

# CHOICES

WINTER 2024 THE OFFICIAL PUBLICATION OF THE WOMEN ENTREPRENEURS ASSOCIATION



**ALL ABOUT  
ENTREPRENEURS  
OVERCOME IMPOSTER  
SYNDROME  
UNLOCK YOUR  
POTENTIAL  
EMPOWERING WOMEN  
IN BUSINESS  
ENTREPRENEURSHIP  
WITHOUT BURNOUT  
START THE NEW YEAR  
WITH A BANG**

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# From <sup>the</sup> Editor

entrepreneurial journey. Tailored exclusively for women entrepreneurs like you, each issue is a captivating adventure designed to elevate your personal and professional spheres.

Embark on a journey of self-discovery and growth with *Choices*. Our pages are brimming with thought-provoking articles that will spark your curiosity and ignite your passion for learning. Immerse yourself in in-depth interviews, motivational messages, cutting-edge insights, and expert advice that will empower you to conquer new horizons.

But that's not all – prepare to be inspired by the remarkable success stories of trailblazing women who have conquered the business realm. *Choices* is your companion on your

path to cultivating a growth mindset, fostering resilience, and embracing the confidence to make choices that shape your destiny.

Get ready for a beautiful adventure with *Choices*, where every page is a treasure trove of wisdom, inspiration, and encouragement. Your journey to success starts here, and we invite you to be an integral part of this empowering experience.

Welcome to the new *Choices* – where the extraordinary is just a page turn away!

Best Regards,  
Judi Moreo, Editor

A handwritten signature in black ink that reads "Judi".

**D**ear Esteemed Readers,  
Step into the exciting world of *Choices*, where a vibrant transformation awaits you! We are thrilled to unveil our fresh and dynamic rebranding, marking a new era for our magazine as the official publication of the Women Entrepreneurs Association.

*Choices* is not only a magazine; it's your personalized guide to empowerment and success on your



# DEFYING THE ODDS: THE ENTREPRENEURIAL SPIRIT OF JUDI MOREO

BY AIMMEE KODACHIAN

In the realm of personal growth and motivation, Judi Moreo stands out as a genuine luminary. Her name is synonymous with empowerment, leaving an indelible mark that transcends boundaries. Globally recognized as one of the most sought-after speakers in motivation, communication skills, and personal development, Judi's impact is immeasurable. Illuminating the path to purpose, passion, and power, her transformative book, "You Are More Than Enough: Every Woman's Guide to Purpose, Passion, and Power," resonates deeply with countless readers, sparking the flames of purpose within.

Judi's influence extends beyond words; she has crafted the Achievement Journal, a companion to her book, an invaluable tool for personal growth. Additionally, she is the visionary publisher behind the Turn Your Talents Into Cash book series, the Life Choices book series, and Choices magazine, showcasing her unwavering commitment to sharing wisdom and inspiration.

Judi Moreo reaches a global audience through her "What's Your Story?" television show on WWDBTV on



ROKU, where her words echo with a transformative force. Her ascent to becoming an icon in motivation and personal development speaks volumes about her unyielding spirit, entrepreneurial prowess, and contagious enthusiasm.

Defying the odds with a modest \$2,000 in savings, Judi founded her first venture, Universal Models and Finishing School. Undeterred by skeptics questioning her success with limited capital, she built a virtual empire, including Universal Convention and Trade Associates. Sixteen years later, she sold this thriving business and ventured to South Africa, assuming the role of Group Promotions Manager within a media conglomerate.

The call of entrepreneurship beckoned again, leading Judi to establish Turning Point International in South Africa—a venture she navigated masterfully for six prosperous years before returning to the United States. Anchoring Turning Point International in the vibrant heart of Las Vegas, Nevada, she continued her legacy.

Judi's impact knows no borders, inspiring hundreds of thousands globally with her distinctive speaking and training style. Her name graces stages alongside luminaries like Norman Vincent Peale, Og Mandino, President George Bush, Sr., Les Brown, and more. A beacon of motivation, a sage of personal development, and an irreplaceable mentor, she has left an indelible mark on entrepreneurs and executives across 29 countries.

Recognizing her unwavering commitment to personal growth and empowerment, Judi Moreo has received numerous accolades, including the Women's Federation

for World Peace HerStory Award and induction into the Business Hall of Fame. The Certified Speaking Professional designation from the National Speakers Association, held by less than 10% of the world's speakers, is a testament to her journey.

From the Las Vegas Diamond Star Visionary Award to Nevada Businessperson of the Year, Judi's trophy shelf narrates a life dedicated to excellence. Her accolades extend to the Las Vegas Chamber of Commerce, where she is celebrated as the "Woman of Achievement – Entrepreneur," and the prestigious Circle of Excellence Award. The American Women in Radio and Television recognized her with the Outstanding Achievement Award, and her contributions to the modeling world earned her the World Modeling Association School Director of the Year Award and the United States Career Model Award.

Now, let's learn more about the person behind the reputation.

**A: "You Are More Than Enough" is one of your most celebrated works. This motivational book has received acclaim for its practical advice and inspirational stories. How did you develop the idea for this book, and what message do you hope readers take away from it?**

J: For 21 years, I owned and operated Universal Models Finishing School and Model Agency in Las Vegas. At the school, we offered courses in Personal Development and Professional Modeling. Many people attended the programs wanting to improve their self-confidence, self-worth, and self-esteem. Often, attendees said they did not believe they were "enough"...not only to be a model but enough to be

accepted, loved, and admired. I read constantly on these subjects, and I felt something was missing in the self-help genre. I wanted a book that could make people feel good about who they are and guide them as to what to do and how to do it to embrace the feeling of being powerful and influential. I wrote the book to make a positive difference in people's feelings about themselves... and it has!!!

**A: You are a sought-after speaker who has delivered keynote addresses at conferences, seminars, and workshops worldwide. What motivates you to continue speaking and sharing your wisdom with diverse audiences?**

J: Yes, I have been blessed with having a speaking career that has taken me to 29 countries on four continents. The motivation comes from people coming up to me after a presentation or writing to me after they have heard me speak and telling me that my story touched their hearts or they used some of my advice, which made a positive difference in their lives, especially when someone says I heard you speak 10 years ago and I still use the information you shared.

**A: You have coached numerous individuals, helping them navigate personal and professional challenges. How do you approach coaching, and what are your guiding principles for mentorship?**

J: Coaching is a very personal experience. I work one-on-one with individuals to give them my full attention and address their issues, problems, strategies, and growth. However, group coaching can also be very beneficial, and it is very cost-effective. Participants receive three

months of group coaching along with my You Are More Than Enough online course.

My guiding principles for mentorship include mutual respect, trust, confidentiality, active listening, setting clear goals, empowering them to make their own decisions, being accessible, leading by example, cultural sensitivity, and providing constructive feedback. I create a supportive and nurturing environment where mentees can learn, grow, and thrive.

As a speaking coach, I teach participants that professional speaking is a business and should be conducted as one. They learn to create a brand and a signature story, how to get noticed in the marketplace, what makes a speech unforgettable, where to find clients, how to get referrals, and much, much more.

As a writing coach, I help new authors structure their books and get them written, published, and publicized. For experienced authors, I offer editing services. I also offer ghostwriting services for those with a story to tell but no idea how to tell it.

**A: As the founder of Turning Point International, you have established a platform to offer training and development services. What inspired you to start your business, and what has been your biggest entrepreneurial challenge?**

J: When I speak to an audience, so many audience members tell me that they would like to bring me in-house for their employees to hear what I have to say, or they wish they could take me home to have the members of their family spend time with me, or that someone they knew could also

use the advice I share. Many said they were putting the information to use in their personal and professional lives, so I decided to offer my services to them. They can bring me in-house to motivate their teams and work with me personally to improve their leadership skills. They can take me home to their families through my books and online courses. They can spend time with me personally through the online course and group coaching or through personal one-on-one coaching. My biggest challenge has been balancing my life and maintaining good health while traveling worldwide.

**A: And how do you do that?**

J: I spend as much time as possible in nature and with animals...at least a weekend in the bush or outback in whatever country I visit. I take loads of photographs, and when I get home, I go into my art studio and paint the animals I photographed. Painting is my

meditation. It gives me several hours of quiet time to free my mind from the stresses of life. When I paint the animals, I sit quietly in my studio and paint their eyes first. Once the eyes are done, I feel I can see their personalities, and we have a soul connection. Then, painting the rest of the animal is a project of love. I want to make them as beautiful and authentic to life as I can.

**A: What advice do you have for individuals struggling with self-doubt and insecurity in their personal or professional lives?**

J: Self-doubt and insecurity can be challenging to overcome, but with patience, practice, and the right mindset, you can build your confidence and self-esteem.

- The first step is recognizing and accepting that you are experiencing self-doubt and insecurity. It's okay to feel this way



at times; everyone does.

- Pay attention to your inner dialogue and challenge negative self-talk. Replace self-criticism with positive affirmations and realistic self-appraisal.
- Set goals and break them down into smaller, achievable steps. This can make your objectives seem less overwhelming and boost your confidence as you accomplish them individually.
- Seeking feedback from others can help you gain perspective and improve. Don't be afraid to ask for mentor feedback or hire a coach.
- Identify and celebrate your strengths and accomplishments. Keep a journal of your achievements, no matter how small they may seem. I created the Achievement Journal for this very reason.
- Prioritize self-care to improve your overall well-being. This includes getting enough rest, eating well, exercising regularly, and practicing relaxation techniques like mindfulness or meditation.
- View challenges and failures as opportunities for growth and learning rather than as signs of inadequacy. Mistakes are a natural part of the learning process.
- Invest time in developing the skills and knowledge you need for personal and professional growth. The more competent you feel, the less you'll doubt yourself. Read self-help books. Contact me for recommended books to read.
- Visualize your success and imagine yourself overcoming obstacles. This can help boost your confidence and motivation. Create a vision board and post it where you see it often.
- Spend time with people who uplift and support you... your mentor,



coach, and friends with positive attitudes. Avoid those who bring you down or undermine your confidence.

- Learn to set boundaries and say “no” when necessary to protect your time, energy, and mental well-being. Overcommitting can lead to feelings of insecurity.
- If self-doubt and insecurity are severely affecting your life, consider seeking the help of a therapist or counselor. They can provide you with strategies and techniques to address these issues.
- Treat yourself with the kindness and understanding you would offer a friend. Be patient and forgiving with yourself as you work through these feelings.
- Sometimes, the best way to combat self-doubt is to step out of your comfort zone and act despite your insecurity. The more you do something, the more confident you

become.

- Understand that nobody is perfect. Everyone has flaws and makes mistakes. Striving for perfection can fuel insecurity, so aim for excellence instead.

Remember that building self-confidence is a journey; it takes time and effort. Be patient with yourself, and don't be discouraged by setbacks. Overcoming self-doubt and insecurity is possible with consistent effort and a belief in your ability to grow and improve.

**A: How do you stay motivated and inspired to continue your work in personal development?**

J: The work itself is motivational. Seeing people develop and gain confidence in themselves and their abilities is rewarding. Watching them succeed is thrilling. It is incredibly

inspiring to have them call or write years after working with me and thank me for being a part of their lives. Having someone come back to work with me again after 20 years or more, saying they need a Judi Moreo fix, is my all-time best.

**A: What do you believe are the key factors differentiating those who succeed from those who don't in their personal and professional journeys?**

J: A combination of factors influences success in personal and professional journeys, and it's important to note that success can vary significantly from one individual to another. However, several vital factors often differentiate those who succeed from those who don't:

- Successful individuals typically have a clear purpose and passion for pursuing their dreams. They set specific, measurable goals and create a vision for their future.
- Those who succeed tend to be resilient, bouncing back from failures and continuing to work toward their goals with determination.
- Successful individuals are open to change and innovation. Adapting to changing circumstances, technologies, and market conditions is crucial in today's fast-paced world.
- Understanding financial principles and managing money is essential for achieving financial goals and security.
- Strong communication skills, including active listening and compelling expression, are essential for success in personal and professional relationships.
- Successful people seek opportunities to acquire new



knowledge and skills through formal education, training, or self-study.

**A: What new projects or initiatives are you currently working on, and what do you hope to achieve?**

J: My latest project is the "You Are More Than Enough: Overcoming Your Perceived Limitations" online course. It includes 16 modules of learning materials, three months of group coaching with me, membership in the You Are More Than Enough Facebook group, three free ebooks, and much more. It will help people give up their limiting beliefs and feel More Than Enough. To learn more about this program, go to <https://classes.empoweringhumanitytv.com/courses>. I am also finishing another self-help book, "Are You All In? Winning Strategies for a Fulfilling and Rewarding Life." It will be coming out very soon.

**A: How exciting! As always, I am wishing you much success.**

**Judi Moreo's journey from self-discovery to becoming a beacon of inspiration in the world of personal development is nothing short of remarkable. Her book, "You Are More Than Enough," inspires individuals to believe in themselves and reach for their highest aspirations. She has impacted and continues to**

**significantly impact countless lives through her work as an author, speaker, coach, and entrepreneur. Her story is a testament to the boundless potential residing within each of us. As we delved into her life's journey and contributions, we unveiled the profound wisdom and transformative energy that define this remarkable woman. Judi Moreo truly is More Than Enough!**



**ABOUT THE AUTHOR**

Aimmee Kodachian is a two-time global award winner, recognized for her inspirational and influential global impact. She has been appointed as a Global Woman Peace Ambassador for her remarkable work and efforts in empowering humanity. In addition, she has received the HerStory Award from WFWP. Aimmee is the author of "Tears of Hope: A Miraculous Journey of Faith, Courage, and Survival," which is currently developing as a motion picture.



**“The question isn’t who’s going to let me,  
it’s who’s going to stop me.”**

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**AYN RAND**



# DREAM, PLAN, THRIVE: IGNITING PASSIONATE GOALS IN YOUR CREATIVE BUSINESS

BY HANNAH ROPER

As creative entrepreneurs, the path to success is often painted with passion and strategy. But what happens when you've ticked off a primary financial goal and feel lost? It's time to reevaluate your goals, not just in numbers, but in terms of emotional connection and broader ambitions.

## Reconnecting with Your Financial Goals

Initially, hitting a significant financial milestone can feel like the pinnacle of success. But what comes after? It's essential to understand that while financial goals are vital, they're not the only markers of success. We must ask ourselves: What impact do we want to make? What brings us joy? These questions lead us to a more profound sense of purpose and motivation, especially when times get tough.

Remember, it's not only about the numbers. It's about what those numbers enable you to do – the freedom they bring, the experiences they afford, and the changes they drive. But beware of the trap of comparison, especially in the age of social media, where success is often misleadingly quantified.



## Embracing the Emotional Aspect of Goal Setting

When setting goals, infuse them with emotion. Visualize the achievement and also how it will make you feel. This emotional connection is crucial in manifesting your dreams and every aspect of your business. It's about connecting with your clients emotionally, understanding their needs, and aligning your services to solve their problems or fulfill their aspirations.

As you set new goals, don't focus solely on the numbers. Instead, dive into the 'why.' Why do you want to run your business? Why do you aim to achieve a specific financial figure? Your emotional attachment to these questions will propel you forward.

## Setting Multifaceted Goals for a Balanced Business

Now, let's talk about goal setting in a broader sense. Setting financial, creative, and impact goals is vital in the dynamic world of creative entrepreneurship. These three goal types reflect our multifaceted nature and inspire and motivate us.

1. **Financial Goals:** What do you aim to achieve financially in your business? Remember, these aren't just about revenue; they're about what the revenue enables you to do.

2. **Creative Goals:** What do you want to achieve creatively? These goals keep the spark of passion alive in your work.
3. **Impact Goals:** What impact do you want your business to have on the community and your clients? This is about the difference you make, the value you add.

## Understanding Goals, Outcomes, and Activities

Lastly, goals are nothing without action! Ensure you differentiate between goals, outcomes, and activities. Think of your goal as the destination of your business journey – the dream you're pursuing. Outcomes are the quarterly milestones that bring you closer to this dream, while activities are the monthly tasks that keep you on track.

Align every activity with your goals to ensure every step is a step forward. Take time to break your goals down into quarterly outcomes and monthly activities, this will assist you in tracking your achievements and, most importantly, celebrating your wins, however small!

As female creative entrepreneurs, our journey is unique. It's filled with both ambition and emotion. By understanding the importance of setting varied goals and infusing them with emotional significance, we can create a fulfilling and successful path

for ourselves. It's about more than financial success; it's about creating a business that resonates with our values and brings us and our clients joy.



## ABOUT THE AUTHOR

The Female Creative | Business Strategy Coach & Mentor

Hannah Roper, founder of The Female Creative, combines nine+ years in business and 20 years in learning and development to empower female entrepreneurs. A survivor of domestic abuse, radio host, and country music singer, she balances roles at The Female Creative, Country on The Coast Festival, and her corporate career. Honored as Inspirational Woman of the Year, Hannah inspires with her strategic acumen and commitment to work-life balance, guiding women on their business journeys.

Website: [www.thefemalecreative.co.uk](http://www.thefemalecreative.co.uk)

Instagram: [@the\\_femalecreative](https://www.instagram.com/the_femalecreative)

**“When setting goals, infuse them with emotion. Visualize the achievement and also how it will make you feel.”**

**“You have to have confidence in your  
ability and then be tough enough to  
follow through.”**

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**ROSALIND BREWER**



# BALANCING ACT: ENTREPRENEURSHIP WITHOUT BURNOUT

BY DR. SOLA TOGUN-BUTLER

I distinctly recall the momentous decision to embark on the entrepreneurial path. During that period, I held full-time positions as an Associate Chairperson and Assistant Professor at a University, concurrently managing responsibilities as a mother to my children and a wife to my husband. The amalgamation of excitement and apprehension clouded my thoughts, uncertain whether I could successfully steer my business while shouldering multifaceted roles.

In November 2019, I inaugurated my maiden business venture—an establishment dedicated to mental health services. Its primary mission was to render mental health support accessible and economically feasible while challenging the stigma of seeking such aid. Within a brief two-month span post-launch, my schedule brimmed with appointments. During this juncture, the weight of simultaneously handling the roles of entrepreneur, employee, mother, and wife became palpable. Each day, I awoke with trepidation, foreseeing an overwhelming workload ahead. The responsibilities encompassed ferrying the children to school, attending to clients, preparing and delivering lectures, guiding



students, facilitating homework, and meticulously documenting client progress. Physically and emotionally depleted, I began questioning the judiciousness of my decision to venture into entrepreneurship. It became clear that a pivotal change was imperative to

avert an impending burnout.

Drawing upon years of research and professional expertise in mental health, I formulated an elaborate plan to preempt burnout. This plan proved transformative, setting me on a

trajectory to embody the ideal persona as an entrepreneur and in my familial roles. The plan encompassed:

- Challenging ingrained beliefs that imposed unrealistic expectations due to gender roles.
- Soliciting assistance from those within my network.
- Erecting a robust support system.
- Devising a daily regimen of self-care tailored to integrate into my schedule seamlessly.
- Meticulously monitor and maintain emotional well-being through daily introspection.
- Enlisting additional therapists to manage the demand for mental health services.
- Engaging the services of an accountant, biller, and virtual assistant to liberate time for other imperatives.

The discernible improvements in my physical, emotional, and mental well-being prompted a commitment to share this knowledge with other women. In reality, prevalent stress management and burnout prevention programs overlook the distinct challenges faced by women.

To effectively mitigate stress and forestall burnout, a critical examination of how gender roles and societal

expectations exacerbate this phenomenon in women is essential. It is imperative to acknowledge that the scarcity of time allocated to women necessitates pragmatic and feasible self-care methodologies tailored to their schedules. Emotional and cognitive wellness must form the crux of any stress management and burnout prevention initiative.

Here are some suggested strategies to prevent burnout:

- Engage in proactively replacing negative notions about self-care with affirmations emphasizing balancing caregiving responsibilities with self-care.
- Explore self-care practices demanding only 5-10 minutes, capable of providing the requisite rejuvenation (such as deep breathing exercises, tapping techniques, or brief physical movements).
- Cultivate the habit of daily introspection to recognize and express emotions healthily.
- Establish and maintain healthy boundaries within personal and professional spheres.
- Learn to diplomatically decline tasks that are beyond the current capacity
- Delegate responsibilities to allocate

additional time.

- Foster a robust and supportive community.

For those interested in further insights into my coaching program, designed to empower women by imparting pragmatic self-care strategies tailored to their demanding schedules and transformative emotional and cognitive health, please visit my website at [www.transformative.cc](http://www.transformative.cc) or contact me via email at [drsola@transformative.cc](mailto:drsola@transformative.cc).



### ABOUT THE AUTHOR

Dr. Sola Togun-Butler is the founder of Butterfly Counseling Services, P.C. and the Founder of Transformative Coaching & Counseling, LLC. She is a licensed psychotherapist, certified professional life coach, and educator. She manages a thriving group practice with over 15 years of experience working with a diverse client population. Dr. Sola also focuses her time and energy on empowering women professionals and women entrepreneurs to go from burnout to balance by utilizing realistic self-care toolkits that fit their busy schedules.

**“To effectively mitigate stress and forestall burnout, a critical examination of how gender roles and societal expectations exacerbate this phenomenon in women is essential.”**



“Women are the real architects of society.”

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# STARTING THE NEW YEAR WITH A BANG: THE RESILIENT TURTLE GUIDE FOR WOMEN ENTREPRENEURS

BY BEA-MARIE ANING

As we usher in a new year filled with fresh beginnings and boundless opportunities, it's time to ignite our entrepreneurial spirits with resilience, determination, and a sprinkle of magic. I'll share insights from my journey and work, including the 52 weeks of Flow podcast and the Superwoman Symposium to guide you on a transformative path of success and fulfillment in your business ventures.

## 1. Embrace the Turtle's Pace: Steady Wins the Race

The turtle, often underestimated due to its slow pace, symbolizes resilience, wisdom, and steady progress. As women entrepreneurs, adopting the turtle's approach means understanding that true success doesn't come from a frantic rush. It's about setting a sustainable pace, staying true to your vision, and progressing steadily without burning out.

## 2. Cultivate a Flow State: Harness Your Inner Energy

In my podcast, 52 Weeks of Flow, I delve into the concept of flow, a peak performance state where time seems





to stand still, and you're completely immersed in what you're doing. Start your year by identifying activities that put you in this state and integrate them into your daily routine. This could be as simple as a morning meditation, a nature walk, or a creative brainstorming session.

### **3. Balance Science and Intuition: The Art of Edutainment**

As a self-proclaimed neuroscience geek and world healer, I bridge the gap between science and the Woowoo. In



business, this translates to balancing data-driven decisions with intuitive guidance. Use analytics to guide your strategies, but also trust your gut instincts. Your intuition is a powerful tool, often leading to innovative and creative solutions.

### **4. Set Clear Intentions: The Power of Visualization**

Visualization is a technique I often use in energy healing and meditation workshops. As an entrepreneur, begin your year by visualizing your goals. Imagine your business flourishing, see yourself overcoming challenges, and feel the satisfaction of achievements. This mental rehearsal primes your mind for success.

### **5. Create a Community: The Strength of Collective Energy**

In the Superwoman Symposium, the power of community was evident. Connect with other women entrepreneurs, create support networks, and collaborate. Sharing experiences, challenges, and successes fosters growth and creates a sense of belonging and empowerment.

### **6. Stay Educated and Informed: A Lifelong Learners Mindset**

Continual learning is critical to staying relevant and innovative. Attend workshops, listen to podcasts, read books, and stay curious. As an international speaker and author, I've seen the transformative power of education firsthand. It keeps you informed, inspired, and ready to adapt to changes in the business landscape.

### **7. Prioritize Self-Care: Your Well-being is Your Wealth**

Self-care isn't a luxury; it's essential for sustainable success. Regularly take time to recharge. Whether it's a spa day, a quiet reading hour, or a yoga session, these moments of self-care prevent burnout and keep your creativity flowing.

### **8. Embrace Your Unique Voice: Stand Out in the Crowd**

In a world where everyone is trying to fit in dare to stand out. Your unique perspective, experiences, and voice are your greatest assets. Use them to create a brand that resonates with authenticity and passion.

### **9. Leverage Technology: Automate for Efficiency**

Technology plays a crucial role in my vision of an automated business driving seven figures. Utilize digital tools for efficiency in your business processes. Automation frees up your time to focus on creative and strategic aspects of your business.

### **10. Give Back: The Circle of Positive Impact**

As a world healer, I believe in the power of giving back. Incorporate social responsibility into your business model. It could be mentoring aspiring entrepreneurs, supporting a charity, or creating products that benefit society. This contributes to a better world and brings your work a more profound sense of purpose.

As a mother wishing for her children to grow up in an equal and just world, I believe that entrepreneurs have a role in shaping society. Use your platform to promote equality, diversity, and justice. This creates a positive impact and resonates with customers who share

these values.

### 11. Celebrate Every Milestone: Joy in the Journey

Write a G.L.O.W List (Gratitude Leads to Outstanding Wins): Acknowledge and celebrate each achievement, no matter how small. These moments of celebration keep you motivated and remind you of your progress. And whenever you feel low in self-confidence or want to quit, look at this list and read it out loud- it works magic.

### 12. Stay Fluid and Adaptable: The Magic of Flexibility

The only constant in life is change. Be like water — adaptable, flexible, and always finding a way forward. This mindset enables you to navigate the unpredictable tides of entrepreneurship with grace and resilience.

### To sum it all up

As we step into this new year, let's embody the spirit of the resilient turtle, making steady progress toward our goals. Remember, it's not only about reaching the destination; it's about enjoying the journey, learning from each step, and growing into the best version of ourselves. Let's embrace the journey with resilience, wisdom, and magic as we start this year with a bang. Like the turtle, we may move at our own pace, but we are unwavering in our path to success. Here's to a year of growth, success, and transformation filled with moments that propel us to our highest potential. Keep shining, keep learning, keep growing, keep flowing.

Happy New Year!



### ABOUT THE AUTHOR

Bea-Marie Aning, the Holistic Success Guide, is a beacon of inspiration and transformation. As an international bestselling author, renowned speaker, Energy Master Healer, and Edutainer, she masterfully blends neuroscience and Woowoo. Bea-Marie hosts the podcast "52 Weeks of Flow," exploring peak performance and life enhancement. As the Creatrix of the Superwoman Symposium, she empowers Women and champions collaborations. Her clients call her a 'Magic Wand for Your Life and Business.'

**“ Acknowledge and celebrate each achievement, no matter how small. ”**





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- Mack Jackson Jr.

# RENEW, REFLECT, RISE: CRAFTING A RESILIENT PATH BEYOND THE FESTIVITIES

BY KEELY PIERCE



**D**id the festive season throw your balance completely off-kilter last month?

Many of my clients reached out throughout December, grappling with burnout amidst the delicate dance of maintaining a thriving business during the year's costliest and busiest period. Balancing work, play, family, and friends became more challenging than ever, leaving some feeling overwhelmed, overstimulated, and utterly exhausted. Can you relate to the Boxing Day Sickness bug that hits our house most years? Usually, with the critical provider (mum) because she has run around

like a headless chicken, and when the excitement has peaked, it's time your body comes away from survival mode. Then you get sick (AKA acknowledging you've been doing too much).

As an award-winning empowerment coach specializing in supporting mumpreneurs on their journey of life balance, success, and self-mastery, I find this time of year particularly crucial. It's an opportune moment to reflect on the challenges faced in the past month and gear up for the new year. Prioritizing self-care in the ever-evolving cycle of self-mastery becomes imperative as we transition

from one year to the next. Your self-mastery journey can be as simple as making a 1% change to your personal development. Add in a podcast, book, or educational video. Having that sliding doors moment in your life can be the most simple conversation.

The realities of the entrepreneurial journey aren't always laid bare through social media. The pretense that we all have every aspect of our lives fully together at every moment is untrue. It's not an ability we humans have. Amongst other challenges we all face, you may relate to using your business to work even harder through

challenges and form unhealthy attachments to working hours as a coping mechanism. I feel you. I've been there at times, and it's okay, but only if you can be the inner detective and spot when this is happening. Through your inner detective work, your self-mastery journey is ever-evolving.

Who you were this time last year is undoubtedly very different from the entrepreneur and powerhouse woman you see in the mirror today. Success is subjective; owning that we are enough and bringing self-care to the forefront of your goals to keep that life balance in check. Nurturing ourselves enables us to contribute to our businesses, relationships, and communities authentically.

As part of your self-mastery journey in this new year, I invite you to sit down with a pen and paper to map out a timeline for the upcoming months. What changes would you like to make based on the lessons learned in the past 12 months, and how can you find a sense of balance and joy in your

entrepreneurial life? Now, I understand we live in a land of technology, but the visual of this task helps us see the bigger picture. Personally, I like to buy a roll of paper that you would buy for the children. To be creative, add in the other people in your life.

While goal-setting for business is often emphasized in the new year, remember to set personal goals for peace of mind, sanity, and overall well-being. A little golden nugget I added to my journey was to include at least one day before and after a work trip and at least one post-event. This allowed me time to reflect, breathe, and digest some of the learning notes I had taken. It is so easy to fall back into the hustle of everyday life when we are busy, but these trips or conferences can hold tremendous sliding-door opportunities.

I hope you embrace the 1% self-mastery journey this new year and regularly add something new to your life. Allow and welcome the expansion. If you want a free tool to work on

your life balance blueprint, please find me on social media. I would love to connect and send you the Life Balance Blueprint workbook. It's had profound results for my clients and is FREE. From my family to yours, sending love, light, and prosperity as we embark on this new chapter in 2024.



### ABOUT THE AUTHOR

Keely Pierce, Founder and CEO of I am More Academy is an award-winning empowerment coach and transformational guide dedicated to helping mumpreneurs discover their balance blueprint. Her journey from childhood trauma to thriving shapes her mission to inspire others through the MAP Framework, guiding them from chaos to calm. Keely, a living testament to resilience, isn't only a coach; her story inspires a ripple effect of personal growth, leaving an imprint far beyond the room.

LinkedIn: [Keely Pierce](#)

Facebook: [IAMMOREacademy](#)

Instagram: [@i\\_am\\_more\\_coach](#)

Instagram photos and videos

Website: [iam-more.co.uk](#)



**“I don’t go by the rule book... I lead from  
the heart, not the head.”**

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**PRINCESS DIANA**



# PR DOESN'T HAVE TO BE PUSHY, BUT IT CAN BE POWERFUL!

## HOW TO GET VISIBLE IN A WAY THAT FEELS GOOD!

BY SARAH LLOYD, PR ALCHEMIST

People often ask me if there is a secret sauce to getting yourself in the press. I wouldn't say there is, but to quote an old boss of mine 'There is the traditional way of doing it, and Sarah's way.'

I wasn't sure how to take this in the past, but now I get it.

'My way' is not new; it is not my way. My way is following my gut instinct, my intuition, the whispers and nudges.

In fact, many have spoken about using our intuition in business for years in this new age of Aquarius and the rise of the feminine business owner. When you are tuning in, listening to the heart, and using your intuition as a guide, you cannot fail. It is also a gentler, fluid, and more feminine way of 'doing business.'

When individuals or brands step out of their comfort zone, they widen their immediate sphere of influence. Contrary to what some coaches will have you think, gaining awareness through publicity is a slow and continuous journey.

It is all about showing up in your



truth - it is also about connection and chemistry. Because, after all, people buy people. People buy people who provide relevant, inspiring, and educational content.

The journey will invariably take many twists and turns- there is the expansion and contraction as we level up, and

sometimes that can hold us back. In the media, we are slowly moving away from the 'witch hunt' reporting style favored in the past. We are seeing a shift from the old way of doing things.

Readers desire a more truthful and meaningful connection through storytelling.

Over the years, we have seen a lot of fear-based reporting, mainly in the news segments of shows and publications, scaring us into submission, ensuring we are doing as we are told.

However, where there is fear in the news, the features and stories often in the same publications carry balanced, happy, and motivational messages.

Unfortunately, society has become a slave to fear and sharing a message of fear. Working in the corporate world amongst suits who only understood or cared about numbers, your driver became that – a numbers game... *We invest X\$ equals XX amount of results. We tell 'them' what we think they want to hear. Equals sales and getting ahead of the competition.*

The fear is that you won't meet your numbers, make sales, or beat the competition.

It gets you so far – of course it does. It is the way we have always worked. But this way is killing our world slowly... We are consumed, we are all junkies, we all want more, and our phones are designed so we would fall off a cliff taking a selfie instead of enjoying the scenery.

It is never enough. It has to stop. It is time to take back our Power!

The good news is consumers are more intelligent than ever before. They are waking up and smelling the bullshit. Some are switching off the news or limiting the types of information they consume; some are researching, comparing, and contrasting before making a decision. Thanks to the COVID years and the subsequent cost of living crisis, we don't mindlessly buy things



we don't need – not after toilet rolls and pasta became like gold dust... remember that?

Some are so clever they can see brands and copy-cat marketing campaigns a mile away.

Crudely, if you were to strip it all back, one or two tiny things usually make the products you are comparing different. It's like when you make a cake – some taste amazing and melt in your mouth, others not so much, but essentially, the same three key ingredients are in both cakes.

I am not trying to bring fear into publicity, it is the opposite.

Love and embrace that there will always be the same ingredients in a service, product, or offering. And yes, some things set your offering apart from the others – because what you have created is needed for at least one person – which essentially will change

their world.

You literally can change ONE person's entire WORLD by sharing your experience!

When we get caught up in the push around something, we get into our masculine energy (sorry, chaps) and can forget why we started on that road in the first place.

We get caught up in the mindset of 'keeping up with the Jones.' 'I want to appear in that publication because she is.'

The wrong kind of #metoo.

Publicity plays to the Ego, and people often ask me how I can provide a PR service that doesn't play to the Ego and is more conscious.

Easy. You check in with yourself A LOT.

- You open up to vulnerability. You are Brave.



You ask the questions...

- What drives me to make this phone call?
- Why am I chasing this feature opportunity?
- Why do I want to be in this magazine/on that sofa?

If the answer is something like,

- Because they are my people, and my people watch that show or read that magazine.
- I just want to be in service.
- I will make a difference to those readers/viewers

*Then, you are in alignment with your purpose and truth. And it will become easy to get results if you take inspired action.*

If it's because someone else is impacting your why, you are in Ego

mode. 'I want to be in that magazine because 'x is' or 'she did it.'

*You are, in comparison, jumping into someone else's lane and out of your alignment. And most likely, it will be hard to get results.*

If you are thinking about telling your story or promoting a product through the media, you can do it gently, slowly, with purpose, and on your terms! I have a membership group with whom I am working who are securing excellent results because they work with their energy and flow.

They check in at every opportunity to ensure that it feels good and matches what they do in their business and recognize that if something isn't flowing, it may not be the right choice or time for you.

If you have set the intention you wish

to share your story often, that is all it takes, and opportunities will spin towards you that you never even dreamed of because the universe has a sense of humour.

You don't have to go into full-on 'hard' launch mode. You don't!

Whatever is meant for you will never pass you by – in fact, being pushy sometimes means you push it away until you are ready to share your story from the right place.



**ABOUT THE AUTHOR**

Sarah Lloyd, PR Alchemist, PR agency owner, author, and radio show host. In the media and PR business for 24 years, Sarah Lloyd quit her global corporate role in 2017 in a bid to bring a better balance to her life, which led her to set up her PR and Brand Consultancy – IndigoSoulPR. An intuitive Reiki Energy Master, she specializes in 'flow' and has thrown the rule book out the window. Her mission is to teach and guide others to share their stories, without fear, on their terms. You can find Sarah on [Instagram](#) and [LinkedIn](#)



# RETHINKING WOMANHOOD: BREAKING FREE FROM OUTDATED PROTOTYPES

BY CHRISTIANA GENIE

In the tapestry of time, the image of a woman has evolved, yet some threads from the past still linger, weaving a prototype that doesn't quite fit the modern woman of the 21st century. As we navigate the complexities of our roles as mothers, wives, and professionals, it becomes evident that the archetype of selfless service passed down through generations may not align with our true essence and aspirations.

Reflecting on the strength and resilience of my grandmother, always ready to serve without a hint of

weariness, I found myself grappling with the challenge of meeting everyone's needs while maintaining a façade of perpetual happiness. Then, I began to question the age-old prototype imposed upon women. This paradigm demands selflessness, the suppression of desires, and an unrelenting commitment to the needs of others.

For many women striving to advance in their careers while juggling familial responsibilities, the result is often burnout. The pressure to conform to an outdated model leaves them

physically and emotionally drained, compromising their well-being and hindering their pursuit of personal dreams.

The time has come to redefine the role model for women, breaking free from the shackles of inherited paradigms. Our generation serves as torchbearers, illuminating the path for those who follow. It's an era for letting go of antiquated notions and crafting healthier prototypes that resonate with the women of today.

At the heart of this transformation

is the rediscovery of joy—a missing element in the traditional prototype. We have forgotten the art of enjoying, resting, and simply being absent from the archaic “manual” guiding women through centuries. To embark on this journey of change, we must first acknowledge the patterns anchoring us to the old paradigm and consciously adopt new, liberating behaviors that allow for joy and success without the burden of guilt.

This monumental shift, however, doesn’t occur overnight. The weight of guilt and feelings of worthlessness immobilize us each time we deviate from the prescribed roles of a woman, mother, and spouse. The key lies in establishing clear and firm boundaries that create the necessary space for

personal evolution and creativity.

Boundaries extend beyond allocating time and energy; they include protecting physical space and fostering an environment conducive to self-discovery and growth. We can only pose the crucial question: “What do I want?” and genuinely listen to the answer within these self-defined boundaries. Without such deliberate space, we risk remaining trapped in draining cycles, unable to break free from the confines of outdated expectations.

Recreating a healthier prototype demands a commitment to listening to our authentic desires and needs. It calls for an embrace of our true essence, one that craves creativity, flow, and joy.

By doing so, we gift future generations of women with the freedom to be themselves.

Taking it one step at a time, claiming space, and safeguarding it through boundaries can work wonders. It’s a transformative journey that allows us to break free from the constraints of an old prototype, paving the way for a new, empowered era of womanhood.



### ABOUT THE AUTHOR

Christiana Genie empowers leaders to claim power, set boundaries, and create space for pleasure and success without guilt and overthinking. She started her career in coaching in 2008. Today, she specializes in supporting leaders to understand their automatic behaviors, shift their mindset, and become unstoppable toward their personal and professional goals. She is an Accredited Senior Coach by EMCC, a Mentor at WOT (Women On Top) Greece, a Member of ICF (International Coaching Federation), and a Member of BPW Cyprus (Cyprus Federation of Business and Professional Women). Christiana founded the Inner Growth Academy and is an international speaker on leadership and self-discovery.





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**ANGELA AHRENDTS**





# DON'T GET CAUGHT BEING THE "MONKEY IN THE MIDDLE"

BY JOAN S. PECK

**M**ost of us have played the "Monkey in the Middle" game as kids. For those who may not know the game, it is where one stands in the middle and is designated as the monkey. The other players throw a ball to each other, back and forth, keeping it away from the one in the middle. The challenge is for the monkey to get the ball.

That is what the problem can be for entrepreneurs who are continuously involved with their businesses. Others try to grab their attention and distract them from what they should or could be doing, and, in time, they become the monkey in the middle!

And it's so easy to get caught like that. It usually begins with small requests

from friends or business colleagues needing your assistance or wanting to socialize with you. But, like anything else, those requests may become demands unless curtailed.

By being women with an innate desire to be helpful, we may find it challenging to set boundaries and make room for ourselves and our

business, which continuously needs our attention.

I've discovered that if I give too much of myself away to satisfy another's needs, I resent the time taken from me. Whose fault is that? I must remind myself that it's certainly not the person asking for my attention because I alone control my life and choices.

Another perspective about becoming the monkey in the middle is that you stand alone, heightening the thought that you, as an entrepreneur, must do everything yourself. That idea is a downward spiral that gets you nowhere, for once you are afraid to let go of controlling all aspects of your business, you limit its growth and perhaps even cause its death.

As the monkey, getting those around you to support you and your business becomes your challenge. And it's not

as difficult as you may think. When you loosen the reins of your company, you release the stress and tension of doing everything yourself and begin to enjoy the camaraderie brought on by having others supporting you and creating with you.

The question often arises as to how you gather those people around you. It's pretty simple...you ask for their support. Once they are on board, it is up to you to acknowledge and thank them in all the ways you can. Appreciation gives flight to creativity while it soothes the soul.

Like that poor monkey in the middle, no one wants to be excluded from everything around them. No one wants to feel alone—especially you, as an entrepreneur. It's important to gather like-minded people around you, give back, and share with them and others the things you've learned that will help

them succeed. The more you give, the more is returned to you. Yet, the bottom line of everything in life is our choice.

As a fan of Dr. Seuss, I'll read through some of his quotes at times. I read this one and thought it was perfect for this article. What do you think?

"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go..."

Dr. Seuss, *Oh, the Places You'll Go!*



### ABOUT THE AUTHOR

Joan S. Peck is an editor and author of short stories, spiritual books, and novels and a contributing author in several of the Life Choices anthologies. She serves as Editor in Chief for *Chic Compass* magazine, an international magazine based in Las Vegas.

Website: [www.JoanSPeck.com](http://www.JoanSPeck.com)



# WELCOME TO THE WOMEN ENTREPRENEURS ASSOCIATION

**T**oday's woman entrepreneur embodies a dynamic, forward-thinking spirit, fearlessly forging her path. She recognizes the power of contributing positively to society and taps into the incredible feminine energy within her. Beyond the traditional roles of community, caregiving, and teaching, she is determined to reclaim her power and succeed on her terms. To turn this vision into reality, women entrepreneurs must embrace the collaborative spirit that has fueled men's success for decades – supporting each other in business endeavors.

The Women Entrepreneurs Association (WEA) is more than a networking group; it is a hub for connection, collaboration, and celebration. Providing a secure space for like-minded women entrepreneurs, WEA fosters an environment where members can brainstorm, share ideas, gain perspective, and offer mutual support with kindness, courtesy, and honest feedback.

As a member of the Women Entrepreneurs Association, you will:

**Elevate Your Expertise:** Stay ahead with cutting-edge insights, expert advice,

and success stories from trailblazing women who have conquered the business realm. WEA equips seasoned and/or new entrepreneurs with the knowledge to navigate challenges, seize opportunities, and elevate their expertise to unprecedented heights.

**Unlock Hidden Gems:** Discover the latest trends, market analyses, and game-changing strategies to propel your business forward. Uncover hidden gems of wisdom as WEA delves into leadership, marketing, finance, and technology, ensuring you have the tools to turn your vision into reality.



**Connect, Collaborate, Celebrate:** Join a community of like-minded women who share your ambition and drive. WEA is a platform for connection, collaboration, and celebration. Connect with mentors, mentees, and affiliates; collaborate with other female entrepreneurs; and celebrate women's successes in the business world.

**Unleash Your Potential:** Embark on a transformative journey with WEA, utilizing resources like *CHOICES* magazine, a vibrant educational tool exclusively tailored for women entrepreneurs. Immerse yourself in a world where innovation meets inspiration, and witness your entrepreneurial spirit take flight. In every issue of *CHOICES* magazine, we celebrate the diversity and brilliance of extraordinary women entrepreneurs worldwide who have broken free from the corporate environment, defied expectations, and reshaped industries.

**WEA University:** Immerse yourself in WEA University courses (online and

in person), workshops, webinars, and resources designed to enhance your skill set. From leadership seminars to financial literacy courses and more, your educational journey is covered. Become an exclusive member of the Women Entrepreneurs Association and soar toward your desired success

with the support of other women. Achieve your goals, relish the luxury of fellowship, and celebrate your victories with associate entrepreneurs worldwide. Apply now to be a part of this empowering community.

## MISSION STATEMENT:

"To empower and support women entrepreneurs by providing a platform for networking, mentorship, and resources, fostering their professional growth and success in the business world."

## VISION:

"To build a vibrant and inclusive community where women entrepreneurs thrive, collaborate, and inspire each other to achieve their business goals."



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## WOMEN ENTREPRENEURS — ASSOCIATION —

# WEA UNIVERSITY

**W**elcome to an exciting year of empowerment and growth! We are thrilled to announce our Women Entrepreneurs Educational Offerings for 2024!

This year, we are committed to providing our members with enriching experiences through monthly

webinars designed to elevate your entrepreneurial journey. Our curated lineup of topics spans leadership and personal development, business strategy, technology and innovation, networking, work-life balance, legal insights, diversity, financial literacy, and much more.

These webinars equip you with valuable knowledge, skills, and inspiration to thrive in your entrepreneurial endeavors. Join us each month as we delve into the diverse facets of entrepreneurship, featuring expert speakers, industry insights, and opportunities for collaborative learning.

Let's build a community where women entrepreneurs can flourish and succeed. Get ready for a year of knowledge, connection, and empowerment!

### **Leadership and Personal Development:**

- Building Confidence and Assertiveness
- Effective Communication Skills
- Time Management and Productivity Tips
- Goal Setting and Strategic Planning

### **Business Strategy:**

- Business Planning and Execution
- Marketing Strategies for Small Businesses
- Financial Management and Budgeting
- Scaling Your Business

### **Technology and Innovation:**

- Utilizing Social Media for Business Growth
- E-commerce and Online Sales
- Integrating Technology to Streamline Operations
- The Role of Artificial Intelligence in Business

### **Networking and Collaboration:**

- Building a Strong Professional Network
- Collaborative Partnerships and Alliances
- Effective Networking Strategies
- Mentorship and Sponsorship

### **Work-Life Balance:**

- Strategies for Balancing Work and Family
- Self-Care for Entrepreneurs

- Overcoming Burnout
- Setting Boundaries in Business

### **Legal and Regulatory Aspects:**

- Understanding Business Regulations
- Intellectual Property Protection
- Contracts and Negotiation Skills
- Navigating Legal Challenges

### **Industry-specific Insights:**

- Sector-specific Trends and Insights
- Success Stories and Case Studies
- Market Research and Analysis

### **Diversity and Inclusion:**

- Building Inclusive Work Environments

- Overcoming Gender Bias in Entrepreneurship
- Diversity in Leadership

### **Financial Literacy:**

- Investment Strategies for Entrepreneurs
- Financial Planning for Long-Term Success
- Accessing Funding and Grants

### **Health and Wellness:**

- Managing Stress as an Entrepreneur
- Incorporating Wellness into Your Daily Routine
- Mental Health and Entrepreneurship





# WOMEN ENTREPRENEURS ASSOCIATION

## OUR TEAM



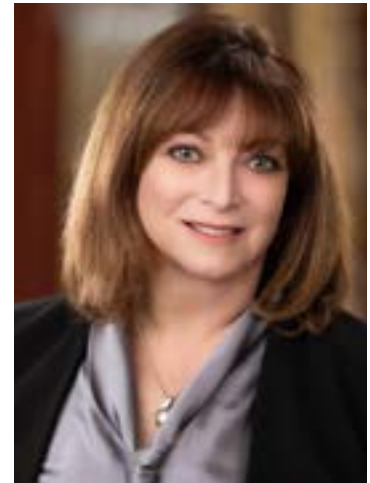
**JUDI MOREO**  
**WEA FOUNDER  
& CEO**

**F**rom founding businesses with minimal capital to inspiring thousands as a speaker, Judi's journey reflects resilience. As a coach, she impacts entrepreneurs globally, with her expertise sought by major companies. Honored with awards, including the Nevada Businessperson of the Year, the Woman of Achievement – Entrepreneur Award, the Women's Federation for World Peace HerStory Award, and listed in the Business Hall of Fame, Judi stands as a symbol of achievement and inspiration in motivation and communication. Judi Moreo has made an indelible mark on personal development as a renowned author of twenty-six books, international speaker and consultant. Her books, *"You Are More Than Enough"* and *"Ignite the Spark"* empower individuals worldwide.



**TRACEY STARR**  
**PUBLIC  
RELATIONS**

**T**racey Starr is known as the Heart-To-Heart Connector™ and is a #1 Amazon best-selling author and serial entrepreneur with over 25 years and 7-figure success in business, marketing, and PR. She is also an international speaker and personal development coach renowned for her leadership in empowering entrepreneurs to make a positive impact in our world. Tracey has worked with some of the most renowned transformational thought leaders around the globe assisting them in growing their communities and sharing their gifts.



**LORRI JACKSON**  
**WEALTH  
MANAGEMENT**

**L**orri Jackson is a Vice President and Wealth Management Advisor at Merrill Lynch, Pierce, Fenner & Smith Inc. in Henderson, NV, and has over 30 years of experience in the finance industry. She has earned six different financial advisor certifications and is registered to do business in 14 states. Lorri attended ASU and UNLV with a College Degree in Business.

She is a Henderson, Nevada Chamber of Commerce member and serves on the CAB Library Board at UNLV. Lorri believes in giving back to the community and supports many Women's issues. She has supported many local charities and non-profits, including NV CASA, the Women's Research Institute of NV, the American Heart Association, and many cancer associations.



## **SHANA KAI** **SPECIAL EVENTS**

**S**hana's love and excitement for life is contagious! Shana's an inspirational speaker, author, and certified life coach. She is an accomplished soloist and has appeared on national television. One of Shana's biggest delights is helping people discover their greatest strengths and potential. Shana has had the pleasure of hosting International Women's Retreats in Italy and the US. She has been mentored by two internationally recognized bestselling authors and speakers, Florence Littauer and Judi Moreo. As a former "Mrs. California" and 37 years in the beauty industry, Shana encourages people everywhere to Dare to Dream. With Shana's transparency and ability to be REAL, you can't help but be inspired to Live Out Loud and Shine!



## **NAHELMA** **CORAZON LIM** **SOCIAL MEDIA**

**N**ahelma Corazon Lim, a dynamic Filipina, seamlessly merges creativity and strategy as a Digital Marketing Designer and Social Media Manager.

With a passion for crafting compelling visual narratives, she navigates the digital landscape with finesse, elevating brands through captivating designs and strategic online presence. Lim's innovative approach and dedication seamlessly blend creativity and technology in the digital landscape.



## **JAKE NAYLOR** **CREATIVE** **DIRECTOR**

**W**ith nearly 25 years of marketing and creative direction experience, Jake has developed a sharp eye for successfully branding businesses and special events. For 10 years, Jake was the Creative Director for a large internet-based media group. There he was responsible for the branding, marketing and design development of more than 7,000 websites and numerous special events of all sizes. In 2009, Jake began working as an independent consultant in special event planning, creative direction and marketing.



## **MACK JACKSON JR.** **CYBERSECURITY** **ADVISOR**

**P**rofessor Mack Jackson Jr. is a preeminent thought leader in cybersecurity awareness. Holding faculty positions at two prestigious universities, he is also an acclaimed author, TV host, and the founder and president of Vanderson Cyber Group. With a background in cybersecurity, compliance, law, and business consulting, Professor Jackson offers a holistic perspective on navigating the complex terrain of cyber risks.

In the dynamic landscape of entrepreneurship, women are increasingly making their mark, breaking barriers, and redefining success. However, the journey can be challenging, and the importance of women entrepreneurs connecting, collaborating, and celebrating each other cannot be overstated. By fostering a supportive network, women can amplify their impact, share valuable insights, and create an environment that nurtures growth.

### CONNECTION:

Connection forms the cornerstone of any thriving entrepreneurial community. Establishing genuine relationships with other women entrepreneurs opens up a world of possibilities, providing a support system that can help navigate the challenges inherent in the business world.

Through networking events, mentorship programs, or online communities, fostering connections can lead to shared experiences, advice, and collaboration opportunities.

**Tip 1:** Attend Networking Events – Actively seek out and attend networking events tailored for women entrepreneurs. These gatherings provide a platform to connect with like-minded individuals, share experiences, and potentially find collaborators or mentors.

**Tip 2:** Join Online Communities – Participate in WEA’s weekly online forums, social media like our Facebook group, or platforms dedicated to women in business. Engaging in these communities allows for ongoing discussions, resource sharing, and the opportunity to connect with women entrepreneurs globally.

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# THE SIGNIFICANCE OF CONNECTION, COLLABORATION, & CELEBRATION

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## COLLABORATION:

Collaboration is a powerful tool for success, and when women entrepreneurs come together, they can achieve remarkable results. Collaboration fosters innovation and resilience by combining diverse skill sets, perspectives, and experiences. Collaborative efforts can range from joint ventures and partnerships to co-hosting events or sharing resources.

**Tip 3:** Identify Complementary

**Skill Sets** – Look for partners with complementary skills and strengths when seeking collaboration opportunities. That enhances the collaboration’s overall capability and provides a learning experience for all involved.

**Tip 4:** Foster a Culture of Inclusivity – Create an inclusive environment within your network where women from diverse backgrounds feel welcome. This fosters a culture of collaboration by encouraging different perspectives and ideas.

## CELEBRATION:

Celebrating the achievements of women entrepreneurs is a catalyst for empowerment. In a competitive business world, acknowledging and applauding each other’s successes creates a positive and inspiring atmosphere. Celebrations can be significant or small, from sharing achievements on social media to organizing events that highlight and honor the accomplishments of women entrepreneurs.

**Tip 5:** Share Success Stories – Use your platform to share success stories of women entrepreneurs. Whether through blog posts, podcasts, or social media, amplifying the achievements of others contributes to a culture of celebration.

**Tip 6:** Organize Recognition Events – Consider organizing or participating in events celebrating women entrepreneurs ie, award ceremonies, panel discussions, or workshops.

Building a supportive network creates a foundation for success, providing avenues for shared knowledge, collaboration, and celebration. By actively seeking connections, fostering collaborations, and celebrating achievements, women entrepreneurs can create a robust ecosystem that propels them toward even greater heights of success.

Embrace the power of connection, collaboration, and celebration because incredible things happen when women support each other.



**“Women are the largest untapped  
reservoir of talent in the world.”**

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**HILLARY CLINTON**





# COMPETITION TO COLLABORATION

BY CLARE GARNER



Competition - it's a word we are brought up with. From competing at school to beating the other team in netball to vying for that top spot in the school leavers' book! It's no wonder that as we enter adulthood, this mindset is ingrained in our minds - always strive to be the best because there can only be one at the top. Sound familiar?

My life today is full of collaboration, community, and camaraderie. I speak on stages, empowering women across the globe to step out of the shadows and reach their fullest potential to become the visionary thought leaders they yearn to be. I have trailblazed through multiple sectors, building

market-leading corporate, product, and self-development brands. I've birthed not one but two multiple six-figure empires as a renowned multi-passionate entrepreneur.

But my life was only sometimes like this.

For most of my life, I saw other women as competition, the enemy behind closed lines.

As women, we tend to see someone else living the life we desire and feel they are taking it away from us. Has there ever been a time when you saw someone else's success and felt a pang of inferiority?

You are not alone- this was me.

Competition is such an ingrained belief system that it touches virtually every aspect of our lives. From posting that selfie for external validation (making us feel as beautiful/successful/funny as 'them') to keeping up with the Joneses' lifestyle. Always trying to have more, do more, be more. But often, this stems from an energy of lack, a deep-seated belief that we are not enough as we are. To achieve the success and lifestyle we desire, we must compete against everyone else.

This comes from a mindset of lack and scarcity, a belief that there isn't enough abundance to go around. If



someone else has the success or clients we desire, we can't have it, as if they somehow take away what is possible for us.

This used to be my life. I would see someone living the life I wanted and feel jealous, envious, and inadequate.

#### WHY NOT ME?

Why couldn't I have the success they had? It wasn't fair.

This narrative keeps hustling entrepreneurs hustling away, never achieving that vision board life they desperately want.

Energy flows where attention goes.

When we are so focused on what others are doing, how their success is so unfair, comparing ourselves, and wondering how we can ever be 'as good' as them- we attract the same back to us. Unaligned clients, complaints, and a need for more focus on our growth!

Competition happens at the bottom.

When I FINALLY realized this, my world opened up, my heart expanded in ways I could never have imagined. As I smashed through those brick walls I had built around me, suddenly, I was magnetizing my tribe, seeing synchronicities and opportunities flood through the opened gates because I was no longer blocking them!

I was no longer standing in the way of my growth, and the energy could flow to me and through me.

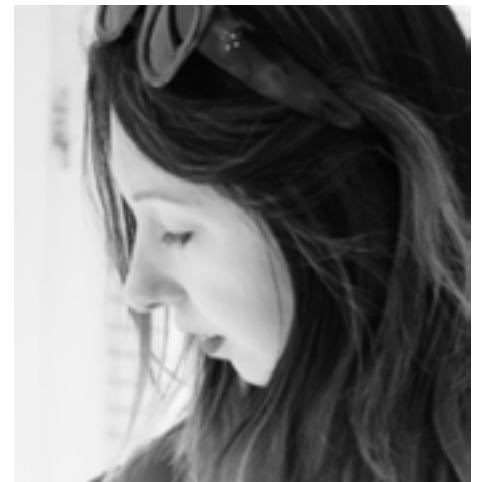
Within months, I was part of a speaking community full of the types of women I had previously felt jealous of. Now, I see them as my sisters, and collaborations began to spring up as if out of nowhere. I entered the world of Lisa Nichols, and the same happened again- leading me to create my first Mastermind with women I attracted without even trying - because your vibe attracts your tribe! And so it continued...

Now, my diary for 2024 is FULL of collaborations! That is the primary

focus for me for the year. From my new Mastermind to retreats, masterclasses, and events, these all collaborate with unique humans I no longer see as competition.

Collaboration is what happens at the top- when we rise together, we create a more significant impact and higher income together! Our message spreads wider, our reach stretches further, and our voices echo louder.

I invite you to look at those women who make you feel unworthy- and start seeing them as the Universe, showing you precisely what is possible for YOU.



#### ABOUT THE AUTHOR

Clare Garner is a dynamic force renowned as an inspiring, global motivational speaker. She is the trail-blazing CEO of 3 businesses in multiple sectors. Birthing not one but two six-figure empires. A serial entrepreneur of 10 years and celebrated as a thought leader for female empowerment.

Her journey, however, is one of trials and tribulations. A 16-year-old school dropout, teen mum, and overcoming a 15-year abusive relationship all forged her path. In her business pursuits, Clare was riddled with fear of failure, repeated self-sabotage, and a mindset of competition.

# DEFINITION OF AN ENTREPRENEUR



WOMEN ENTREPRENEURS  
ASSOCIATION

An entrepreneur is an individual who takes on the responsibility of starting and managing a business, typically with the goal of earning profit. Entrepreneurs are characterized by their willingness to take risks, innovative thinking, and ability to identify and capitalize on opportunities in the market. They play a central role in entrepreneurship, which involves creating, organizing, and managing a business venture.

## **Critical characteristics of entrepreneurs include:**

**Risk-Taking:** Entrepreneurs are often willing to take calculated risks, understanding that business success often involves uncertainty and the potential for financial or personal loss.

**Innovation:** Entrepreneurs are known for their innovative thinking and ability to bring new ideas, products, or services to the market. They seek to solve problems, meet needs, or create

opportunities that existing businesses may not address.

**Vision:** Successful entrepreneurs have a clear vision for their business. They can visualize the future and set long-term goals, guiding their efforts toward success.

**Adaptability:** The business environment is dynamic, and entrepreneurs must be adaptable to changes in market conditions, technology, and consumer preferences. Flexibility and the ability to adjust strategies are crucial for sustained success.

**Leadership:** Entrepreneurs often need to lead and inspire others, whether a small team or an entire organization. Strong leadership skills are essential for navigating challenges and achieving business objectives.

**Persistence:** Building and growing a business can be challenging, and entrepreneurs must be persistent in the face

of obstacles and setbacks. The ability to learn from failures and persevere is a crucial trait.

**Resourcefulness:** Entrepreneurs are resourceful individuals who can find creative solutions to problems. They may need to make the most of limited resources, especially in the early stages of a business.

**Financial Literacy:** Understanding the financial aspects of a business, such as budgeting, financial planning, and managing cash flow, is crucial for entrepreneurs. Financial literacy helps make informed decisions that contribute to the sustainability of the business.

Entrepreneurs can operate in various industries and sectors, from technology and healthcare to retail and services. Their role drives economic growth, creates job opportunities, and fosters societal innovation.

# UNLOCKING YOUR POTENTIAL: TRANSFORM YOUR VISION BOARD INTO REALITY

## A GUIDE FOR THE EMPOWERED WOMAN TO MANIFEST SUCCESS IN 2024

BY JANE WAREHAM

Welcome to a transformative journey where dreams become reality, aspirations become accomplishments, and the extraordinary becomes everyday. We will dive deep into your empowering journey of making your vision board a tangible reality, focusing on you – the entrepreneurial woman ready to blaze a trail in 2024.

### **Dream It, Believe It: The Power of Visualizing Your Goals**

Have you ever experienced the power of visualization? I started doing this in the last 3 years, and let me tell you, it has changed my life. I learned that creating a vision board is not just about pasting pictures on something; it's a powerful tool to communicate your desires (what you want) to the universe.

You're claiming it when you put that (your dreams, what you want) out there. And the best part is, it can be yours too. The vision board becomes a proclamation of your dreams, a declaration that your goals are not just wishes but tangible possibilities.

### **Feel the Vibes: Harnessing the Power of Emotion**

I want you to understand the importance of choosing images that resonate with you profoundly. The images on your vision board should evoke emotions and feelings associated with your desired life. As an entrepreneur, it's about visualizing the success, freedom, and joy of realizing your goals.

Let me tell you when I was searching for beach villas to add to my vision board... it made me feel calm. It made me feel free. Visualizing isn't just about seeing; it's about FEELING. By immersing yourself in the emotions associated with your aspirations, you pave the way for manifestation.

### **Beyond Boundaries: Embracing the Unknown**

One of the key lessons I had to learn was to have flexibility in how and when my dreams would happen. While the vision board serves as a roadmap, it's crucial not to be rigid in your expectations. Try not to be too tied to

specific outcomes, allowing room for different manifestations of your dreams to come into your reality.

Reflecting on my journey, I acknowledge I might have imagined the situation differently, but I'm here for it now. I'm here to live my dreams.

### **Make it Fun: Embracing the Joy of Manifestation**

I can't stress enough the importance of making the process enjoyable. Creating a vision board should be a joyful activity expressing your dreams and aspirations. As an entrepreneur, the journey toward success should be filled with enthusiasm, positivity, and ease and flow.

Remember, there's no limit to what you can accomplish. Our only limit is the one we put on ourselves, right? Your only limit is your mind. Dream big, dream fearlessly, and let the manifestation process be a source of joy and excitement.

### **Faith & Belief: The Pillars of Manifestation**



Creating the vision board is fun; holding onto faith and belief is the actual work. The journey towards manifestation requires consistent effort in cultivating a positive mindset and working through the self-doubt and fear that creeps in when you're stepping into that next level.

So, how can you hold onto faith and belief? This calls for daily shifting your mindset, embracing personal growth, and reinforcing positive self-talk. I like to journal each morning, where I write my goal in the present tense (i.e., I'm so happy and grateful now that ...), I also write "I am" statements from the place of my goal and how that makes me feel. This helps me get into the feeling of already having my goal, which is crucial in taking action.

### **Alignment in Action: Bridging Dreams and Reality**

Something that can often be easily missed is aligning actions with aspirations. It's not just about visualizing and believing; it's about actively shaping your choices and actions to align with your vision and core values. As an entrepreneur, your daily decisions should be in harmony with the goals you've set for yourself. Many clients say, "OK, Jane, I've got my vision board- now what?" And I tell them that now you need to hold onto unwavering faith and belief that what is on that board will happen for you. Then, be sure to align your actions with your vision so that you're not merely dreaming but actively working towards turning those dreams into reality.

### **Building a Support System: The Power of Community**

Something that has played a part in my making my dreams my reality is the communities that I'm surrounded by. A supportive community, a tribe that shares your dreams and encourages your journey, will be what you need when you don't believe in yourself and are afraid to take that first step. Surrounding yourself with like-minded individuals who believe in your potential will, without a doubt, elevate you to the next level.

### **2024: Your Year to Make It Happen**

I want to impart a powerful message of empowerment and choice to you. Declare now, "There is no reason why 2024 can't be an incredible year for

me.” Here’s what you need to do: embrace your dreams, make them a reality through taking action, and step into a future where success is not just a goal but an inevitability.

The journey towards manifestation is a blend of visualization, belief, action, and community. The roadmap is laid out for you, the empowered woman ready to make 2024 extraordinary. The power lies within – dream big, believe fiercely, and embark on a journey where your vision board is the

blueprint for success.

### **Get Support on Making Your Dreams Your Reality**

Want to immerse yourself in the energy of high-vibe female entrepreneurs so that you stop feeling alone, overwhelmed, and afraid to move forward? You can now apply for the ELEVATE Mastermind starting in late January 2024, led by Clare Garner, who has built multiple 6-figure businesses and is a visionary master and me!

Together, we have created a 12-week mini-mastermind that will help you take action on your vision board, give you the support you need, create collaboration opportunities, and elevate you to your next level!

Apply here: <https://momentumbyjane.kartra.com/page/elevatemastermindwaitlist>



### **ABOUT THE AUTHOR**

Jane Wareham, a certified life coach and empowering mindset coach, is dedicated to helping individuals unleash their mind’s extraordinary power for a happier life. With unwavering passion, Jane empowers others to become confident, energized, and authentically happy versions of themselves. Her transformative journey has revealed the key to unlocking desired lives lies within the mind. Jane’s expertise focuses on reshaping responses to life’s challenges by transforming perception and navigation, conquering negative self-talk, fears, and doubts, and fostering a positive and empowered mindset.

Website: [www.momentumbyjane.ca](http://www.momentumbyjane.ca)

**“If you’re in a competitive business, or if you want to separate yourself, I think being a woman is a huge advantage.”**

**BARBARA CORCORAN**

# **SKIING UPHILL**

## **A STORY OF STRENGTH AND PERSEVERANCE**

### **A HEARTFELT MEMOIR.**

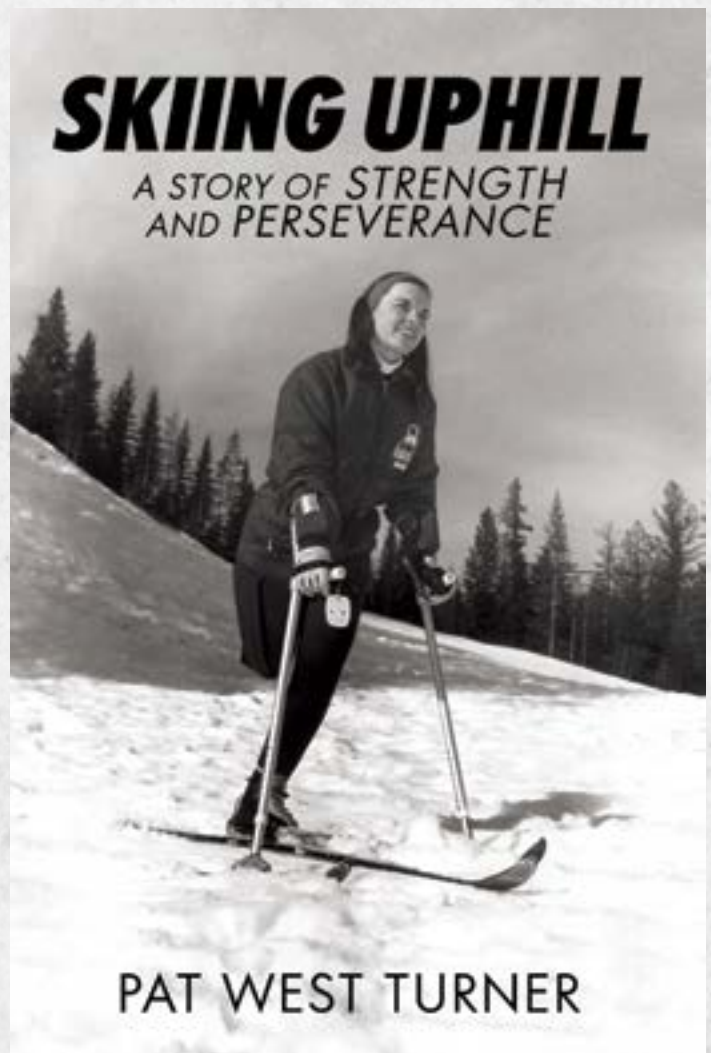
Pat West Turner, who survived a near-fatal car accident as a high school senior in 1965 that resulted in the amputation of her right leg, has never let her disability define her being. Now, Turner has written a heartfelt memoir, *Skiing Uphill*, to share what she went through following the accident and the ways she continuously found to meet life with a sense of adventure and personal courage.

Turner, an avid skier before the accident, returned to the ski slope with adaptive outriggers and went on to compete nationally and internationally, including a silver medal in New Zealand in 1978. She later became a ski instructor and also taught school both in California and in the Eastmont and Wenatchee school districts in Washington state. Her missing leg became a tool with which she engaged students. In the book, she shares important lessons she learned.

When I interviewed Turner a few years ago, she summed up her philosophy with these words: "Life is hard, you will survive, and the more friends you have the better." At every crossroad in her life, she focused on what she could do rather than what she was unable to do — a philosophy that any person can adopt.

Turner hopes that the book will provide inspiration for individuals to see their own challenges with more courage and resolve.

Rufus Woods, Columnist  
Wenatchee World



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# EMPOWERING WOMEN IN BUSINESS & NURTURING A GROWTH MINDSET FOR SUCCESS

BY KYLIE VAN LUYN

**W**omen are increasingly breaking through barriers and assuming leadership roles. However, the journey to success is not without its challenges. One powerful tool women in business can wield in their pursuit of success is the growth mindset. This transformative mindset can reshape perspectives, build confidence, and pave the way for achieving goals while fostering resilience. This article explores how women can embrace a growth mindset to instill confidence, change daily habits, and ultimately feel empowered and fulfilled.

## **Building Confidence through a Growth Mindset**

Confidence is the cornerstone of success, and cultivating a growth mindset is crucial to building unwavering self-assurance. Instead of a fixed mindset, a growth mindset sees challenges as opportunities for growth rather than insurmountable obstacles. Women in business can embrace this perspective by reframing setbacks as valuable learning experiences. Instead of viewing a failed project as a personal shortcoming, women can recognize it as a chance to refine their skills and approach. Confidence naturally grows by focusing on continuous learning and improvement, empowering women to tackle challenges head-on and thrive in adversity.

## **Changing Daily Habits for Sustainable Growth**

The power of a growth mindset extends beyond mere confidence-building; it infiltrates daily habits, propelling women toward their goals. Successful women in leadership understand the importance of intentional habits that support their professional growth. This involves consciously choosing actions that align with their aspirations.

Start by setting realistic goals and breaking them into smaller, manageable tasks. This approach allows for steady progress and minimizes the overwhelming nature of significant objectives. Embrace a proactive



mindset by taking initiative and seeking opportunities for skill development and networking. Regularly reassess and adjust these habits to align with evolving career aspirations, fostering a continuous growth cycle.

### Developing Resilience in the Face of Challenges

Resilience is a critical quality for navigating the unpredictable terrain of the business world. Women who aspire to leadership roles often encounter unique challenges, ranging from gender bias to balancing work and family. A growth mindset provides a robust framework for developing resilience by reframing setbacks as opportunities for learning and improvement.

Embrace challenges with the understanding that they contribute to personal and professional development. When faced with adversity, take a step back to analyze the situation objectively. What can be learned from this experience? How can it be used to fuel future success? By adopting this perspective, businesswomen bounce back from setbacks and emerge more substantial and resilient, equipped to overcome future challenges.

### Feeling Empowered and Fulfilled

Fostering a growth mindset aims to leave women in business feeling confident, empowered, and fulfilled. Empowerment is a deep-seated belief in one's ability to overcome challenges and achieve goals. On the other hand, fulfillment stems from a sense of purpose and alignment with personal core values.

Women should align their professional and business pursuits with their



passions and core values to feel empowered and fulfilled. Ask yourself, what sets my soul on fire? This may involve seeking mentorship, networking with like-minded individuals, and creating a supportive professional environment. When women find meaning in their work and connect with a community that shares their vision, they are better equipped to weather challenges and achieve enduring fulfillment.

In business, a growth mindset is a potent tool for women seeking success, confidence, and fulfillment. By embracing challenges, changing daily habits, developing resilience, and fostering a sense of empowerment, women can navigate the complexities of the business world with grace and determination. As women continue to break barriers and redefine the corporate landscape, cultivating a growth mindset is a foundational element for sustained success and personal fulfillment.



### ABOUT THE AUTHOR

Kylie van Luyn is an accredited psychotherapist, Harvard Business School graduate, emotional intelligence coach, NLP Master Practitioner, a best-selling author, international speaker, and award-winning human rights consultant. Kylie is an experienced coach with over 14 years of experience working with women from diverse backgrounds. Kylie is passionate about improving the workplace experiences for women and creating inclusive and supportive workplaces for women to thrive in their careers.

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**“The most important thing is to believe in yourself and never give up.”**

---

**SERENA WILLIAMS**

# THE STRATEGIC ADVANTAGE: ENHANCING WOMEN-OWNED BUSINESSES THROUGH CYBERSECURITY INTEGRATION

BY PROFESSOR MACK JACKSON JR.

In today's rapidly evolving digital landscape, integrating cybersecurity is not merely a choice but a fundamental requirement for business success, particularly for women-owned businesses. Women entrepreneurs can establish a comprehensive defense framework by deeply embedding cybersecurity measures, policies, and practices into an organization's operations and systems. This approach aligns seamlessly with the business's strategic objectives, safeguarding every facet of the enterprise from emerging cyber threats. Such a proactive stance in cybersecurity fortifies the company against risks and positions women-owned businesses at the forefront of innovation and reliability, enhancing their competitive edge in the digital marketplace.

According to the U.S. Chamber of

Commerce, the entrepreneurship landscape has seen a notable surge in women-owned businesses in recent years. As of 2023, women entrepreneurs represent about 42% of all U.S. businesses, up from 29% a decade ago, generating \$1.8 trillion annually. This growth underscores the increasing influence of women in the business world. Alongside this rise, the importance of cybersecurity has become paramount. Robust cybersecurity measures are essential for protecting these businesses from digital threats, ensuring the safety of sensitive data, and maintaining customer trust, which is crucial for their continued growth and success.

## Importance of Cybersecurity in the Modern Business Landscape

The modern business landscape is fraught with complexities and

vulnerabilities. With the rise of cloud computing, the Internet of Things (IoT), and mobile technologies, the attack surface has expanded, and the risks have multiplied. Cybersecurity is no longer confined to the IT department; it's a business-wide concern that impacts everything from customer trust to regulatory compliance.

In our digitally connected era, a cyber breach can cause immense financial loss and reputational damage and erode a company's competitive edge. Recent attacks on major corporations highlight the universal vulnerability to such threats. Cybersecurity integration transcends mere defense; it enables growth, innovation, and resilience in an ever-changing digital landscape. This article aims to equip women business leaders with a deep understanding of cybersecurity's role in business success. The goal is to provide a clear guide

for using cybersecurity as a strategic advantage, ensuring businesses are secure and primed for success in the digital world. Prioritizing cybersecurity integration is crucial, not optional, in today's interconnected business environment.

### **Protecting Intellectual Property and Sensitive Data**

Intellectual property (IP) is the lifeblood of innovation and competitive differentiation. Protecting IP and sensitive data such as customer information, financial records, and trade secrets is paramount. A single breach can lead to significant financial losses and damage a company's reputation. By integrating cybersecurity measures, businesses can safeguard these vital assets, ensuring they remain confidential and secure from unauthorized access.

### **Enhancing Customer Trust and Loyalty**

Customers are increasingly concerned about their privacy and the security of their personal information. A robust cybersecurity framework not only protects customer data but also builds trust. Customers who know that a business takes their privacy seriously are likelier to remain loyal. This trust translates into long-term relationships, repeat business, and positive word-of-mouth, which is essential for sustained success.

### **Compliance with Regulations and Standards**

Governments and industry bodies implement stringent regulations to ensure businesses handle data responsibly. Non-compliance can result in fines, legal actions, and a tarnished reputation. Integrating cybersecurity



into organizational processes ensures that companies stay abreast of these regulations and standards, minimizing legal risks and demonstrating a commitment to ethical practices.

### **Building a Competitive Advantage**

In an increasingly competitive marketplace, cybersecurity can be a differentiator. Businesses that can demonstrate robust security practices attract more customers, potential

partners, and investors. By integrating cybersecurity, companies can position themselves as leaders in their industry, showcasing a commitment to excellence and integrity. This competitive edge can be a significant factor in winning new business and retaining existing clients.

The business case for integrating cybersecurity is clear and compelling. It goes beyond mere protection and extends into the core of a



company's value proposition and competitive positioning. By prioritizing cybersecurity, businesses can protect their most valuable assets, build trust with customers, comply with regulations, and carve out a unique space in the market. The integration of cybersecurity is not only a technical issue; it's a strategic business decision that can drive growth, innovation, and long-term success.

Integrating cybersecurity into an

organization's processes is not a one-size-fits-all approach. It requires a multifaceted strategy that encompasses various vital components. Here's a closer look at these essential elements:

### **Risk Assessment and Management**

Understanding an organization's potential risks and vulnerabilities is the cornerstone of effective cybersecurity. Risk assessment involves identifying, analyzing, and evaluating the risks that could impact the business. Once identified, a robust risk management plan must be developed to mitigate these risks, aligning with the organization's overall business objectives. This proactive approach ensures that resources are allocated effectively, protecting the most critical areas of the business.

### **Security Policies and Procedures**

Clear and concise security policies and procedures form the backbone of a secure organization. These guidelines define the acceptable use of technology, outline responsibilities, and set the standards for handling and protecting data. Regularly reviewing and updating these policies ensures they remain relevant and effective in the face of evolving cyber threats.

### **Employee Training and Awareness**

Employees are often the first line of defense against cyber threats. Investing in regular training and awareness programs ensures that your staff understands the importance of cybersecurity and their role in protecting the organization. From recognizing phishing emails to following proper password protocols, empowering employees with

knowledge turns them into valuable assets in the fight against cybercrime.

### **Vendor and Supply Chain Security**

Our interconnected business environment, the security of vendors, and the supply chain cannot be overlooked. They ensure that third-party providers adhere to your organization's stringent security standards. Implementing comprehensive vendor risk management processes, including regular audits and assessments, helps maintain the integrity and security of the entire supply chain.

### **Aligning Cybersecurity with Business Goals**

Cybersecurity is not merely a technical concern but a core business strategy. Aligning cybersecurity with business goals ensures that security measures actively support organizational growth and innovation. By identifying the critical business objectives and integrating security protocols aligning with these goals, companies can create a synergy that enhances security and business performance. This alignment fosters a proactive approach to risk management, allowing businesses to anticipate threats and respond effectively while driving the organization toward its strategic targets.

### **Creating a Culture of Security Awareness**

A robust cybersecurity posture is not solely dependent on technology; it requires the active participation of every employee. Creating a culture of security awareness means educating staff at all levels about the importance of cybersecurity and their role in

protecting the organization's assets. Regular training, clear communication, and fostering a sense of responsibility empower employees to act as the first line of defense. This cultural shift enhances security and builds a cohesive team that values trust and integrity.

### Implementing a Holistic Security Framework

A piecemeal approach to cybersecurity can leave gaps that sophisticated attackers can exploit. Implementing a holistic security framework means taking a comprehensive view of the organization's security needs. This

includes integrating security measures across all aspects of the business, from IT infrastructure to human resources. By adopting recognized security standards and frameworks, companies can ensure they address all potential vulnerabilities, creating a robust defense that can adapt to the ever-changing threat landscape.

In today's digital era, cybersecurity is crucial for women-owned businesses, serving as both a shield and a strategic asset. It's essential to weave cybersecurity into the operational fabric, focusing on protecting intellectual property, ensuring regulatory compliance, and fostering

customer trust. Key strategies include aligning cybersecurity with business goals, nurturing a security-aware culture, and adopting comprehensive security frameworks. For women entrepreneurs, this approach is about risk mitigation and leveraging cybersecurity as a driver for growth and innovation. Investing in robust cybersecurity measures is imperative to safeguard and propel businesses forward in the competitive digital landscape.



### ABOUT THE AUTHOR

Professor Mack Jackson Jr. is a preeminent thought leader in cybersecurity awareness. Holding faculty positions at two prestigious universities, he is also an acclaimed author, TV host, and the founder and president of Vanderson Cyber Group. With a background in cybersecurity, compliance, law, and business consulting, Professor Jackson offers a holistic perspective on navigating the complex terrain of cyber risks.



**“I’m tough, I’m ambitious, and I know exactly what I want. If that makes me a b\*tch, okay.”**

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**MADONNA**



# FLIPPING IMPOSTER SYNDROME ON ITS HEAD

BY KRYSTAL JUGARAP

It's inevitable - the not-so-elusive "Who am I to be doing this?" question that invades every entrepreneur's mind at some point (or, more accurately, multiple points) of their journey. The bright side is that, quite possibly, every single person on the face of this Earth has had these doubts - so you're not alone there. But what do you do when those dreaded thoughts of self-doubt creep in?

## FLIP IT ON ITS HEAD

I'm a big fan of reframing your perspective- a skill that I think is critical in following through on your big visions and not letting thoughts of doubt deter your progress. So, how do you reframe imposter syndrome?

Instead of asking yourself, "Who am I to do this?" ask yourself, "Who am I not to?"

I mean, really...

*Who are you to decide what the world gets to benefit from?*

*Who are you to decide what the world gets to see and hear?*

*Who are you to get to hoard all of your (potentially ground-breaking, life-changing) work all to yourself instead of using it to help and serve others?*



*Who are you to decide for the rest of the world what is and isn't worth their time?*

When broken down to its most basic foundation, it's all simple. **You can make incredible change**- not just in your own life, but in the lives of countless others. And if you choose not to take that next step and double down on your skills, knowledge, and talent- double down on yourself- then you're also choosing not to help others. So, remind yourself: What is it that you want? If your mission is to make an impact, that's where your focus should be. Make the choice to help another person with the knowledge you possess from your own unique experiences. Make the choice to elevate someone's home & spirit with your art. Make the choice to grant your talents the opportunity to ignite the ripple effect of positive change. Prioritize that choice over your self-

judgment. Recognize that the weight of that change you can make in another person's life far outweighs the belittling and unsubstantiated judgments you've made about yourself in your mind.

**Recognize that your purpose is more significant than your fears.**

I hate to break it to you, but if you forgot, the world doesn't revolve around you. Yes, there will always be some naysayers and people who, without hesitation or shame, share their unsolicited "advice." But for the most part, the world isn't judging you for trying. There's a world of people out there waiting on you to keep going - waiting on you to show them what's possible- waiting on you to inject a little more joy, knowledge, freedom, movement, or whatever your expertise is into their lives. Instead of dwelling on whether or not you should be putting anything out into the world, let those

people hold the weight and power of deciding what they accept into theirs.

Not everyone will resonate with what you do, and that's okay. On the flip side, not everyone will reject your work either. So, when those thoughts of imposter syndrome creep in, know it's not a you thing. It has nothing to do with you and everything to do with the impact you want to make.

You can change the world- even if that might mean the world of one other person. Don't let the darkness of imposter syndrome dim your light. Flip it on its head and know you can do big things and are meant for it.



**ABOUT THE AUTHOR**

Krystal Jugarap is the CEO and Founder of BOOKofBIJOUX, a chic and modern jewelry storage line, and their community platform, EM/POWEREDbyWMN. She is a writer, philanthropist, podcast host, global speaker, and the mother to two beautiful girls with a baby boy on the way. Her mission is simple: to remind women, especially moms, that they are capable and incredibly deserving of creating lives they love.

A woman's story of empowerment in  
a man's world...



**Where there's smoke,  
there's fire, and  
she's igniting!**

This is the story of one woman's journey of braving the flames, to ultimately rising from the ashes finding her own empowerment in a man's world. Join her on her journey as she not only changes a system but also shares her process of becoming a firegal, a force that is inextinguishable!

*Gina Geldbach-Hall*

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# EMBRACING BUSINESS SUCCESS MY JOURNEY TOWARDS EASEFUL AND ANXIETY- FREE LAUNCHES

BY POLI SEVCIKOVA



## Finding Freedom in Scaling and Launch Strategies

As a mumpreneur, I've always been passionate about creating a business that not only succeeds but also aligns with my values and lifestyle. That is why I am here – to share my journey of redefining what business success means to me, especially regarding launches and scaling. Let me take you through this transformative experience and the lessons I've learned.

## Rethinking Success and Freedom in Business

My pursuit of business growth and financial success initially seemed straightforward. I aimed to achieve six figures and build a thriving platform as my fifth company. However, I soon realized that these achievements did not equate to the new fulfillment and

freedom I sought. Despite my success, I found myself grappling with fear, stress, and fatigue. This introspection led me to question the traditional measures of success for women, business owners, and mothers. I discovered that true success is about balancing my business and personal life. Enjoying the path, the here and now, instead of some phantom mirage in the future.

## My Tale of Two Launches

I experienced dozens of launches and guided my clients through thousands, but two distinct launches taught me valuable lessons.

The first was a high-earning summit launch that required extensive time, effort, and financial investment. While it was financially successful, it left me feeling drained and stressed. Why? Not only was the organization of this launch complex, but add the fact of filming 40 interviews in three weeks to the mixture and then holding the

space and selling during the summit, and you have the most amazing burn-out formula there is. But it's a norm, right? Everybody does that. That is how it's supposed to be. Are these phrases familiar?

Contrastingly, my more recent launch, though it earned almost the same income, brought me a sense of contentment, excitement, and ease. Plus, my time and money investment was close to zero. So, if compared, I earned much more than in the summit. This experience confirmed my last four years' revelations about Launches — no amount of money earned can make me do anything in my launches that don't feel easy and aligned. It's not worth my energy. Period.

## Choosing Easefulness in Business Scaling

Reflecting on these experiences, I have another example of prioritizing ease and simplicity in my business

strategies. Designing launches that are minimalistic and anxiety-free, if needed in the client's strategy, is my number one focus. I found that with minimal team involvement and smartly planned and often reduced upfront investments, we are achieving success in a more manageable and fulfilling way. This approach has improved my work-life balance and overall satisfaction with my business and supported my clients to do the same for years.

### **Personal Archetypes and Business Strategy**

Understanding my personal archetypes was vital in this transformation. I identify as a "lazy rebel" in my success matrix, which means I naturally lean towards strategies that offer freedom and simplicity. Recognizing this allowed me to align my business strategies with my innate preferences and balance my inclinations and professional ambitions.

### **Crafting a New Narrative for Business Scaling and Launch Success**

My journey has taught me invaluable lessons about scaling and launching a business. As entrepreneurs, especially as mumpreneurs, we must dare redefine our success matrix. Embracing a holistic approach that prioritizes ease, emotional well-being, and alignment with our personal values can lead to more sustainable and fulfilling growth. This often means we stop doing the things we hate and start doing the things that light us up.

### **Embracing Individualized Scaling Strategies**

I encourage fellow entrepreneurs to reconsider their scaling strategies. There's no one-size-fits-all approach.

We must find methods that resonate with our individual values and preferences. This shift promotes long-term sustainability and ensures our work aligns with our personal well-being. I understand this might seem so easy, but the reality is the opposite.

From the marketing point of view, we are told we need to have everything covered —social media, SEO, ads, launches, sales, products of all different ranges, etc. And as a former marketer, I know that in the ideal world, this is perfect and works. But we are perfectly imperfect, and what sells is our energy and magnetism, not the professionally crafted ads and strategies.

Often, the missing energy piece keeps you from scaling with ease. That feeling of hitting the wall often tells us to stop and reevaluate. Stop doing what feels heavy; you are going against the flow.

If you feel enough is enough and want to start growing your business without the constant hustle and more in tune with your heart, try the Balance Boost for CEOs. It's a magical program that will boost your business balance, and it's a great start to your journey toward ease- <https://bam.polisevcikova.com/balance-Boost>.

### **Closing Thoughts: Your Redefinition of Success**

My story is a catalyst for redefining success in business scaling. Embracing easeful and anxiety-free strategies can lead to a more holistic vision of success beyond financial gains to personal fulfillment and sustainable growth. As I continue sharing my journey and insights, I hope to inspire and empower fellow mumpreneurs to craft their unique paths.

Remember, business success is not only about financial milestones; it's about creating a journey that is fulfilling, sustainable, and aligned with who you are. It's about the days when you can be with your kids and not worry. It's about the wealth and future you create for your family without losing precious moments with them. I am here for you to uplevel your business and upgrade it towards 6-7-figure growth without needing to sacrifice your life and health. You can start by exploring your Success Matrix archetype in the Quiz- <https://polisevcikova.com/archetype-quiz/> I look forward to getting to know you and supporting your growth.



### **ABOUT THE AUTHOR**

Poli Sevcikova, Holistic Business Architect and Mentor, combines energy and strategy work because she believes one can't work without the other. As a former Facebook Ad Specialist and creator of five companies, she tested everything on herself. And now, she helps other business owners design their unique businesses so they can have it all without sacrifices. Poli doesn't believe in the hustle and will always choose the easier way for her clients. She designs and builds businesses around her clients' lives and her life. When Poli isn't working, she is with her loving husband and two children, celebrating 20 years together this year.

**“The most courageous act is still  
to think for yourself. Aloud.”**

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**COCO CHANEL**



# EMPOWERING WOMEN ENTREPRENEURS MAXIMIZING POTENTIAL IN THE FACE OF ADVERSITY

BY PAULINE KIRK

In the pulsating world of entrepreneurship, women navigate a unique landscape marred by challenges that can derail their journey toward financial stability. As the world grapples with complexities spanning climate uncertainties, conflicts, and socio-economic gaps, the pivotal aspect of gender equality and women's economic empowerment often fades from the spotlight—a grave oversight in our progress.

However, a beacon of hope emerges by consistently investing in women entrepreneurs. That isn't just a remedy; it's a catalyst for transforming challenges into opportunities, paving the way for more inclusive, robust, and prosperous economies. Empowering aspiring women entrepreneurs is the linchpin in our collective pursuit of expanding gender parity and fostering economic growth.

The dividends from nurturing women's entrepreneurship are monumental, especially in low-income regions. It's a transformative force, enabling women to accumulate earnings, assets, and economic influence, bridging the gender gap in prosperity. The ripple effect transcends individuals and transforms families and communities.



Women's reinvestments in children's well-being bolster a nation's human capital. Moreover, when women lead businesses, they often empower more women, carving pathways to economic sustenance for a broader spectrum. Yet, this voyage is fraught with barriers - policy constraints, societal norms, institutional biases, and limited access to resources- that hinder their ascent. Women often tread into sectors with slower growth rates, compounding their challenges.

The challenges faced by women entrepreneurs were exacerbated over the last three years. They encountered increased unpaid care responsibilities, economic vulnerability, and business disruptions. During the pandemic's initial phase, women-led firms faced a higher rejection rate for loan applications compared to male-led firms.

In the funding arena, women-led endeavors face disproportionate

hurdles. From January to December 2022, U.S.-based startups with all-women teams secured a mere \$4.5 billion of venture capital from around the \$238.3 billion allocated.

The percentage of funds raised increases when an “all-women team” turns into having “at least one women founder,” signifying the importance of always keeping a man in the room. The augmentation is quite noticeable, too: All-women teams raised 1.9% of the VC funds referenced above, a percentage that skyrocketed to 17.2% when the team was mixed gender. This trend has remained consistent for at least a decade, according to the latest PitchBook data, reflecting a stark disparity in financial backing.

Yet, despite this lack of backing, a Forbes study with venture capital firm, First Round Capital, concluded that female-founded businesses in their portfolio outperformed male-founded companies by over 60%.

The recognition of empowering women isn't only a choice; it's a responsibility to dismantle systemic barriers and forge pathways for financial support. It's a monumental stride towards crafting an inclusive, resilient, and prosperous future for all.

Unlocking access to capital for women entrepreneurs is pivotal. Here are avenues to explore:

**Grants:** Seek specialized grants tailored for women-owned businesses, unlocking capital without the burden of debt.

**Crowdfunding Platforms:** Harness the power of platforms like Kickstarter, sidestepping traditional lending routes to fuel your vision.

**Angel Investors:** Engage with investors passionately supporting female-led ventures, offering both financial backing and invaluable guidance. Government Programs: Delve into tailored programs providing mentorship, training, and crucial funding support, amplifying your entrepreneurial journey.

**Alternative Investment Funds:** Seek these funds that have successfully filled the void left by traditional banks. Secure loans to supercharge your business expansion.

**Collaborations and Joint Ventures:** Use the power of your network to create magic and share your collective strengths and hiring endeavors. For this vision of gender equity in entrepreneurship to be achieved, women should have equitable access to finance, markets, and technology and the ability to build skills and networks. They also should face a level playing field on the legal and regulatory front, and institutional gender biases and social norms should not constrain them from succeeding as entrepreneurs. Women Entrepreneurs should be able to start businesses and compete across economic sectors, including non-traditional sectors. With more significant gender equity, the employment, revenue, and productivity gaps between male and female-led businesses would be reduced, unlocking trillions in global value addition.

Despite the hurdles, discernible trends hint at the substantial potential for growth and success among women entrepreneurs. Understanding these trends and seizing the moment could propel women entrepreneurs toward phenomenal growth and financial prowess in the coming years.

#### Sources:

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#### ABOUT THE AUTHOR

Pauline Kirk is a visionary leader, a global speaker, an international bestselling author, a mentor, an angel investor, and a senior leader within the Tony Robbins community. She is also the driving force behind FemvestorsGlobal™, a social enterprise dedicated to eradicating the dire financial statistics of women entering retirement. Her mission is centered on achieving gender parity in all financial matters.



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# Resilient Survivor

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—Judi Moreo, author, *You Are More Than Enough*

**“This book is both inspirational and practical. It is the kind of book you will keep close at hand, refer to often, and actually use. It is full of simple, yet profoundly effective techniques that anyone can use to regain and maintain self-worth and confidence.”**

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**“This is a book I will keep and give to others, to my friends who are grieving. Marlene writes from a calamitous experience and offers advice of various ways of coping with the issues following the death of a loved one.”**

—Kathie Slaughter, Retired teacher

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Marlene Livingston Curry is available for lectures and workshops based on her book *Resilient Survivor*.



# WOMEN OF TODAY: EXEMPLIFYING ENTREPRENEURIAL EXCELLENCE



In the rapidly evolving entrepreneurship landscape, women play an increasingly pivotal role in breaking barriers and reshaping industries. Today's female entrepreneurs are achieving remarkable success and inspiring future generations with innovation, resilience, and determination. In this article, we'll explore the stories of some outstanding women exhibiting entrepreneurial excellence in various fields.

**Kiran Mazumdar-Shaw (Biotech Entrepreneur):** Kiran Mazumdar-Shaw is the founder and chairperson of Biocon Limited, a biotechnology company based in India. She is recognized as a pioneering figure in the biotech industry and has played a crucial role in advancing healthcare through her company's focus on affordable and accessible biopharmaceuticals. Her commitment to innovation and social responsibility has earned her numerous accolades

and made her a prominent figure in the global biotech community.

**Sara Blakely (Fashion Entrepreneur):** Sara Blakely is the founder of Spanx, a globally recognized shapewear brand. Blakely's journey from selling fax machines to building a billion-dollar empire is a testament to her entrepreneurial spirit. Through her innovative approach to solving a common problem, Blakely has transformed the fashion industry into one of the youngest self-made female billionaires, inspiring women to pursue their entrepreneurial dreams.

**Maye Musk (Tech and Wellness Entrepreneur and the mother of Elon Musk):** Maye Musk, a registered dietitian and nutritionist, is a successful entrepreneur in her own right. At 71, she has become a sought-after model and a public speaker on wellness and nutrition. Maye has combined her expertise in nutrition with a passion for wellness, creating a unique brand

that challenges age stereotypes and empowers individuals to lead healthier lives.

**Whitney Wolfe Herd (Tech Entrepreneur):** As the founder and CEO of Bumble, Whitney Wolfe Herd has significantly impacted the tech and social networking industry. Bumble, a dating app that empowers women by allowing them to make the first move, has disrupted traditional gender dynamics in online dating. Wolfe Herd's innovative approach to creating a safe and empowering platform has led to the app's widespread success and positioned her as a leading figure in the tech world.

**Reshma Saujani (Education and Tech Entrepreneur):** Reshma Saujani is the founder of Girls Who Code, a non-profit organization dedicated to closing the gender gap in technology. Through her work, Saujani has empowered thousands of young girls to pursue careers in technology and computing. Her commitment to fostering diversity and inclusion in the tech industry has profoundly impacted the next generation of female entrepreneurs and leaders.

As you can see, the entrepreneurial landscape is evolving, and women are increasingly taking center stage, demonstrating their ability to drive innovation, create successful businesses, and impact society. These women's stories showcase their accomplishments and the shift towards a more inclusive and diverse entrepreneurial ecosystem. As women continue to break barriers and redefine success, their stories inspire aspiring entrepreneurs, regardless of gender, to pursue their dreams with resilience, creativity, and determination.

# Life Choices

## ESTABLISH YOUR EXPERTISE! PUBLISH YOUR STORY!

*"I am a first time writer. No, let me start again. I am an author. Yes, I am! Working with Judi Moreo has been the most enriching chapter of my life. The people Judi brings together for Life Choices are talented, endearing, and the best that you can imagine. I never felt intimidated or out of my league. We are all in the book together."*



*The support is endless. I was guided from start to finish. Judi is professional, approachable, and available. I am certain that working with her was paramount to my comfort level. I see a lot of ads from people who say they will get you published. I don't doubt they do, but if you want more than that, you need to talk to Judi."*

Deborah Clark  
Motivational Speaker

*"Working with Judi Moreo on a story for Life Choices has been a joy. I have often thought of sharing my story but hesitated. Timing is everything. Through her vision and encouragement, the time was right. She made the experience of publishing my childhood story one that has changed my life and will change the lives of others. I am grateful for her commitment to excellence for the Life Choices authors and the lives of others."*



Andrea Chestnut  
Entrepreneur

*"Being part of an amazing book, meeting the other inspiring authors, attending our own book launch has been a wonderful experience for me. I highly recommend if you have a story burning in your heart, share it and become part of the next Life Choices book—it is life changing. The world needs to hear your story!"*



Anne Dreyer  
Inspirational Speaker & Author  
South Africa

Calling all trailblazing women entrepreneurs! Your story is a powerful testament to resilience, innovation, and success. Imagine sharing your journey, triumphs, challenges, and wisdom with a global audience eager to learn and be inspired. This is your chance to be part of an extraordinary anthology celebrating the vibrant tapestry of female entrepreneurship. Your voice matters, your story deserves to be heard, and this anthology is the perfect platform to showcase your incredible journey to the world.



Writing a book is one of the best ways to establish yourself as an expert in your field. The mere fact that you are a published author lends credibility to your message.

**We seek stories that enlighten, inspire, motivate, or entertain.**

Each of our *Life Choices* books focuses on a specific topic or passion. *Life Choices* books contain well-written, original, non-fiction stories that include one or more of the following themes:

- Life lessons you have learned
- How you overcame an obstacle or met a life challenge
- How your product or method changed your life, created more wellness, gave you more vitality, or supported your healing journey
- How you or someone you know maintained a positive attitude despite life situations
- Random acts of kindness and the impact they had on your life

This is the fifth book in the *Life Choices* series.

***Life Choices: She Means Business***

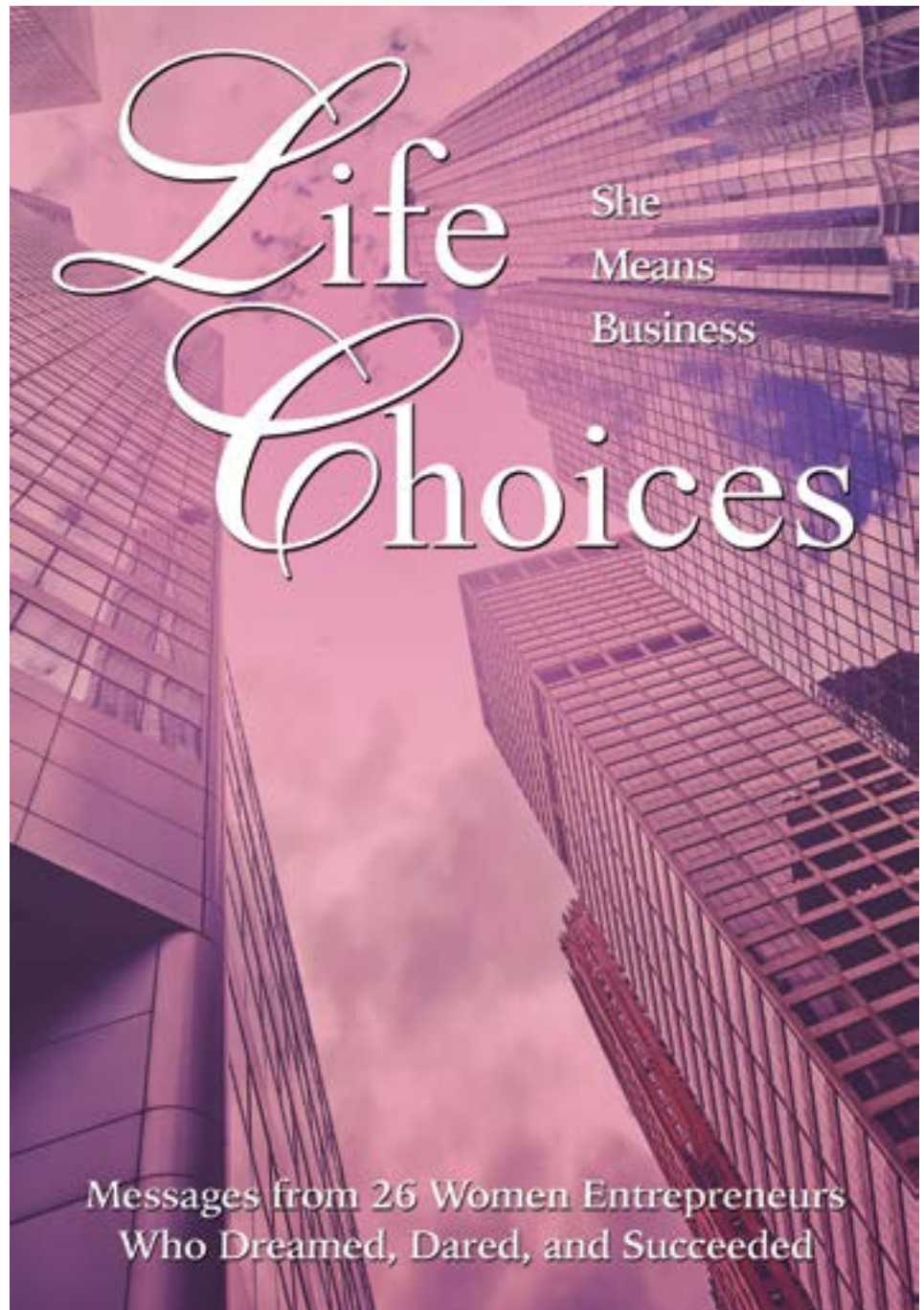
*Messages from 26 Women Entrepreneurs Who Dreamed, Dared, and Succeeded*

In this anthology, we aim to weave together a collection of stories that inspire and empower other aspiring women entrepreneurs. Your experiences, lessons learned, and the obstacles you've overcome can spark a fire in someone else's entrepreneurial spirit. The power of shared narratives creates a community of support and encouragement, fostering a network of women who lift each other.

By contributing your story, you're not only adding a chapter to a book; you're becoming a beacon of inspiration for others who dream of carving their path in the business world. This anthology is more than pages and words; it's a movement that amplifies the voices of women who dared to dream, dared to challenge, and dared to succeed.

Why should you share your story? Because your journey is unique, and within its folds lie invaluable lessons. Your experiences, whether victories or obstacles, can be the guiding light for someone navigating the complex landscape of entrepreneurship. It's about showcasing success and embracing the journey that molds it.

As a *Life Choices* author, you will use these books to get your message out, educate and inform a broad audience, increase your circle of influence, market your products or services, and be a wellness enabler. Being part of an anthology is the quickest, most straightforward way to get name recognition. And since you retain all rights to the material, your story can be used as an introduction or an outline when you decide to write a complete book. Your exposure as an author is multiplied by the efforts of the other 25 authors, as each author's efforts



support the broader promotion of the book.

Join us in creating a collective narrative that resonates with women worldwide. Your story is a catalyst for change, a source of motivation, and a testament to women's incredible strength at the entrepreneurial table. Let your story be part of this movement, inspiring the next generation of women leaders.

Submit your story today and let your entrepreneurial journey become a beacon of inspiration for women

worldwide. Together, let's amplify the voices of women entrepreneurs and show the world the power of female-led innovation and resilience. Your story is not just a chapter; it's a legacy in the making."

If you desire to tell your story, we may be interested in working with you!

**Contact:**  
**Judi Moreo, Women Entrepreneurs Association**  
**+1 (702) 283-4567**  
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# FROM THE MUD OF SELF-DOUBT TO MANIFESTING THE LIFE OF MY DREAMS

BY DAWN GADEN

I realized my calling early in life is to help people live more vibrant lives. Maybe it was the codependent mother/daughter relationship or growing up in a family of addiction. Seeing firsthand the soul-sucking existence of unfulfilled dreams drove me to find answers to why people simply exist rather than live vibrant lives. Overcoming anxiety and panic attacks, I completed graduate school, created a family, and started my own business.

I have learned many lessons from my first panic attack to building a thriving private practice. And the most important- who am I becoming on the way to my dreams. My coach, Bob Proctor, opened my mind with this powerful statement: "Goals are not for getting; they are for growing. It's not what you get, it's all about who you become along the way." He taught me such a valuable lesson in stepping into the person you want to become to create the life you want to live.

This was the work I knew was ahead of me, even when I didn't consciously know it yet. My first shift into my best self came as a freshman in college. I was experiencing panic attacks, anxiety, and insomnia. I was caught in the chaos of my mind, spinning in self-doubt, "What if I'm not cut out for this? What



if I can't pass the next test? Maybe I should just quit now," and so on. These thoughts consumed me, spinning in my mind so fast and so intense they transformed into a full-blown panic attack as I sat in the front row of my university psychology class. Once I realized what was happening, I knew this was unacceptable! I come from the mindset of possibility; there is always another way. This decision to not settle for anything other than my best led me to my first meditation on cassette. This

was my opportunity to step into my best self and become the image I chose for myself. This began my journey of understanding the mind-body connection, and I began my career path as a licensed counselor, certified in complementary medicine and wellness.

This journey was not devoid of turbulence. Along with the expected entrepreneurial challenges came miscarriages, job loss, depression, and cancer. These bumps in the road pave

the way to success and self-exploration. Like the lotus flower, my transformation came from the mud. When I was ready to rise, I learned to calm the chaos, open my heart, and consciously create my life.

As I was gathering the best tools to use with my clients in building a successful counseling and coaching practice, I was also using these tools to shift and transform my life. We are forever evolving and awakening to our best selves. As a fellow business owner, passion seeker, and joy creator, I want to share my simple keys to ending self-doubt and waking up to your worthiness. You have a gift inside you, your genius, that is meant to be shared with the world. There is no self-doubt or limited thinking that should stand in your way!

I created I.V.E.A., a guide to tuning into your deepest desires and amplifying your energy for more joy, abundance, and ease in your life. This is the foundation of The Image Shift Coaching Program - a 7-month transformation through the chakras.

I ~ Intuition is your loyal guide. You have an inner compass leading you to serve and live in the energy of love and abundance.

V ~ Visualize with your mind's eye and get a clear image of your soul's desires. Hold the image in your mind as your truth.

E ~ Emotions fuel your vision with love, joy, and enthusiasm as if it is already done. Deepak Chopra states, "Every cell in your body is eavesdropping on every thought you think."



A ~ Action that is inspired is required! Action from a state of chaos, overwhelm, or fear only breeds more of the same. Take steps from a state that you want to create.

We are spiritual, emotional, mental, and physical beings. The body is the vehicle for the mind, and our spiritual guidance and emotional vibration fuel the mind. Vibrant living aligns with the frequencies of joy, abundance, and happiness. It is important to remember that we are also here to have fun!

The following is an excerpt from my YES! YES! Journal ~ 33 days at a time to align with your best self. I invite you to try it; in your journal, complete these daily statements:

#1 Yes! to your desires: I am so happy and grateful now that...

#2 Yes! to what inspired action I will take today...



## ABOUT THE AUTHOR

Dawn Gaden is the CEO of Mind Body Counseling & Coaching. She is an international speaker, licensed counselor, yoga teacher, self-image coach, and best-selling author. Her global coaching program - The Image Shift, helps professional women end self-doubt and unworthiness, shift into a powerful positive self-image, and consciously create the life they love. Dawn teaches the unique practice of *intenSati* to amplify your energy and activate a positive state.



# SMART CHOICES FOR TODAY'S ENTREPRENEURIAL WOMEN

**W**omen can excel as entrepreneurs in various industries, and the choice ultimately depends on individual skills, interests, and market trends. Here are some sectors that have been recognized as offering opportunities for women entrepreneurs:

**Technology:** With the growing emphasis on diversity in the tech industry, there are increasing opportunities for women to start tech companies, especially in software development, artificial intelligence, and cybersecurity.

**Healthcare and Wellness:** Women entrepreneurs can explore opportunities in health and wellness, including fitness, nutrition, mental health services, and holistic health.

**E-commerce:** Starting an online retail business or an e-commerce platform allows women entrepreneurs to tap into the vast market of online shoppers.

**Education and E-Learning:** The education sector, especially online education, offers opportunities for women to create and deliver courses, tutoring services, or educational technology solutions.

**Fashion and Beauty:** The fashion and beauty industries are diverse and present various opportunities, from launching a clothing line to creating beauty products or services.

**Social Impact and Nonprofit:** Women often lead social impact, sustainability, and community development initiatives. Starting a nonprofit or a socially responsible business can be fulfilling and impactful.

**Food and Beverage:** Opportunities in the food and beverage industry include catering, delivery, specialty foods, and more. The rise of health-conscious eating also opens doors for innovative ideas.

**Consulting and Coaching:** Women with expertise in a specific industry or skill set can start consulting or coaching businesses. This could include business consulting, career coaching, or life coaching.

**Finance and Fintech:** While traditionally male-dominated, the finance and fintech sectors are becoming more inclusive. Women entrepreneurs can explore financial technology, consulting, or investment services opportunities.

**Art and Design:** Creative industries such as graphic design, interior design, and art curation offer entrepreneurial opportunities for women with artistic talents.

**Green and Sustainable Businesses:** There is a growing demand for eco-friendly and sustainable products and services. Women entrepreneurs can focus on environmentally conscious businesses, such as sustainable fashion, renewable energy, or eco-friendly products.

**Childcare and Education Services:** With the increasing demand for quality childcare and educational services, starting a daycare, tutoring center, or academic support service can be a viable option.

Ultimately, the most successful ventures often align with an individual's passion and expertise. It's essential for women (and all entrepreneurs) to pursue opportunities that resonate with their skills, values, and interests. Additionally, networking, mentorship, and staying informed about industry trends can contribute to the success of any entrepreneurial endeavor.



CHOICES MAGAZINE  
WINTER ISSUE 2024

**A FINAL NOTE  
FROM JUDI MOREO**

**T**hank you for choosing Choices as your companion on this adventure of self-discovery and inspiration. Your engagement and enthusiasm fuel our passion to create a space where every page is a stepping stone toward your entrepreneurial dreams.

We believe that the essence of empowerment lies in unity, collaboration, and shared experiences. The Women Entrepreneurs Association is a collective force driving positive change in the entrepreneurial

landscape. I invite you to join our association to take the next exciting step in your journey. Connect with like-minded women, share your experiences, and amplify your impact on the business world.

Your presence in the Women Entrepreneurs Association is a statement—a declaration that you are committed to your success and the success of every woman around you, and you are integral members of a dynamic community that celebrates the strength, resilience, and

innovation of women entrepreneurs. Together, we can redefine the future of entrepreneurship and create a legacy of empowerment for generations to come. Thank you for being an essential part of our community, and we look forward to seeing you flourish within the Women Entrepreneurs Association.

*Judi*