, the computer technician, the secretary, and the receptionist? Sound familiar?*

Many entrepreneurs try to chase too many targets at once in their lives and end up overwhelmed, rather than focusing primarily on their business. They spend all their energy carrying out a variety of assorted daily tasks, leaving little time for the most important part of their business — their business!

To avoid this, spend some time focusing on your business and decide which strategies will be most helpful in developing your own marketing plan. In order to grow and succeed in your business, you first need to have a crystal-clear idea of what you want to do and where you want to go. *In other words, have you defined your objectives? And more importantly, have you put them in writing?*

Writing your specific objectives on a weekly basis in each area of your business will give you the opportunity to create strategic alliances with other entrepreneurs, triple your database, and double your revenue. Now, big dreams are a reality!

We love doing business in the US. We

(WomELLE Staff) don't know if you realize it, but you are very lucky. *You have all the tools to succeed, but do you use them?*

When you write your objectives on a weekly or monthly basis it makes you work on them and act faster. If you are not specific and just say, *I will have money, or I will have more clients*, then yes, these things will come, *but the question is when?* You don't have any deadline for accomplishment! But, if you decide that by March you will have six new clients, you will then do something in order to get those clients instead of praying or waiting to see *if* this will happen.

In our networking events, we asked our members about their goals for the next thirty days. Some answered without hesitation while others had to think about it. We found that the best way of incorporating time for your objectives and marketing plan into your schedule is to set up an appointment with yourself. And whatever happens, unless there is a client emergency, never cancel this appointment with yourself.

Decide that once a month or once a week you will spend an hour or two working on

your business, focusing on strategies to get more clients, new products or services to offer, special campaigns to make more sales, and writing articles to post on your newsletter, newspapers or ezine directories to promote your business. The more links you get, the more traffic you will generate on your website. *(By the way, do you have a website?* If not, this should be one of your objectives for the next thirty days). *Do you have a newsletter?* This is the easiest and least expensive way to communicate on a regular basis with your clients and prospects, to promote and grow your business. This can be another objective for the next thirty days.

Take the time to plan strategies that will help to grow your business. Consider yourself as your most important client. Do for yourself what you do for your clients. Your business needs all your attention, all your energy and all your dedication. Your future and your success depend on it.

If you need help with organizing your ideas or working on your business, join WomELLE Community for support. And just as we have done for our previous clients, we will help you too save a great deal of time and money.

ENTHUSIASM ISN'T ENOUGH!

EXTRAORDINARY SUCCESS WILL REQUIRE MORE

BY RHONDA KINARD



Why is it that with so much enthusiasm and good intentions, getting fit and healthy, losing weight, improving our lives, and achieving our goals seems so fleeting?

Here we are in February, with only one full month of the new year behind us, and over 80% of the success-craving people who made New Year's resolutions have already given up on them. The desires that prompted the New Year's resolutions have not changed, yet the push toward them has ceased.

The reason so many people, not just in the new year, but throughout life in general,

give up on their goals so quickly, and stay stuck living beneath their fullest potential, is because they rely solely on enthusiasm as fuel for their success journey.

Don't get me wrong, enthusiasm is terrific! We should be very excited when we think about our extraordinary future. Envisioning how life will change for us when we get fit, lose the weight, feel better, and achieve next level success in our careers, we should absolutely feel

happy and enthusiastic. While enthusiasm is the push we need to start working on our goals, enthusiasm alone is not enough to achieve our goals.

Enthusiasm is a strong feeling of excitement or high energy about something that really interests you. When you feel enthusiasm, you are excited about an experience or a result. At the beginning of the year, many people were enthusiastic about their envisioned weight



loss results, they were pumped about buying a house in the new year or getting their finances or credit together. Some were thrilled about finally writing that book or starting a new project. Finding their purpose and having more fulfillment ignited the fuse of many. Others were excited and enthusiastic about the next levels they were going to take their business and careers. *What amazing goals and dreams are these?* I would love to see every person with big goals achieve them and extraordinarily impact the world. Unfortunately, the problem with enthusiasm alone is that enthusiasm is a fleeting emotion. Typically, enthusiasm is only present when life is good and going our way. A phone call delivering bad news, an unexpected obstacle or challenge, an unanticipated cost or requirement, or a bad experience while you are pursuing your goals will change your feelings of enthusiasm to feelings of frustration and dispiritedness almost immediately. It's in these moments, when you are not excited, thrilled, or happy during the journey when the road is bumpy, or when you fall, feel frustrated, or confused, that you need something more to carry through.

You will need the help of these three things to move you forward, despite the

challenges, when your enthusiasm is gone:

1. VISION WITH PURPOSE

Vision with purpose gives you a clear picture of what you are working toward, why, and for whom.

When I left my six-figure comfy and cozy six-figure tech and financial software job, there were many moments where I became frustrated in the process of getting my business off the ground. I struggled to make contacts, and I felt the sting of not having that excellent salary on many occasions. The obstacles were more than I anticipated, and it wasn't as easy as I thought it would be. The enthusiasm I had in the beginning, was non-existent when bills were due, and there was no money coming in from the business, or when I sent out marketing materials, and no one responded. Those were hard times. Had I relied on enthusiasm alone, I would have quit and gone back to a corporate job. It was vision with purpose that pushed me past the point where I wanted to give up.

Vision with purpose was a constant reminder that this journey is a divine assignment and that too much is at

stake. Vision with purpose reminded me that I could not quit. I stayed on track because part of vision included speaking, coaching, and igniting lives full time. My vision also included being more present for my children, who were becoming teenagers and starting high school. Vision with purpose was a constant reminder that my kids needed me more than ever and that I could not give up on them. My purpose was and still is, helping people tap into the fullness of their personal power so they can be wildly happy, successful, and fulfilled. My vision and my purpose were bigger than my frustrations. I couldn't quit. I didn't stop. I kept going.

At the very beginning of your journey, you will need clarity around your vision with purpose. It's the very thing that will help you stay focused, on track, and relentless in your pursuit of all you desire, deserve and crave in life.

What is your vision with purpose?

2. COMMITMENT

When you are committed to something or someone, you are fully dedicated; you are all in. Commitment is entirely independent of enthusiasm. When you are committed, you show up fully when you don't feel like it or want to. When you are committed to losing weight, and getting fit, you don't negotiate your workouts or skip them. You work out or go to the gym when you don't feel like it when it's raining or cold outside, and when your workout buddy cancels on you, you go anyway. *Why?* Because you are committed to the outcome — the results you want. You also show up fully, with no excuses, because you're committed to your stakeholders. Your stakeholders are the people who benefit from your achieved results. If you are planning to start a business or write a book this year, think about your stakeholders, the people who were meant to read that book and be forever inspired and motivated by you to go after their

dreams. Now just imagine if you don't write the book or start the business because you were not committed to your "vision with purpose." Think of how many people you impacted because you did not finish or commit fully.

Your stakeholders should be attached to your outcomes. It's a reminder that the work you are doing, from fitness to your work schedule flexibility to your big business goals, is so much bigger than you. When enthusiasm is out the window, commitment will fill the gap.

What are you willing to commit to this year? Who are your stakeholders? Is letting them down an option? Why or why not?

3. CONSISTENT ACTION

Consistent action is how you stay committed. Consistent action is constant action in the form of small steps every day. Consistent action starts with your "next best move." This action, driven by vision with purpose, and sealed with an unstoppable commitment to taking action every day, will propel you pass fear, frustration, and the lack of enthusiasm.

Action happens in a period over stages, through the ups and downs, in seasons of enthusiasm and in times when you are tired, scared, and frustrated. Be resilient through all these stages and push through with consistent action every day.

When I was writing my first book, *A Life Ignited - Ignite Your Inner Fuse*, one of the reasons it took so long to write it is because, for a while, I was only writing when I felt like it. I only wrote when "I had time." I waited for the mood to hit me and then I typed or dictated parts of the book. This went on for over two years. Because there was not consistent, constant action every day, the project dragged on longer than it should have and there were months at a time when I didn't write a single word. It sounded great, the idea of writing a book, and at first, I was very enthusiastic about it. Then the

realities of life, motherhood, being a wife, and at the time, working full-time set in, and I started giving the book project less attention. The good news is that my vision with purpose exceeded my lackadaisical approach to finishing my book. I realized the project needed more consistent action from me, even if that meant writing for just 15 minutes a day (small steps). Once I committed to consistent action, I finished the book and published it in six months.

Your next level, your happiness, your weight loss, your abundance, and all you desire and deserve will require you to take consistent action every day. Consistent

action is the glue that holds it all together after enthusiasm has lost its grip of your goals.

What consistent action are you willing to take?

Stay the course, fiery spirit. Ignite your fuse with enthusiasm. Fan the flames of your journey with vision with purpose, commitment, and consistent action.

Add all these ingredients to your success mix and watch how powerful you will be as you pursue goals, achieve your goals, and experience the happiness, success, and fulfillment you want in life and in business.



BRIDGING THE GAP

BY DIVYA PAREKH



I met Jeff Tippett when he inquired about being a guest on my podcast. Our selection committee went about their due diligence to decide whether Jeff would be a good fit or not. As you might guess, he was. His explanation of *persuasive communications* intrigued me.

When considering who to surround yourself with, both professionally and personally, their character should play a central role. In an age where so many present a *masked version* of themselves

online, finding someone that is genuine and sincere is a tall order. But Jeff fit the bill. We moved forward on including him on my podcast and the experience was wonderful for both of us. The audience took to Jeff as he shared his insights about how to use persuasive communications and why he believed in its power. His emotional story of adopting his youngest daughter was proof to me that he was the *real deal*.

In 2003, Jeff first learned about the terrible conditions that the people of Haiti

endured; with a government in collapse and widespread poverty, many were lucky just to have a clean cup of water to quench their thirst. Not content to ignore this crisis, he traveled to the island nation to see what he could do to help. His father had shown him a photograph of a baby girl in Haiti, and Jeff knew that he needed to save that girl, no matter the cost.

Months of tedious interactions with the rigid Haitian bureaucracy, and a corrupt government that was failing its people, Jeff finally returned home with the little



girl in tow. Through his experience, Jeff learned not only the power — but the necessity of persuasive communication. Only through leveraging that skill, day after day, could he navigate the difficulties of international adoption, and come home successful.

Needless to say, Jeff's story resonated with me. After he joined me on the podcast, we stayed in touch. I make a point of collaborating with like-minded people, and Jeff struck me as someone that is truly humble and cares about others. In all his actions since meeting him, that notion has been reinforced.

You may be thinking as to why I am writing an article about Jeff. The idea took root during one of our conversations when Jeff mentioned that he had gone to a friend's event to support a women's cause. He thought it important for both men and women to support each other for the greater good of humanity. When we bridge the gap, join hands,

and work together with the intention of the community advancement, different perspectives become valuable.

One primary topic during his talks, and in his book, *Unleashing Your Superpower*, is the focus on the greater good. *What does he mean by that?* The greater good is about focusing not only on how you can benefit yourself, but how your actions — and the actions of others — have a clear impact on the world around us. It's as simple as the metaphor of a rock tossed into a placid body of water; a single action ripples across and its force spreads to every corner of the lake. In the same way, our actions affect everyone around us. Jeff's message is clear on this: if we know our actions have consequences, we ought to do everything we can to ensure that they positively impact the world!

It was more than just his heartwarming adoption story that moved me toward working with Jeff; he has a passion for so many aspects of the community. In his

work as a public affair professional, Jeff has led the charge to preserve and expand green space in Raleigh, North Carolina through the promotion of bonds and grassroots campaigns. He's also a tireless supporter of women. Because our visions matched to support people to succeed, we decided to partner on a few projects together to help entrepreneurs succeed. Our goal is to create a community where we celebrate each other's differences and lift each other up.

Jeff is the prototype when I think of how we can bridge the gap between men and women. I believe that it is my responsibility to share instances such as this, where we see the synergy possible when we work toward the greater good. Because we are humans, first and foremost, before we are men or women. Jeff is the kind of person that we need to help move society forward, and break barriers. I am glad to know him, and you will be too.

Be Perfectly Imperfect

BY SAMANTHA DIANE

Society's definition of beauty is completely backward. We are bombarded with commercials, ads, and music videos of women who are not the typical size of the average women. Airbrushed photos and filters all play a role. However, for young girls, this is what they see as beauty — beautiful as the norm — therefore, this is what they try to become.

In middle school, most girls become obsessed with their looks, body image, thighs, bottom, tummy, etc., and some will even go as far as not eating or throwing up to have to a “better body.” Oftentimes, this behavior is what leads to other unhealthy behaviors.

Thankfully, after years of self-harm in pushing myself to become what others wanted me to be, I finally stepped into being my authentic self — finally learning to love myself and who I was created to be.



SAMANTHA DIANE

Cover Story

LEARNED LIFE LESSONS

My past experiences have opened my eyes and made me realize that ...

“The past is nothing more than a blueprint to the future. The past is you, BECOMING.”

I have to admit that although I am still changing and unfolding, I am grateful for my past experiences because without them, I wouldn't be able to transform with you and share my knowledge.

ONWARD AND UPWARD

I believe in feeling good, being around positive people, listening to myself, and being tuned in to become more aware of my authentic self. Something about the stillness of the water has always calmed me, and I always found time for myself to get to the place in which I felt at peace and could breathe. I transformed because — and we are all evolving.

“Tune into yourself. Be gentle and discover falling in love with yourself and life again.”

The moment that I concentrated on me and how I was feeling, became the moment that my transformation began. It takes practice — it's a mindset. Sure, you will get it wrong, and you will sometimes go back to your old ways of thinking; however, you will start becoming more aware of your thoughts. That, my friends, is when you have started to become a guard to your own mind.

EVOLUTION OF SELF

The secret to life is in loving yourself and being okay. We all fall off our horse, some harder than others, and I am not perfect.

However, I am now okay with being perfectly imperfect because I know that no matter what, even with all the imperfect situations, there is a little bit of perfection. We just have to look for it.

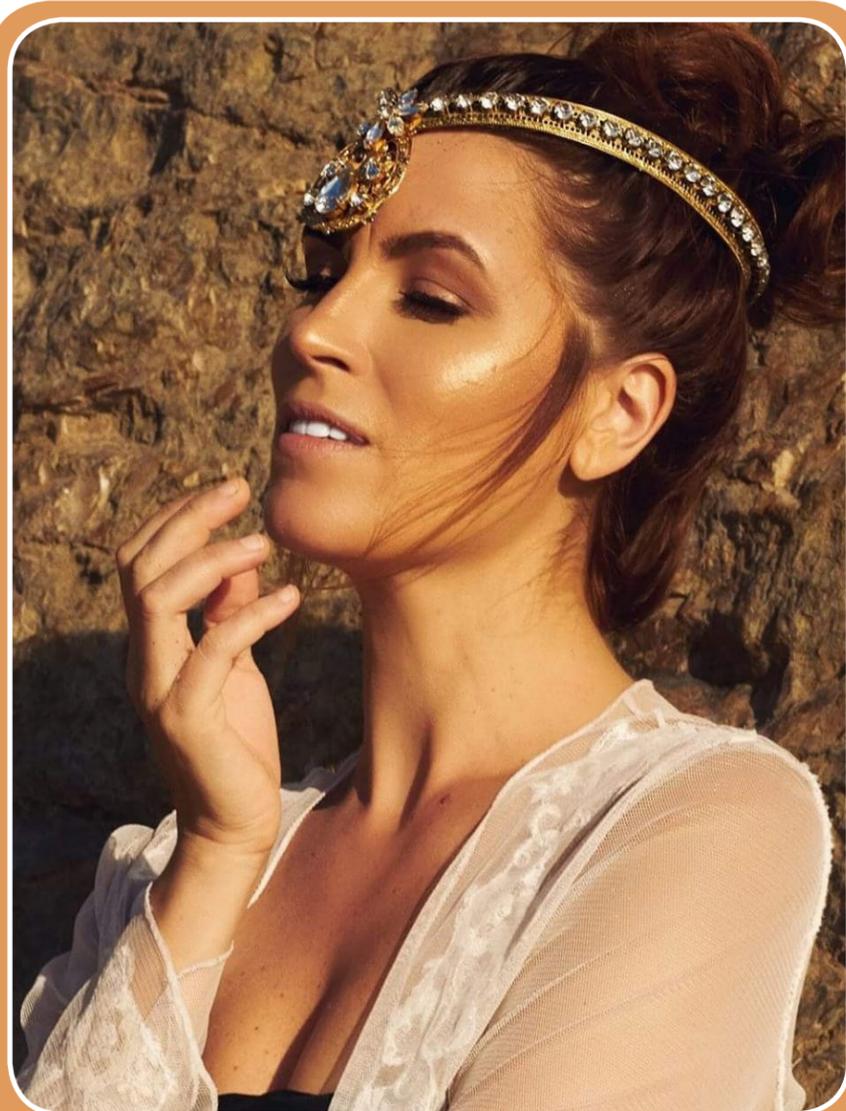
RISING ABOVE

Now, years later, the Samantha Diane life story of drug addiction, bulimia, and being taken advantage of has gone international to

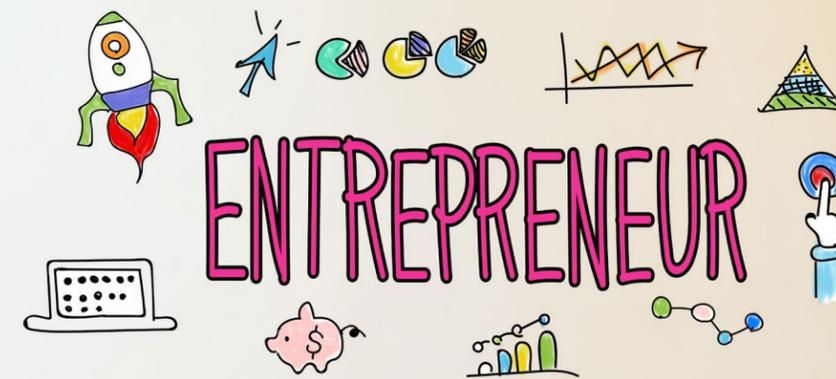
platforms like “CBS The Doctors,” and it has literally changed the lives of thousands of people.

BECOMING

It's all about embracing life and being appreciative for where you are at in this moment. Live in the moment. Be perfectly imperfect! Join me, and let's discover your story, and how it unfolds who you are meant to become.



Samantha Diane is an actress and singer with an empowering story of struggling with an eating disorder, overcoming obstacles, meditation, renewal and empowerment. Tap into Samantha Diane on Instagram @iamSamanthaDiane



Are you a woman who is planning on **starting a business?**

Do you want to **keep your small business growing?**

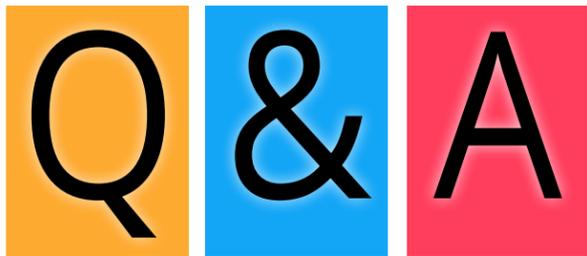
Do you need help **starting your company?**

**We help women startup,
JOIN US TODAY!**

WomELLE

www.womelle.com





ANN MEI CHANG

BY NAGHILIA DESRAVINES

Why is innovation for social good just as necessary as innovation for business?

The point of innovation is to create something that is better, faster, or cheaper than what exists today. We have so many long-standing societal ills — from poverty, to injustice, to environmental degradation. I'd argue there's nowhere that innovation is more needed.

What makes it harder?

The biggest factor is the nature of funding. Rather than investing in the potential for future growth, most donors care about tangible, predictable results. Thus, nonprofits are forced to operate more like utility companies than startups. This makes it hard for them to experiment, take risks, and pivot — all essential elements of innovation.

In addition, there are also a number of innate challenges in the types of problems we tackle. Measuring impact is much harder than measuring e-commerce purchases, our instincts can lead us astray when serving people very different from ourselves, and experimenting with vulnerable people requires great care.

What inspired you to transition to the social sector after a long business career at Silicon Valley tech companies like Google?

I decided to make this transition almost two decades earlier than I did. In 1995, an executive at Apple named Elizabeth Birch left her job at the age of thirty-eight to become the Executive Director of a nonprofit, the Human Rights Campaign. I'd never heard of anyone doing something like this, and it opened a whole new window of possibilities to me. I decided then and there that I would make a similar switch and spend the second half of my career in the public or social sector doing something to make the world a better place.

How did Eric Ries' bestseller *The Lean Startup* help



Author of LEAN IMPACT: How to Innovate for Radically Greater Social Good

inspire you to introduce a new approach to the social sector?

The Lean Startup beautifully captured the mindset and approach to innovation that was in the air in Silicon Valley. At Google, hundreds of experiments were running at any time, and decisions were made based on hard data. After my own transition to mission-driven work, I gradually came to realize that both systemic constraints and ingrained cultures were often forcing organizations to do the exact opposite, dramatically

limiting what they were able to achieve.

What's wrong with or missing from the traditional social sector approach of designing a solution and executing on that plan?

The reality is that very few people, myself included, are brilliant enough to design a perfect solution for a complex problem, straight out of the gate. Steve Jobs may be the only person I've met who even came close — and even he was wrong some of the time. When

we create a “grand master plan,” there are so many things that might go wrong. Any one of them could cause the whole endeavor to fail and waste the enormous amount of time and resources that was invested.

Would it defeat the whole purpose of social good if we apply a business-oriented mindset to it?

I wouldn't call lean a business-oriented mindset. We're not talking about focusing on revenues or profits here. A more apt comparison would be to the scientific method, which is all about rigorously testing hypotheses. It turns out that, because of the pressure to make profits, businesses have had to adopt a more efficient way of building better products and services. By turning that same pressure to

purpose rather than profits, Lean Impact is merely trying to help organizations find the best path to maximize social impact.

What's an example of an organization that achieved sizable results from putting lean principles to work?

One impressive nonprofit that has fully embraced a Lean Startup approach is Summit Public Schools. While it can take years before the benefits of better education are fully realized, Summit found ways to dramatically speed up its feedback loop with a data platform and an experimental mindset. They honed their transformative approach to personalized learning through a series of 57 week-long iterations that varied the mix of teacher-led lessons, self-

paced learning, tutoring, and interactive projects. Each week, a combination of assessments, surveys, and focus groups helped them determine what was working or not.

In 2017, 99% of the graduates from Summit's five Bay Area high schools were accepted to college. And, they are now scaling through public schools with over 2000 teachers from over 300 schools across 40 states having been trained in their model.

Can you explain how to “Love the Problem, Not Your Solution,” and how this can change the way we innovate social good?

There's a tendency in mission-driven work to become overly attached to our solutions. After all, this is what we pitch to funders and live and breathe every day, so it's understandable that our solution can become part of our identity. As a result, it's easy to focus on promoting, refining, and implementing our solution, lose sight of the problem we're trying to tackle, and fail to realize when a different approach might be called for.

Can you explain how Starting Small and Iterating Fast can scale impact?

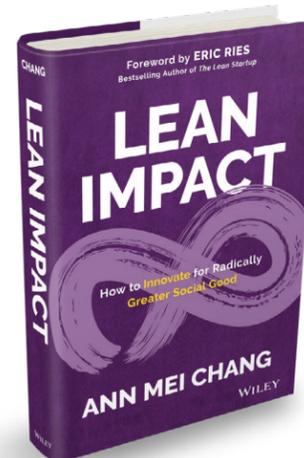
When we're tackling a problem where a high degree of uncertainty is involved, our priority should be to learn as much as we can, as fast as we can. Thus, the most important success factor is how quickly we can iterate through each cycle of the build-measure-learn loop. That's much easier if we're testing an idea with ten or twenty people than if we're trying to deploy something to thousands.

For which audiences did you write *Lean Impact* and how can it help each in different ways?

Meaningful social impact involves a wide range of stakeholders, including nonprofits, the donors who fund them, and the companies, government entities, and interested parties in the ecosystem. Also, more and more of the most innovative work is coming from hybrid organizations, that are neither pure nonprofits or pure for-profits — whether they be social enterprises, B corps, or triple bottom line companies along with the venture philanthropists or impact investors who fund them. All of these diverse players are critical in driving lasting impact. So, this book is for anyone who sees social good as a primary goal of their work, time, or money.

What might our world look like if everyone started applying lean principles toward social good?

I believe we'd see dramatically better solutions for the problems plaguing people and our planet. We would embrace a healthier mix between addressing short-term needs and investing in longer-term transformation. Ultimately, our pace of progress would start to catch up with the accelerating pace of change around the world.

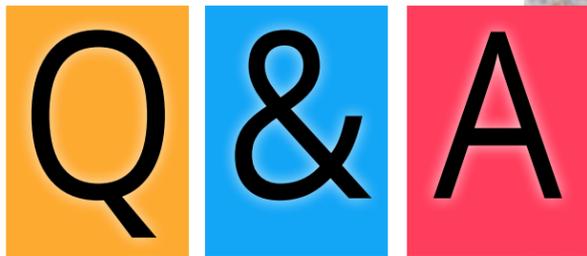


<https://amzn.to/2GnwRMf>

Ann Mei Chang is a leading advocate for social innovation who brings together unique insights from her extensive work across the tech industry, nonprofits, and the US government. As Chief Innovation Officer at USAID, Ann Mei served as the first Executive Director of the US Global Development Lab, engaging the best practices for innovation from Silicon Valley to accelerate the impact and scale of solutions to the world's most intractable challenges. She was previously the Chief Innovation Officer at Mercy Corps and served the US Department of State as Senior Advisor for Women and Technology in the Secretary's Office of Global Women's Issues.

Ann Mei currently serves on the boards of BRAC USA and IREX

www.AnnMei.com



SHERRIE BROWN

BY NAGHILIA DESRAVINES

Tell us a little bit about your books and why you become an author?

As a new year started in January 2017, a good friend of mine dared me to write a Jane Austen fan fiction story based on *Pride and Prejudice*. I didn't believe I could do it but unable to refuse a dare, I took him up on the challenge. I wrote my first book titled *The Dreams: Will Set You Free*. I was surprised when it sold and then I wrote the two next books; *The Dreams: Will Give You Hope*, *The Dreams: Will Hold You Tight*. In these last two books I introduced a character by the name of Raven into the storyline. I wanted to tell her story, so I decided it was time to write a different genre, Time Travel.

I was now hooked on writing; the stories were swimming around in my head non-stop. In June 2017, I started writing my Time Travel books, *The Eternal Knot Series*. This series is based on time travelers seeking their soulmates.

The following is an excerpt from *King Roan* and the legend associated with The Eternal Knot Necklaces.

"There was a legend told, prophesied by holy men of long ago, 'One day in the future, nine women, who all valued love and life will be given a chance to change not only their lives but the lives of all who they will come in contact with. These friends will unknowingly combine the Eternal knots and the sacred stones again, unleashing an unheard-of power that will transport them to the



Don't Dare to Dream – Dare to Do Sherrie Brown - The Author of Eternal Knot Series

destination of their soul mate or true love. They will be tested, for this is an eternal love. They must be willing to go anywhere and give up everything for this love; it must be a selfless love. These women will change the world in a time not of their own and through their love and diligence lives will be saved from greed and pain.'

Now, is the time for a Prophecy to be fulfilled. Nine women. Nine Stones. Nine Eternal Knots. Eighteen lives are about to dramatically change. Join each woman on her adventures through time in search of true love and their soulmate."

This series is based on time travelers seeking their soulmates. The books after *Raven* in this series will feature her friends' and their adventures. Each young lady will travel to a different time and place, some into the past, and some in the future. Join them on their quest for true love and to find their way home.

The books that are currently out right now are *King Roan: Time Travel*, *Raven: Time Travel*, *Samantha: Time Travel* and I am working on *MacKenzie: Time Travel*.

Do you consider writing a

business or a passion?

Writing for me is a bit of both, but mostly a passion. I don't want to get to a point where I feel that I must write to support myself, that it becomes work. I want to write because it is something I enjoy doing. I would love to get to the point where it would bring in enough money that I wouldn't worry about an income.

Any connection between your books?

All my books are linked in some way. *The Eternal Knot Series* is set up so that the books can be read independently or in connection with the other books. Each book follows a different woman in her search for her soulmate. They are all written with a hint of romance, no sex and no foul language and are considered an easy read. Each of the women has an eternal knot necklace that enables them to time travel to the location of their soulmate.

As an author, do you need any kind of business leadership skills?

Business leadership skills help in all

aspects of your life, from organization, to motivation and marketing. They are not required to start, but they do help as you progress along the path. What you don't know can be learned or you can hire someone to do it for you. I am the type of person who likes to do things myself, so I have learned to do many of the skills required to help myself. However, I do have my good friend George who helps me with all my website, computer and technology questions.

How do you balance writing and family with everything else?

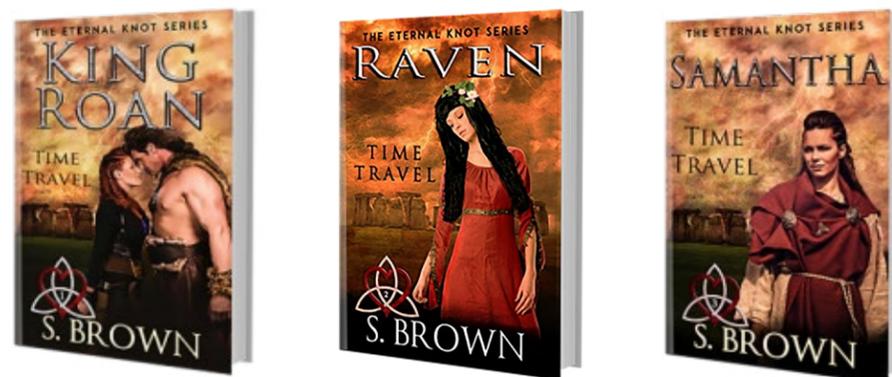
Balance is something I am still learning to do. I am lucky because my children are grown, and I am in a stage of my life where I have more time to pursue my writing. However, with this stage comes other challenges and I am trying to figure them out. I believe you need to set aside time and use that time for writing just as you would if you were doing anything else. When I am writing and I know that I have a holiday or a family activity approaching, I set aside a little more time to write before, so that I can spend time with the family without feeling any guilt for not writing.

Does your family support your career as a writer?

Yes, they support me the best that they can. The one who supports me the most is my husband, Jim. He is a great sport and helps me with a lot of my research.

If you have one piece of advice to a woman just starting out, what would it be?

Have faith in yourself and don't give up. Don't believe anyone who says that you can't write a book because you can't spell or get good grades in school. I was told in sixth grade, "I wouldn't amount to anything without a dictionary tied around my neck." It took me a long time to realize that if you try hard and learn from your mistakes, you will accomplish more that anyone could ever imagine.



<https://amzn.to/2WCLTD9>

Sherrie Brown

What do I want to be when I grow up? I could never answer that question until now. Life for me has never been boring; it has always been an adventure. While serving in the Air Force; I married one of my best friends. I stayed at home and raised our two sons, who married to two wonderful women, and gave us one grandson. I have several incredible friends, and I love to travel. My husband and I are now living in Texas.

www.AuthorSherrieBrown.com

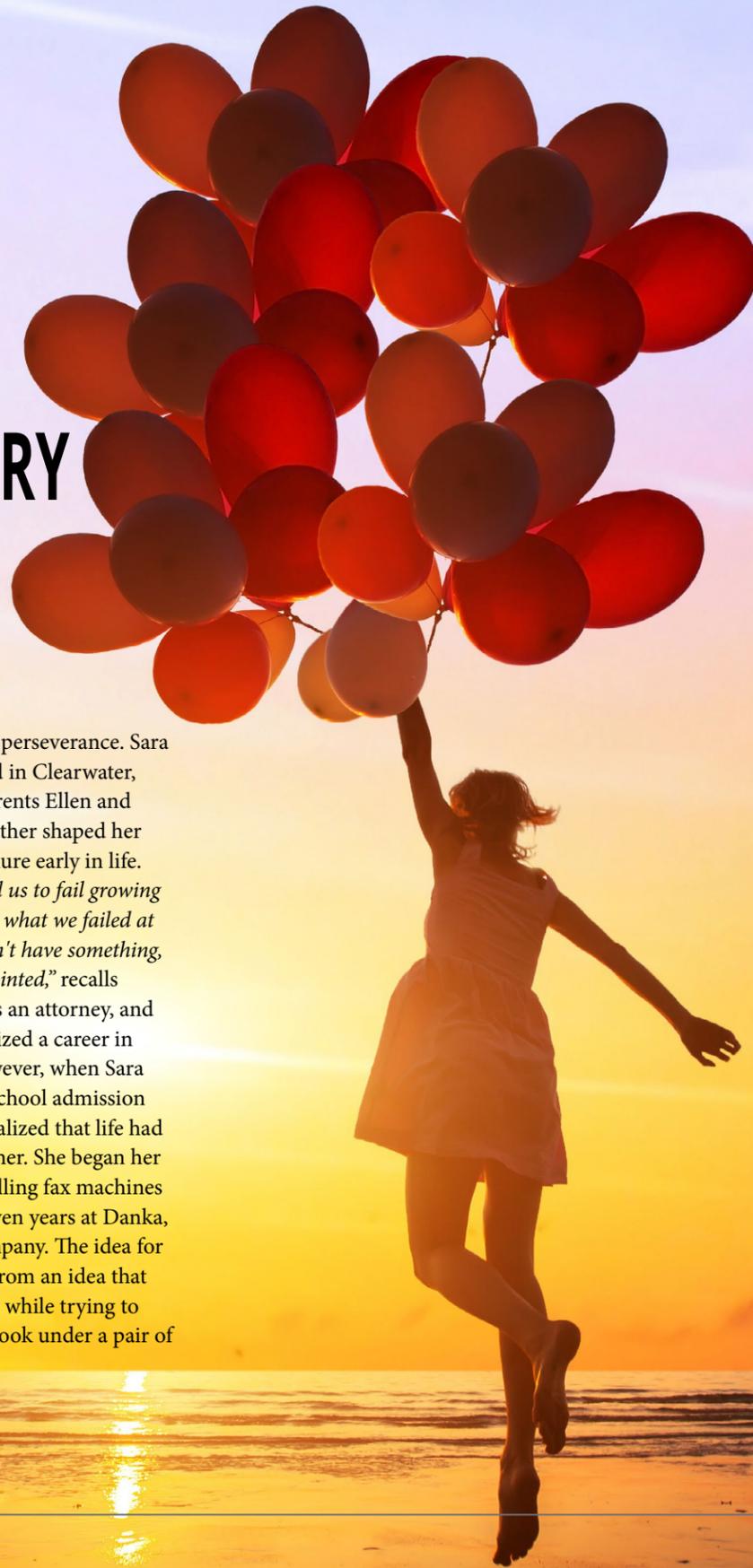
CHASING DREAMS SARA BLAKELY'S EXTRAORDINARY STORY

BY PREETIKA CHANDNA

Every woman has heard of Spanx®, but not everyone knows of the remarkable Sara Blakely who is the inventor of this essential article of clothing. Spanx is the best-kept secret of the red carpet look of many celebrities and has revolutionized shapewear globally. Sara Blakely has a net worth of about \$1 billion and was recently ranked at twenty-one in the Forbes fourth annual list of Americas Richest Self-Made Women in 2018. Spanx was developed with a modest budget of only \$5000. Today, Spanx is a phenomenally successful brand that earns about \$400 million in sales annually with distribution in more than sixty countries. Sara's entrepreneurial journey is both impressive and inspirational.

The world sees Sara's success, but underneath the triumph lie years of

relentless drive and perseverance. Sara spent her childhood in Clearwater, Florida with her parents Ellen and John Blakely. Her father shaped her attitude towards failure early in life. "My dad encouraged us to fail growing up. He would ask us what we failed at that week. If we didn't have something, he would be disappointed," recalls Sara. Her father was an attorney, and initially, Sara visualized a career in law for herself. However, when Sara scored low on law school admission tests (LSAT), she realized that life had a different plan for her. She began her career in sales by selling fax machines door to door for seven years at Danka, a copier supply company. The idea for Spanx germinated from an idea that came to her in 1998 while trying to achieve a seamless look under a pair of



light colored leggings she wanted to wear for a party. "I want to invent a product that I can sell to millions of people that will make them feel good," thought Sara ... and the rest is history.

Sara's business acumen stems from her desire to learn from every one of her life experiences. At Danka, she perfected the ability to 'cold-call' potential clients — something that would help her later when she began her own business. "Keep calling until you get them on the phone. Don't leave a message," was a key principle to pushing the product at Danka. That's what she did when she began the process of creating a slimming undergarment for women that she called 'Spanx.' Sara did the rounds of hosiery mills to sell Spanx. The mill owners were mostly men who did use the products they made or understand how Spanx was special. She overcame self-doubt and got her first big break when she convinced a Neiman Marcus buyer to retail Spanx. Sara left no resource untapped and called her friends and acquaintances to try her product by cold-calling and refusing to take 'no' for an answer. Sara's also sent a gift box of Spanx to Oprah Winfrey. To her delight, Oprah liked what Sara was selling and featured Spanx as a 'Favorite Thing' on her renowned show in 2000. From then on things only got better with Spanx sales amounting to \$4 million in the first year and increasing steadily in subsequent years. Spanx has a vast consumer market globally that includes celebrities such as Kate Winslet, Gwyneth Paltrow, and Tina Fey —

all this with only word-of-mouth advertising!

Sara began Spanx without any formal training in business, fashion, or retailing. Her vision and determination to succeed were the tools she used to design and market a product that she felt could revolutionize the way women look and feel about themselves. Sara's secret to success has been her belief in her product despite being told several times during her career that she would not succeed. An inventor should avoid sharing an idea in its raw form with other people before it takes on a formal shape. "Don't solicit feedback on your product, idea

"Don't let what you don't know scare you, because it can become your greatest asset. And if you do things without knowing how they have always been done, you're guaranteed to do them differently." — Sara Blakely

or your business just for validation purposes ... It can stop a lot of multimillion-dollar ideas in their tracks in the beginning," cautions Sara. Another valuable lesson that young entrepreneurs can learn from Sara is to identify personal strengths early on in their career. An entrepreneur may delegate areas of business where he or she lacks proficiency to persons with relevant expertise in those areas to maximize productivity, just as Sara did.

Through Spanx, Sara has created a brand represents the product itself. Today, Spanx is a generic name, just like 3M's Scotch tape or Pfizer's Chapstick. Sara became the youngest self-made female billionaire in the world at only forty-one. However, Sara is not one to turn a blind eye to the plight of

underprivileged women globally. "Since the start, I saw Spanx as a platform for me to do what my greater mission and goal is, which is to help women in a big way," shares Sara. She participated in Richard Branson's show 'Rebel Billionaire' in 2004. Sara did not win the show, but her entrepreneurial spirit impressed Branson so much that he gave her \$1 million to help set up the Sara Blakely Foundation for women in 2006. The dream of helping women was not a new one for Sara. "Since I was a little girl I have always known I would help women," says Sara. Her foundation has helped countless girls and women get educated and start their businesses. In 2013, Sara

Blakely earned the distinction of becoming the first female billionaire to sign the Giving Pledge. The pledge is a conjoint endeavor by Warren Buffet and Bill Gates that urges wealthy persons to donate at least half of their wealth to charity.

On the personal front, Sara met her husband, Jesse Itzler at a poker tournament in 2006. Jesse is an author, speaker and the co-founder of Marquis Jet, the world's largest private jet card firm. Sara and Jesse took an immediate liking to one another and were married in 2008 in Florida. Today, the couple has four children and co-owns the Atlanta Hawks basketball team along with others. Sara is currently based in Atlanta and effortlessly juggles many roles as inventor, CEO of Spanx, and mother of four. Through her business and philanthropy, Sara has attained the distinction of being a billionaire with a golden heart.

AN INTERVIEW WITH THE MULTIFACETED SANDRA DEE ROBINSON

BY MARGO LOVETT

Days of our Lives, CSI Miami, Two and a Half Men — what do these hit shows have in common?

Sandra Dee Robinson has a successful career as a television and film actress with a recognizable, on-screen presence for over two decades. Sandra is not just another talented face onscreen though. She has established her uniqueness by harnessing her passion for personal empowerment into coaching programs that she calls 'Charisma on Camera' and 'Charismatic Cowgirl.' She coaches individuals who wish to own their personality and become the best version they can be. Sandra struggled with appearing natural when facing the camera in her early years and hopes to educate and motivate persons from all walks of life to shed their self-doubt and project a confident media image. Sandra is also the author of a nonfiction book



SANDRA DEE ROBINSON
 COMMUNICATE WITH
 AUTHORITY & CONFIDENCE



called 'Impact!' that serves as a guide to developing a powerful personal profile on camera and off.

She has also contributed to books such as 'The Social Agent' and 'Wake up Women, Be You' and the cookbook 'Kitchen Rescues.' Sandra Dee is a successful business person and more importantly is willing to help others succeed too by assisting them to explore their untapped potential.

Welcome Sandra, are you from New York or LA?

I'm originally from Pittsburg, Pennsylvania. I was working in front of the camera when I was eleven as a commercial actor and a model. My dreams of being a supermodel were short-lived since my height was only five foot seven. I transitioned into acting and ended up auditioning in New York City when I was very young, and within a few months, I was lucky. I got my first national show. I worked for several decades doing just that. I was very blessed to do something I found fun and was well paid. But what's interesting is that acting was a survival mechanism for me.

I teach confidence from the inside out and the ability to carry your message with finesse and effectiveness and authenticity, because I had to struggle to do so myself. Becoming an actor was a way to get paid or rewarded for being someone other than me. I couldn't talk to fans, and I had trouble walking into a room if I didn't know somebody. I remember being on national outlets and not being in control of my brand, I didn't know what my strengths were, I didn't have the ability to stand up for what I believed in or the causes that were important; I just didn't even know who I was or that I had any personal value! If I would go to an audition for hosting an infomercial and was told to 'just be yourself,' I would fall to pieces.

That happened because I had someone



MARGO LOVETT

Margo Lovett is the creator and host of Her Business Her Voice Her Conversation, a global talk podcast for the baby boomer female, who will or has reinvented herself to become a speaker, author, and entrepreneur. Conversations have been held with guests such as IlonaSelke, Tracy Repchuk & Dr. Cozette White. Amazon Best Seller Her Business Her Voice Her Reinvention, launched October 2017, the anthology, Women Inspiring Nations, was released in January 2018 and Conversations Behind The Mic (a collaboration) birthed summer 2018. WomELLE Magazine, Vercay Radio & The Huff Post have featured Margo. "Telling my story of Reinvention completes my purpose. After 26 years in corporate I quit and Reinvented myself, now I must let the world know that Reinvention is possible, there is support, motivation and instruction." She honored to have shared the stage with motivational speaker greats, such as Jewel Diamond Taylor.

close to me spoke negative things over me. My mother said 'Life would be better if you hadn't been born.' We own the negative things spoken about us for way too long. I'm constantly reading, and I took every opportunity to learn about the all types of communication — that includes communication with animals. I think there is so much that we can learn if we look at our natural strengths. We all have it within us, and sometimes when I work with people, it's just pulling the veil off or deprogramming the beliefs that come from other people that are not true. That's what I do with myself, and that's how I help people.

You really help people get confidence from the inside out, Sandra. Let's talk about your approach to bringing out the best communicator in a person and performance coaching; are they different or do they go hand in hand?

They are opposites. Performance is the flower on the tree, and that is just the pretty part of the tree. But what you have to work on is your roots; the foundation of your character, and your natural strengths to communicate. Once you know that, you can start to put the performance on top of it. I work from the inside out or roots up. The first thing I ask is 'What were you doing when you were six years old that made time stand still?' Some of the happiest people are still doing something that they loved when they were a kid. When we are happier, we are much more charismatic or positive.

That's magical. When you were modeling, and you were an actor, you had to memorize large scripts. You've had to take on a lot of information so what can we do to stay on track, especially for speakers and authors?

I refer to this on my website as 'high-risk presentations' — shooting a video that is important for your business or

Her Business - Her Voice - Her Conversation

a keynote lecture. Yes, it can be tough to remember things. If you're speaking or doing a video for your business that is less than an hour, the chances are that people will remember only one thing out three bullet points; that's how the brain works. So, give less information and weave the information with stories so that it sticks with people more. I say that because of two reasons. You can remember stories easier than bullet points and say fewer things too to make it easier on you, the presenter. So, give the audience less and make it memorable than to give them a ton of information. The biggest mistake I've seen people making related to memorizing is that if they try to memorize, they won't be in the moment. If you memorize your script, several things can happen. You're going to sound like you're not authentic when it's so much better to be conversational. If you do memorize, you will memorize the tone as well, and the third reason to not memorize is that if you skip something you've learned in a particular order you're going to throw yourself off and freak out. If you're a speaker, I'm a huge fan of slides. If you're not a naturally engaging speaker which not everybody is there is an art to putting up a slide. The slide is also a cue for you to stay on point. So, you are using the slide to expand the retention for your audience and to get them into an emotional state by using images and very little copy or words.

The goal for me when I'm working with somebody is to have them *not feel pressure*. An insatiable curiosity comes into play when you are a speaker or networking for your business to want to learn about other people. If you do that, it takes the pressure off you to perform can

so that build quality relationships through video, speaking or in person; it starts with the relationship you have with yourself. It may falter, of course, it isn't that everybody feels 100% awesome all the time. It's just learning enough about yourself to pull your strengths out in front of whatever is going on.

What is it like to work with you and how does a person get in contact with you?

I have group programs and private coaching too which is my personal favorite. We get people solid in their foundation all the way up to fine-tuning people who are keynote speakers for a while or experienced actors going through a branding shift. As successful as you may be, there may be something that has got you in an uncomfortable situation. You may want to come across as a professional and be effective in

building your relationships with new people it through speaking, camera or video. You can contact me at sandradeerobinson.com. I'm also on Facebook, Instagram, LinkedIn, and Twitter.

What Sandra has shared today is useful for authors, speakers, entrepreneurs or for anyone who wants to blossom into a bigger and bolder person using the skills you've talked about.

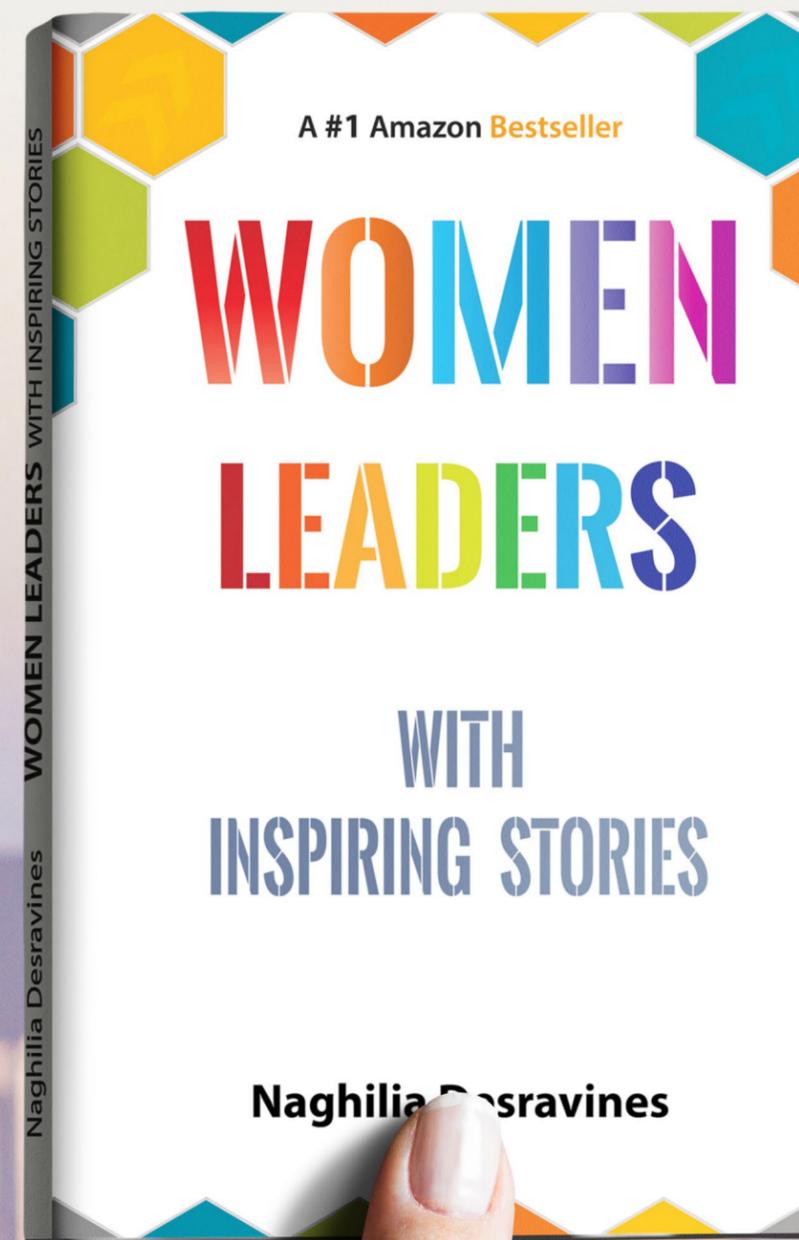
Thank you!

Sandra overcame years of self-doubt and a negative environment surrounding her when she was young to become an unforgettable face on camera. She has taken the lessons life taught her to empower others to be excited about themselves and confidently occupy a position under the spotlight. All this she has accomplished by believing in herself and her capabilities. ■

"WE NEED TO ACCEPT THAT WE WON'T ALWAYS MAKE THE RIGHT DECISIONS, THAT WE'LL SCREW UP ROYALLY SOMETIMES- UNDERSTANDING THAT FAILURE IS NOT THE OPPOSITE OF SUCCESS, IT'S PART OF SUCCESS."

- ARIANNA HUFFINGTON

#1 amazon Best Seller



"The book is inspiring and touching; I was hooked on it."
Anne Baker

ORDER TODAY

BARNES & NOBLE
BOOKSELLERS

Available on
amazonkindle

Order on
iBooks

GET IT ON
Google Play

MANAGING FAMILY IN A FAMILY BUSINESS

BY KIRSTEN BLAKEMORE

The purpose ASK THE COACH is to allow you, our readers, the opportunity to seek outside, objective perspectives from a professional coach, working in a wide variety of areas. Ask your question, provide a brief scenario and the outcome you want, and Kirsten will provide answers for you to consider. Let us know if you wish to remain anonymous.

From our January issue, Ronnie, from California, writes:

Hello,

A Big fan of WomELLE Magazine finally got the chance to read January issue and God answered my prayers (well, I think). I am a single mother of 3 children. My Family and I own a small business in Southern California. Long story short - we are facing major issues when it comes to decision making and responsibilities. I do everything from operation, marketing to cleaning the toilet (lol). Obviously, I need help but my family is not willing to help or allow me to hire help.

This is very overwhelming for me and I gained a lot of weight over the years. I am very tired of this situation and I am wondering if you have any advice that might help me fix the issue.

Thank you in advance and can't wait to receive the February Magazine.

Ronnie.



PC: Jose Angel Castro

Ronnie, thank you so much for having the courage to write. I know there are others feeling overwhelmed and will find value in your story. As a mom running a family business you certainly are the “go to” person to get things done!

Working with businesses all over the world, I have never met a company that did not struggle to some degree with communication. If you are facing issues with decision making and responsibilities, it may be that people are making inaccurate assumptions. If your family is assuming “Ronnie will do it”, the first person who loses in that equation is you. If your boundaries are not clearly defined and upheld, people will consciously or unconsciously push their agendas on you. You start doing more and more and then you find that you have given yourself over to others. The things that were important to you, such as “me time”, get pushed aside and find you don't even have time to eat. So, you eat what is easily available. These days, junk food is that master. And, food can be a great nurturer for those who are not giving back to themselves.

Here's the good news: You are not only part of the problem; you are part of the solution.

When we are overwhelmed, we often feel stuck and cannot see the light at the end of the tunnel for ourselves. But you are the solution. Get clear about what you want (not what you don't want). Journal it. For example:

I want to be appreciated for the work that I do. I want to converse about the roles and responsibilities and decide together who handles which assignments. I want to be empowered to manage my health.

Then get measurable goals that are realistic with the demands of your life. If you can speed walk 15 minutes at lunch instead of sitting behind a desk reading email, then do it and consider how you can still manage emails. Then make small steps towards defining your boundaries. It's your family so it's easy to take each other for granted.

Finally, celebrate your wins no matter how small they may seem. Acknowledge yourself! Nurture yourself the same way you nurture your children.

Thank you so much, Ronnie! So many of us who read your story are cheering you on.

When life gets busy, we can easily feel overwhelmed. When that happens, we may find ourselves retreating into a “get it done” mode which can isolate us and have us feeling that we are alone. But we are not alone. This column is designed to help us learn from one another. When we hear others have forged the same path and had the same challenges, we feel less alone and more able to cope. My personal intention for this column is that we all have an invisible tie connecting us, where we feel we can manage whatever life springs forth. We need not be alone.

Send your emails question to:

AsktheCoachWE@gmail.com



The Time to Write Your Book is Now: Here's How

BY LAURA MCNEILL

A dear friend of mine desperately wants to write a novel. She's planning on creating a family drama; a story with some mystery and juicy twists and turns. It's something she's imagined doing since she was a little girl. She's an accomplished, successful professional with a husband and a son, yet one barrier stands in her way to realizing this goal. After decades and decades, she simply can't get started.

A graduate student of mine recently emailed me about a similar issue. She's a brilliant, creative, bubbly woman with lots of great ideas. My student shared she's writing a non-fiction book about faith. Further down in the email, she added that she's been working on chapter one for twenty years. Twenty years. She's stuck and can't seem to move past those first few pages. *Did I have any advice?*

Both dilemmas are very common. My friends and coworkers often talk about dreams of

penning a novel, composing a play, or getting started on a screenplay. It gets mentioned so frequently I believe almost everyone, at one time or another, has thought about becoming a published author. Usually, there's a catalyst for the goal — a riveting experience, a deeply-moving incident, or important memory they hold in their hearts. In most cases, it has nothing to do with talent, ambition, or ability. I am certain that fear plays a huge part in holding them back.

I'll admit, attaining the status of mega-bestselling author seems a bit out of reach. It's glamorous and romantic, flying around the world to sign books, meet adoring fans, and reap critical acclaim. For that select group, fame, fortune, and future book deals usually follow. These authors have done a lot of hard work (or gotten lucky!), established themselves in the industry, and consistently publish winning titles.

Despite all this, despite the tough competition, and a crowded marketplace, I firmly believe there's still room for talented authors. Every year, new writers burst onto the publishing scene with novels that grab the spotlight and thrill fans. This reinforces to me, and hopefully, everyone, that maybe this "writing a book idea" isn't so crazy after all.

So, what is really holding you back? From a business perspective, indie publishing is alive and well. The stigma of self-publishing has all but fallen away. An author doesn't need an agent, a big publishing house, or even a small press to get a novel or non-fiction book listed on Amazon, Apple, Kobo, or Barnes and Noble. Once your manuscript is finished, a writer can Google "how to format and publish a book" videos, invest a few hours watching tutorials, and upload his or her manuscript. Amazon's KDP website is so slick that even the newest of authors can easily navigate through every single step.

With formatting and publishing solutions readily available, what

other challenges are stopping you from getting started?

7 Myths for Not Writing Your Book

1. Not Enough Time

Everyone is short on time. Everyone. But time is a commodity that can be divided and scheduled. Set your alarm for 30 minutes or an hour earlier and write. Use your lunch break to write. Instead of watching Netflix, write. If writing a book is really important, you must give up something to create the time. I don't have cable. In the end, it's a small sacrifice and I don't miss it at all.

2. No College Degree or Previous Writing Credits

I don't have a degree in creative writing. You don't need one. Michael Crichton was a doctor. Ernest Hemingway was a reporter. Joan Didion worked at a magazine. David Foster Wallace was a teacher. While I do have a degree in English and worked in journalism, when I started on this path, I had no writing "credits" in a magazine or newspaper. I didn't have a blog. And I certainly did not have friends in the publishing industry. Almost everyone starts at ground zero. *There's no place to go but up, right?*

3. No Outline

If you love to outline and plot out project steps, you may love the process of outlining your book. There are tons of great books on the process. I have about twenty of them. Your job is to find the system that works for you and realize it may take a while to get into your outlining groove. On the other hand, if you are one of those wild and crazy authors who flies by the seat of his or her pants (a "pantser"), go for it! Let your muse lead the way.

4. No Agent

You don't need an agent. Really. Agents are nice to have, not a must-have for

writers. Remember, agents can be fabulous and make amazing things happen, but they also take 15% of your profit. It is something to be weighed and considered.

5. The Writing is Not Good Enough

Everyone has this fear. Every author, at one time or another, believes his or her own writing is terrible. Like with anything in life, there are good and bad writing days. The key is not allowing the bad days to take over and lead you to quit. A dedicated author pushes through, finds a reputable editor, and endures a thorough critique of his or her book. This is a must-have step, along with a final, professional proofread for pesky little errors. Nothing sinks a book (and your reputation as a writer) faster than misspelled words and faulty grammar.

6. Fear of Criticism or Readers Not Liking the Book

The criticism is real. Readers can be candid to the point of cruelty in their reviews. Believe me, after seven books, I know it happens, however, readers can also be fabulous friends and close confidants who cheer you on at every turn. I am lucky enough to have both. You cannot, I repeat, cannot please everyone. Accept this (please) and move on. A thick skin is required for any author in the business.

7. You are Too Old

Poppycock. No deal. Age is not an excuse. Plenty of writers began their careers well after their 20's and 30's. Toni Morrison wrote her first novel at 39. Millard Kaufman published his first novel at the age of 90. Helen DeWitt published "The Last Samurai" at 41. Bram Stoker didn't write "Dracula" until he was 50. Anna Sewall, author of "Black Beauty," wasn't published until age 57. Frank McCourt was 66.

With these seven myths out of the way, it's time to start writing. ▶

7 Steps to Start Your Book Today



1. Choose One Book Idea and Write a Rationale

Focus on one novel idea (or one topic for your non-fiction book). If you have several ideas that all seem viable, make a list and choose the one you are most excited and passionate about. This excitement and passion will help keep your motivation strong throughout the process. Next, dig down and determine why this book is important and different from others. What will your book offer readers that other books cannot? What important information will it contain? What advice, main message, or observations will you share to help your readers live a better life? Why will readers want to buy your book? Will it entertain, inform, enlighten? Think hard about this and spend some time developing your rationale until you have it down to three to four sentences. The idea should be easy to understand and concise. Using this rationale, combined with your main idea, you should be able to “pitch” your book to friends and acquaintances.



2. Plan Out Your Story or Book

Even if you don't like to outline, a one-page document containing chapter names or sentences listing key moments in the novel will help keep you on track. When I start my outlines, I like to list a sentence or two about every chapter. This way, I am not constrained, but it also keeps me from wandering too far away from the focus of my work. A brief outline also leaves room for additions, tweaks, and great new ideas as you build your story. If you are going the non-fiction route, you will need to put together a non-fiction book proposal, which I will cover in detail in an upcoming column.

3. Find a Dedicated Writing space

Our writing space should be a place where you are comfortable and where you will not be interrupted. It can be your dining room table, a desk in a closet, a seat in the local library, or even the sofa. It is best if you can use the same space every day. This helps your brain wake up and trigger the “it's time to write” reaction when you get into your writing space.



4. Choose Set Times/Days and Schedule them on your Calendar

Your writing time should be scheduled, if possible, when you are at your most creative and motivated. This can be at 5:00 AM, 2:00 AM, or 11:30 PM. Whenever it is, make it consistent. Show up on the days and times you are scheduled to write. Put a writing calendar where you see it every day and mark your writing time on the pages (i.e. Mondays, Wednesdays, and Fridays at 4:00 PM). This serves as a reminder and a written commitment to follow through. Note: Some people like to write every day. Other people like to write only Monday through Friday. Do what works for you, but shoot for at least three times a week.



5. Determine a Daily Writing Goal

This can be three hundred words or two thousand words. In my opinion, five hundred words is a good daily goal to start with. This ensures you can reach your goal and feel good about it, allowing you to come back fresh for the next session. Then, set a word count total and your target deadline (i.e. 40,000 words by December 20, 2019). Post it on your calendar or in a location you pass frequently. This small reminder will keep you motivated. If you are concerned that five hundred words a day is not enough, think about it this way. Writing 500 words a day, three days a week = 1,500 words. Over 52 weeks, 1,500 words a week = a total of 78,000 words, which is about the size of a typical commercial novel. If you write 1,000 words a day, three days a week, you'll hit 78,000 words in six months. Not too bad, right? If 78,000 words sounds like too much, write a novella (60,000 words) or a more concise non-fiction book (10,000 – 30,000 words).

6. Use the Pomodoro Technique

This is a time management strategy invented by Francesco Cirillo that breaks down work into 25-minute (or shorter) intervals. The basic idea involves short “bursts” of writing with breaks in between. For example, set a timer for 25 minutes, then write as much as you can until the timer rings. Take a short break and repeat. Do this for as long as you have allotted to write. Modify to make it work for you.



25 min working
5 min resting

7. Turn off Social Media, the Internet, and Your Phone

Our cell phones are so addicting, they make time and attention disappear. Before we know it, hours are gone. Decide now which is more important – Pinterest and Instagram or writing your book? If it's the latter, turn off your phone and internet, as well. It's too easy to get distracted by email, Facebook posts, and pop-up ads. Your word count will skyrocket when you have distraction-free writing time.



NO SOCIAL MEDIA

That's it. Seven simple ways to help you begin writing your book today.

Once you start writing, know that you will face self-doubt and worry. You may feel overwhelmed at times. These feelings are completely normal. In the middle of your project, you may think about changing story topics. You may come up with a new idea. Stay focused on your current project. Find a support system to keep you on track and motivated. This can include other writers, a face to face writing group, a critique group online, or friends who are waiting anxiously for you to finish your book.

Remind yourself to keep moving forward. Do not edit as you go; you can fix the pages later. Moving forward means you will finish. What makes you a writer is not your ability to start a book project, but your ability to complete one. Believe in yourself, your idea, and your ability. Take that riveting experience, deeply-moving event, or important memory you hold in your heart and make your dream a reality. No excuses. Start your book today. ■



Keeping Cyclists Safe with the Light

BY WOMELLE STAFF

Riding a bicycle brings with it a number of advantages. For one, it is a healthy alternative to driving. Second and more important, it is a clean way to travel from one place to another.

Safety however is one major concern as cyclists tend to experience more accidents compared to motor drivers. This particular matter is heightened at night, even when one has the right equipment.

This is where Emily Brooke enters the picture. As an experienced cyclist herself, Emily understands that one reason

why accidents occur is that most vehicles have a blind spot and unable to see cyclists when turning. In terms of actual figures, 79% of cyclists moving forward are hit by the vehicle in front of them in the act of turning.

Let There Be Light

Emily knew what was needed was to find a way to warn the person driving the vehicle in the front. The result is both simple and highly innovative, dubbed as Laserlight. This product makes use of what is known as forward projection technology. What it does is to use white light and combined it with a laser image to beam out a shape. Not surprising to know that the shape used is a bicycle. The reason is that no matter how you view it, a bicycle will always have the appearance of a bicycle.

Making this Laserlight even more enticing to cyclists is that it is charged while the cyclist is pedaling. Under conditions having low light, it is immediately turned on. In order to save on the charge, the light will turn off if the bicycle is not moving for at least two minutes.

Emily knew that she had a good idea but was unsure of how the market would react. She put the product Kickstarter with a goal of £20,000. Within five days the amount reached £25,000 before raising at least £100,000.

This Kickstarter campaign would catch the attention of the family of Richard Branson

and eventually getting support from Santander.

From Blaze to Beryl

The success of Laserlight allowed Emily to establish Blaze. Despite the success, Emily would face a potential problem in the form of a U.S. company with the same name. Most startups would have closed shop, but Emily did something different.

She turned the lawsuit to her advantage. Emily would use this situation to reposition and the company and rebrand. Thus, Beryl was born.

Moving Forward

With the rebranding, Emily and Beryl would now be able to offer more products rather than relying solely on Laserlight. Beryl's product line now includes a lightweight Pixel as well as the Burner brake, a brake that increases its stopping power as the bicycle slows down.

Emily is now moving to focus on another problem, which is clean air. Through Beryl, she hopes that cyclists in London will be able to help her obtain additional pollution data. This would be made possible by putting in air quality sensors on bicycle models that Beryl intends to release in the future.

Emily has indeed gone far than what she had started out to be. From her beginnings to ensuring the safety of cyclists, she is now on the path to helping make the world a better and cleaner place. Not bad for someone who started biking less than a decade ago. ■



CES Cancels Award Based on Gender Bias

BY WOMELLE STAFF

The Consumer Electronics Show (CES) is a trade show done yearly and serves to showcase upcoming technologies particularly in the consumer electronics industry. This event has been known to serve as early promotions for different products. In 1981, for example, audiences were treated to the first camcorder and 2001 would be remembered as the reveal for the Microsoft Xbox.

This year, Lora DiCarlo is crying foul after its product, the Osé, was given the CES 2019 Innovation Awards Honoree in the Robotics and Drone divisions. However just a month after, the same award was rescinded by CES. Not only that, according to founder Lora Haddock, the company was told they would not be

allowed to display their product at the show. In fact, they were not allowed to have an exhibit during this annual event.

So, what seems to be the problem? The Osé is a sex toy. What makes it different from other sex toys on the market is that this one was developed by women and made for women. Indeed, Lora DiCarlo is a startup that is led by women, with Lora at the helm.

For Lora, the problem with cancelling the award is that CES cannot get their stories straight.

Obscene and Indecent

CES claimed that it had the right to withdraw any entry that is deemed not keeping with their image. However, Lora contends that Osé passed the initial

vetting and even garnered high scores. Lora argued as well that such products have not been banned in the past. In 2009 for example, the world was treated to its first 3D porn. Just last year, the world was witness to what appeared to be the first-ever robot strippers. There is no doubt that this reason does not hold water.

No Proper Category

Lora went on to say that the company received a letter from CES organizers declaring that its product was not eligible under the Robotics and Drone group. Again, this was a surprise to Lora and her team.

For one, the was designed through a partnership with none other than the Robotics Lab of Oregon State University, currently ranked fourth in the US. Second, Lora declared that the product has a number of robotics patents that are pending.

Gender Bias

Lora said that this action is a clear case of gender bias. In particular Lora cited the fact that sex products aimed at men are allowed but those that are developed for women are considered taboo. For Lora, this action means that aside from restricting innovation, CES is saying that innovation geared towards women's sexuality is not allowed. Finally, Lora alleges that the decision has been done by administrators and not by experts.

Whether CES made the correct decision remains to be seen. What is noteworthy is that tech founder Lora is not taking this issue sitting down. The company has already obtained funding and grants amounting to \$1.2 million and hopes to create for products for women.

For now, we get to enjoy the moment as the company throws shade on this issue by claiming on its website that the Osé is the 2019 CES Innovation Award Winner ... well, sort of. ■

Contributors



Maggie Georgopoulos is a Leading Global authority on Mental Health in the Workplace. She has a unique story which she shares about her own mental health journey as a change maker and leader in the workplace. She is a strong advocate of ingraining a strong understanding and support of mental health into the cultural psyche of organizations. She also works closely with individuals and organizations on career development for women in male dominated industries. She is the author of the book, *Up the Ladder in a Skirt*, which is hailed as the book for women in challenging roles globally by women in organizations such as the Lloyds Banking Group and Visit Scotland. She has directly impacted the career choices and progress of over 10,000 women in over 32 countries around the world.

www.magsinspires.com

Author and book coach **Laura McNeill** motivates, inspires, and builds confidence in writers struggling to start or finish a great story. Laura is the author of HarperCollins suspense novels *Center of Gravity* and *Sister Dear*. She has published five additional books, including *The World Breaks Everyone*, under her pen name, Lauren Clark. Laura is a Ph.D. candidate at the University of Alabama and an adjunct professor for Samford University's College of Education. Visit her website at www.LauraMcNeill.com



Deborah Bishop is an inspirational performance artist, keynote speaker and award winning performer, author, and your inner image authority; "because you will never outperform your own self image." Her career highlights include her critically acclaimed Talk Radio and TV Talk show, "Global Light-wave, Your Wake-up Call; from the Political to the Metaphysical, We Explore" and speaking about leadership to groups as diverse as residents in court appointed rehabilitation in South Central Los Angeles, and the United States Navy. She has also shared the stages with the likes of Jack Canfield and Ellie Drake. Deborah has worked with Fortune 100 and 500 companies, Disney, Warner Bros and CBS Television as well as several celebrities and individuals of prominence. Deborah has built a thriving private practice assisting hundreds of female entrepreneurs, sales professionals, experts, executives, and leaders, breakthrough barriers, patterns, habits and dysfunctions to achieve the "bottom-line" they desire and deserve, but for some reason can't access on their own. Her clients enjoy immediate and lasting results. To reach Deborah please email her directly at BookDeborahBishop@gmail.com. To get on her schedule and chat please go to

www.TRActionNow.com

Trina Ramsey is a career & life coach, international bestselling author and motivational speaker. As the founder of the Just Do You Institute for Women's Empowerment, she supports women over 40 in living fearless, full and unapologetic lives. Her book, *Just Do You! A Declaration of Independence from Guilt, Obligation and Shame* is available on Amazon.com. She is also a contributor to the newly released, #1 best-selling *The Art of UnLearning: Top Experts Share Personal Stories on the Power of Perseverance*. Learn more about Trina and her work at:

www.JustDoYouInstitute.com



Rhonda Kinard is the CEO of A Life Ignited, LLC, a personal and professional development company where she helps goal-driven men, women, and students obtain the soft skills and success coaching required to take their lives and Businesses to "next level extraordinary." Rhonda Kinard delivers training, e-learning solutions, and empowerment experiences to individuals, businesses, colleges, universities, and schools. Through her professional work, she also educates, engages, and empowers her clients and students to dream the unimaginable, take action, and achieve their big bodacious goals in life, leadership, and in their careers and businesses. Rhonda is a sought-after motivational speaker and author. Her signature talk title "The Resilience Factor: Extraordinary Success after Epic Failure," motivates audiences to push through challenging times and self-doubt by being resilient, mentally tough, and tapping into the power they possess within to conquer adversity and create the life they crave. Her book, "A Life Ignited -Ignite Your Inner Fuse" inspired readers to stop playing small and ignite their purpose and passion in life.

www.aLifeIgnited.com

Preetika Chandna is a freelance writer who enjoys writing articles, blogs, marketing copy, nonfiction book chapters, and academic columns. Before following her passion for writing as a career, she has worked for ten years as a pediatric dentist at a dental hospital and also holds a degree in Applied Psychology. Preetika enjoys writing on issues related to women empowerment and lifestyle. She also uses her clinical experience to write on parenting, dental and health problems, and psychology. When she's not writing, you will find her spending time with her daughter or at a movie theatre. You can reach her at

DrPreetikaChandna@gmail.com



Tracie L. James is a Sales and Marketing professional turned Leadership Strategist, Corporate Trainer, Speaker, two-time Author, Radio and Podcast Host and Entrepreneur. For over 20 years, she has utilized her expertise to help corporations, nonprofits, and educational programs. Clients include executives, entrepreneurs and organizations of all sizes. Tracie has appeared on TV and radio. In addition, she has performed on stages throughout the United States. With numerous awards and accolades throughout her sales, marketing, speaking and consulting careers, Tracie is not easily placed in one category, she defines her own. Tracie's number one goal is to educate, develop and encourage leaders to cultivate an environment that encourages employment development, engagement and productivity.

www.TracieLJames.com

Kirsten Blakemore, Sr. Consulting Partner at Partners In Leadership, speaker, Author and Forbes Coaches Council member, captivates audiences with her authenticity, expertise, and charisma. She engages large and small audiences from leading organizations, such as Walmart and the FDA, creating a fresh environment for learning by pushing past outdated thinking. When she is not speaking and coaching, she thoroughly enjoys writing edgy, topical pieces that she contributes to Forbes and Inc online magazines. She recently published her first short guide for new managers. Kirsten holds an undergraduate degree in business and a master's degree in psychology from Pepperdine. She earned a coaching certification from The Coaches Training Institute and International Coach Federation (ICF) as well as her Health Coach certification from Dr. Sears Wellness Institute which she uses to help her clients find work-life balance.



Myrtha Dubois is an International Best-Selling Author, Certified Personal Development Life Coach, Entrepreneur and CEO of Myrtha Dubois Coaching & Consulting.

Myrtha Dubois knows all too well about life's interruptions, such as feeling stuck, being overwhelmed, confused, running against time. Myrtha Dubois says, "Grow Through It."

As a result of that attitude, Myrtha, has been featured on *We Are Beautiful Magazine* and *Steve Kidd's Thriving Entrepreneur Radio Show*, added to book collaborations, invited to speak at numerous events like, *Powerful Women Networking*, *ITMH Empowerment Conference*, & *Excelerate Excellence*; works in partnership with *Kidd Marketing*. Myrtha is passionate about three basic principles. EDUCATE, because when you know better you can choose better; ELEVATE because when you choose better you can move from an un-serving environment to more opportunities; EMPOWER because when you know better and are doing better you can now be better as the example and share your message, products or services with others. BE Undeniable!

Luci McMonagle, Spiritual Teacher and Mystic Wealth Mentor. As a Spiritual Teacher and Mystic Wealth Mentor, I work with people who are really up to something in the world — who are committed to positive change, leaving behind a meaningful legacy — but they're feeling stuck or stalled or are having challenges taking things forward. I help them break through the obstacles, fears, and hidden self-sabotages that have been holding them back. To learn more about my work, visit my website:

www.LuciMcMonagle.com



Divya Parekh, an award-winning business relationship advisor, international speaker, and three-times #1 bestselling author of over 10. Divya delivers high-energy presentations using her science-based, 9-step growth process that moves leaders to take the right actions for their success. Leaders in business who believe that success is achieved by building and nurturing relationships partner with Divya to create a thriving business that is joyful and easy to run. Divya is also an author and professional certified coach who has coached multi-million dollar entrepreneurs, seasoned executives, and non-profit leaders from six continents. She helps others develop the exponential power of understanding people, giving of yourself and how to seed, grow and sustain productive relationships. Her clients learn to recognize and overcome blind spots and leverage their strengths, so their relationships drive profits and create immense personal gratification. Her proven success strategies have resulted in her clients getting six-figure opportunities, five-figure promotions, quality time in day-to-day life, media recognition, and to #1 best seller on Amazon.

www.DivyaParekh.com

Michelle Bryant Griffin is an entrepreneur, creator and owner of *Focus on Fabulous* magazine, nationally acclaimed award-winning artist, inspirational speaker, self-published author of five books available at most online retailers, a multi-award winning, published photographer whose work is nationally used for worldwide marketing campaigns and featured on various items including but not limited to apparel. She shines her light and speaks from her heart in an encouraging and transparent manner and offers a message of hope, healing, and victory to any who encounters her or her works. You can check out her multitude of work, at

www.DivinelyFocused.com



WomELLE



www.womelle.com

