

CHOICES



SPRING 2024

THE OFFICIAL PUBLICATION OF THE WOMEN ENTREPRENEURS ASSOCIATION

**CHAMPIONING
WOMEN'S VOICES
WORLDWIDE**

THE BUSINESS OF EMOTIONS

BANISH BURNOUT

**THE POWER OF MINDSET
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From the Editor

In *Choices* magazine, you'll find a wealth of resources tailored to your needs. Whether you seek strategies for maintaining a healthy work-life balance, coping with stress, or making informed decisions about your professional and personal spheres, we've got you covered.

"What choices can I make to be successful, take better care of myself, and live a happy life?" *Choices* magazine is not only a publication; it's a companion on your journey toward success and fulfillment.

Dear Women Entrepreneurs, Welcome to *Choices* magazine – a haven for dynamic women like you navigating the intricate journey of entrepreneurship and life. Our magazine is carefully curated to resonate with ambitious women dedicated to making choices that elevate their upwardly mobile lifestyles.

Our content is designed to empower you with the knowledge and skills to enhance communication in your personal and professional relationships. We recognize that effective communication is a cornerstone of success, and we're here to provide you with the tools to strengthen those connections.

Join our community of like-minded women committed to making informed choices, building meaningful connections, and creating a life that aligns with their aspirations. Embrace the power of choice with *Choices* magazine – where your success story unfolds.

Always remember, you are more than enough!

As women entrepreneurs, you understand the delicate dance of balancing professional aspirations with the demands of personal life. *Choices* magazine supports you in this intricate act, offering insights and guidance on making decisions that will shape your career, family, and overall lifestyle.

At *Choices* magazine, we understand that success goes hand-in-hand with self-care. Our features will guide you toward better self-care practices, ensuring you achieve your goals and nurturing your well-being.

Judi Moreo
Editor-in-Chief

A stylized, cursive signature of Judi Moreo in black ink.

As you turn the pages, you'll find answers to the pivotal question:



RAIMONDA JANKUNAITE: CHAMPIONING WOMEN'S VOICES WORLDWIDE

BY JUDI MOREO

Believe, Achieve, Inspire

These are the three values by which Raimonda Jankunaite lives her life: Believe in your ideas and dreams, dare to achieve success and conquer your goals, and then use that experience to inspire and impact others.

An unstoppable dynamo in entrepreneurship and empowerment, Raimonda Jankunaite commands attention and admiration. The brilliant mind behind Women Thrive Media is an inspiration, igniting change and driving progress. Raimonda's journey as a serial entrepreneur and transformative catalyst transcends boundaries, shaping the landscape of success. Her mastery as a best-selling author, sought-after international speaker, and empowering speaking coach has revolutionized the trajectories of numerous business leaders, elevating their voices and magnifying their influence on a global scale.

Raimonda's journey is more than one of professional success—it's a testament to resilience and triumph over adversity. Having faced her own struggles and emerged stronger, she understands the power of reclaiming



one's voice and identity. She exemplifies the transformative power of resilience, demonstrating that every setback is a stepping stone to greatness. Now, she's on a mission to ensure that no woman feels silenced or sidelined, championing the belief that every story deserves to be heard. As the driving force behind the Women Thrive Summit, Raimonda orchestrates one of the most influential gatherings for women's empowerment worldwide. Her passion for lifting others and fostering a supportive community shines through in everything she does. To know Raimonda is to be inspired by her unwavering dedication to empowering others and creating a world where every voice matters.

Let's learn more about the woman behind the reputation:

J: What motivated you to become a serial entrepreneur, and how has this journey shaped your perspective on business and empowerment?

R: My entrepreneurial journey started early; seeing my parents start various businesses helped me envision that I would someday start my own venture. My dream of starting a business began at age 15, and I have tried many different things ever since. I always knew that freedom was one of my key values, and I thought if I could create something of my own, it would give me the freedom to live on my terms and shape my future. I also knew that having a business comes with unlimited potential, unlike having a job, climbing the ladder, or being limited to how far you can go in any career.

J: What obstacles did you face when starting your own business?

R: Success did not come immediately; I had to fail many times before finding a successful business. Some of the obstacles I encountered were a lack of funding, know-how, and confidence. But the more I pursued my vision, the more I learned how to make it work. I also faced many 'doubters' who did not believe in what I was doing, so I knew very early that I had to back myself with confidence and find a support network of people who believed in my vision.

J: What inspired the creation of Women Thrive Media, and what is its primary mission?

R: My mission with the Women Thrive Media is to build a platform where every woman has a voice. I faced many challenges where the media would not celebrate entrepreneurs and the vital work that many self-starter women do to make a positive impact. So, when I could not find a platform that celebrates women, I created one that would. I want every woman in business to know that she has a place where she can find inspiration and also be able to contribute her knowledge, talk about her mission, and inspire others.



J: How do you envision Women Thrive Media positively impacting the lives of business founders and women in general?

R: When I started my 'real' business at 21, I read magazines such as Success and Fast Company, which instilled in me the belief that you can become

successful and pursue your goals. So when I created Women Thrive, I wanted to create a place where other women can dream big and know that anything is possible for them. I know that the stories we have shared via our media outlets, magazines, the annual Women Thrive Summit, podcasts, and events have given women courage, inspiration, and empowerment to be confident about their dreams and pursue them fearlessly.

J: Tell us about the Women Thrive Summit. What inspired you to create this global virtual women's empowerment event?

R: The Women Thrive Summit was born out of adversity when we had to pivot our in-person events to a virtual event in 2020. I was so heartbroken about the pandemic shattering our dreams of going global with in-person events. But in my hopelessness, I took a step back and put myself in the shoes of other women facing much more difficult circumstances than I did. The Women Thrive Summit was born to inspire and empower other women to rise and thrive despite our difficult times. So many women joined me on the same mission, and it was a pivot from a 250-person in-person event featuring eight speakers to a 2,000-person event featuring 30+ speakers. This became our annual flagship event in March to celebrate International Women's Day and Women's History Month.

J: How do you curate content for the summit, and what kind of impact have you seen on participants?

R: I always call for speakers from diverse backgrounds and with different perspectives and areas of expertise because I believe that

to succeed in business, you must have a holistic approach to business and life. If one area of your life is lacking, it will probably become something that does not allow you to succeed. So, I embrace diversity in topics, voices, and women from different backgrounds to have a broad representation and share our views and knowledge with different perspectives.

J: What prompted you to become a best-selling author, and how does writing contribute to your mission of empowering others?

R: It was actually encouragement from my community. After one such summit, my speakers asked if I would lead a co-authored book project where we could all share our stories. It was in 2022 that the first book began, so we published our first 'Women Thrive- Inspiring True Stories of Women Overcoming Adversity' book series in February 2023, which became a best-seller overnight. Since then, we have published volume 2, are about to publish volume 3 and begin volume 4 of our books. It was genuinely life-changing for the authors to share their stories and for those who purchased and read the books to know they are not alone in their adversity.

J: Are there specific themes or messages in your books that resonate most with your readers?

R: The common thread is women overcoming adversity, and we shared many beautiful stories of women overcoming loss, disempowerment, tragedies, life struggles, near-death experiences, and so much more. These stories testify that in the darkest moments of our lives, there is always

light at the end of the tunnel, and we are stronger than we know to overcome anything that life throws at us. This is truly an example of women's strength and resilience.

J: What was the best advice you were ever given?

R: Remind yourself how far you have come. Don't let self-doubt cripple you, and pursue your dreams fearlessly.

J: You are a sought-after keynote speaker. What motivates you to speak and share your information with diverse audiences?

R: I love seeing other women's lives transformed when we dare to speak and share our truth. I actually wasn't a very confident speaker when I first started. I used to think I had this quiet, calm voice; who would want to listen to me? Until one day, someone said, I love your soft, gentle voice, and I feel like I could listen to you all day. This was a mind-shift moment for me to embrace my signature voice and use it to inspire others.

J: As a speaking coach and visibility expert, what common challenges do you observe in individuals trying to

find their voice and visibility in their industries?

R: Most people are afraid to be visible, especially women. We often don't want to take up space. We have been taught to stay quiet, be 'good girls,' and tone down our personalities. However, I have seen that true empowerment comes from women speaking their truth, becoming confident and fearless in using their voices, and becoming advocates for themselves and their missions. It is more important than we think to speak up because we set the example for others we may not even think are watching, like our sisters, daughters, cousins, friends, and other women facing the same struggles or self-doubts.

J: How do you stay motivated and inspired to continue your work? What new projects or initiatives are you currently working on, and what do you hope to achieve?

R: I am inspired daily by my organization's impact. When women send me messages to say that because of my courage to pave the way and set the example, they have been inspired to pursue their dreams, my ultimate

“I have seen that true empowerment comes from women speaking their truth, becoming confident and fearless in using their voices, and becoming advocates for themselves and their missions.





goal is to be the shining star, an example for other women to remind them what is possible. I am currently organizing more in-person events, and I hope we can impact, inspire, and encourage more women to step into their power and purpose.

J: Your passion for empowering others stems from your personal

experience. Can you share more about overcoming trauma and finding your voice?

R: Yes, my passion for empowering others comes from my own experience of losing my voice in my mid-20s when I was faced with trauma following a toxic relationship that was disempowering and painful. Following

that very traumatic incident, I lost my confidence, identity, and my voice. I struggled so much to speak or to see my worth. I would look in a mirror and ask myself, “Why am I here, feeling so much pain?” I could not see who I was. I could not recognize the person in the mirror, so I had to rebuild myself to find my voice slowly. Little did I know that many other women had faced similar circumstances as mine; it wasn’t until I was asked by my mentor, Les Brown, the pivotal question- ‘Why do you want to speak’ that this incident came flooding back to me. At that moment, I said, ‘I want to speak because I know what it’s like not to have a voice’. This was the first time I revealed the trauma that has been buried inside of me for more than five years, and I started to empower myself to speak my truth and inspire others.

J: What advice do you have for women struggling to find their voice or identity due to personal challenges? Why do you believe every woman’s story matters, and how do you encourage women to share their stories?

R: I lived in shame of my experience, guilt of making the wrong decisions, and fear of people’s judgment of my story. I was hiding behind the ‘mask.’ It was the easier option, so no one would find out the pain I had to go through. Living like that is not authentic because we are living a lie to ourselves and others. I have had to embrace my flaws and become unapologetic about speaking my truth. Surprisingly, this allowed me to become authentic, confident, and aligned with my mission in life. I want every woman to know that her story matters and can change other people’s lives, to know there is power in their

story, and to embrace the pivotal moments as lessons that helped them get where they are now.

J: Are there practical tips or exercises you recommend for building confidence and resilience?

R: Never do what's easy; constantly challenge yourself to pursue new things because nothing grows in our comfort zones. On the other side of fear is a life you have always dreamed of.

J: What are your future goals for Women Thrive Media, and are there any upcoming projects or initiatives you're excited about?

R: We are working on so many things at Women Thrive. I aim to help more women become confident, unapologetic, and skilled speakers, so I am preparing to launch more speaker programs to support that. I am also writing a book called "An Unapologetic Speaker" that will focus on women's empowerment and public speaking. I can't wait to release it very soon.

J: How do you see your role evolving personally and professionally in the coming years?

R: I have learned to step more into my leadership role in my business and stop doing the day-to-day tasks that distract me from the big picture. Over the last few years, I have grown an incredible team that helps me bring my vision to life and impact the world more. I want to create more leaders in my organization and empower some community members to further our mission. We are currently working on building Thrive Talks for Women, where our community members can host events locally, and speakers can

share their inspirational stories. In the next ten years, I aim to build the biggest speaking platform for women. One woman can not achieve such a big vision alone, so I must empower others to be part of this vision and be leaders in their own right.

J: You have a new baby. How do you balance your personal life with your hectic professional life?

R: Honestly, I love being a mum. She gives me so much drive and purpose in life. I never thought I could find the time to do it all, but more than ever, I am inspired to dream bigger and pour even more energy into what I do because I am setting an example for her and building a legacy for all women around me.

J: Would you like to share anything about your journey, Women Thrive Media, or the importance of women's empowerment with our audience?

R: Know that your contribution to this world is neither small nor insignificant. We all have a part to play in changing the world, and you must make it your mission to do what you can with what you have been given. There is a reason you have been given a vision; never underestimate that, and commit to

taking action. The grand vision was not built overnight, so stay consistent and committed to your dream. Join our Women Thrive mission and be part of something bigger than ourselves.

J: For the past year, I have had the honor and pleasure of working on the Women Thrive Summit project with Raimonda. She is a brilliant woman, and I have loved getting to know her. In a world where material wealth often measures success, she reminds us that true fulfillment lies in living authentically, embracing adversity, and sharing our stories to illuminate the path for others. She is more than a coach—she is a catalyst for change, a beacon of hope, and a guiding light for those who dare to dream.

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Websites:

[raimondajankunaite.com](#)

[womenthrivesummit.com](#)

[womenthrivesummit.com/book](#)

[womenthrivemagazine.com](#)

“Know that your contribution to this world is neither small nor insignificant. We all have a part to play in changing the world, and you must make it your mission to do what you can with what you have been given.”

**“Empowered women empower women.
As a female entrepreneur, embrace your
strength and voice and pave the way for
others to follow.”**

**RAIMONDA JANKUNAITE
FOUNDER OF WOMEN THRIVE MEDIA**



ELEVATING WOMEN ENTREPRENEURS: BANISHING BURNOUT THROUGH INTENTIONAL LEADERSHIP IN 2024

BY CARMEN PAREDES, USA



In the fast-paced world of entrepreneurship, women are breaking barriers and making significant strides. However, the relentless pursuit of success often comes at a cost, and burnout is an all-too-common companion on this challenging journey. A paradigm shift is underway that recognizes the transformative power of intentional leadership in banishing burnout and allowing women entrepreneurs to survive and thrive in their businesses.

THE BURNOUT CONUNDRUM

Entrepreneurship for women is no longer only about breaking the glass ceiling; it's about shattering it and

creating spaces where their brilliance can shine. However, the path to success is riddled with obstacles, and burnout has emerged as a formidable adversary. Unfortunately, this is a story I know too well. The pressures of running a business, societal expectations, and the constant need to prove oneself have led to an alarming rise in burnout among women entrepreneurs.

UNDERSTANDING THE PILLARS OF INTENTIONAL LEADERSHIP

To address burnout head-on, women entrepreneurs in 2024 are embracing intentional leadership. This approach

emphasizes mindfulness, purpose, and authenticity. These pillars can elevate their leadership and allow them to not only navigate the challenges of entrepreneurship but also revel in the joy of their endeavors.

MINDFULNESS

Intentional leadership begins with mindfulness—a practice that encourages women entrepreneurs to be present at the moment, aware of their thoughts, and in tune with their emotions. By incorporating mindfulness into their daily routines, entrepreneurs can break free from the cycle of stress and anxiety that often leads to burnout. Techniques such as meditation, deep breathing, and

regular self-reflection enable women to cultivate a sense of calm and clarity amidst business chaos.

PURPOSE

A sense of purpose is the driving force behind intentional leadership. Women entrepreneurs increasingly recognize the importance of aligning their businesses with a higher purpose beyond profits. When their work is deeply connected to a meaningful mission, it becomes a source of inspiration and motivation, reducing the risk of burnout. Entrepreneurs can infuse their work with passion and resilience by regularly revisiting their purpose and aligning their actions.

AUTHENTICITY

Authentic leadership is a powerful antidote to burnout. Women entrepreneurs are learning to embrace authenticity in a world that often demands conformity. By staying true to themselves, they build genuine connections with their teams and clients and create a work environment that fosters trust and collaboration. Authentic leaders are more resilient because they draw strength from their true selves rather than trying to fit into societal expectations.

ELEVATING LEADERSHIP TO BANISH BURNOUT

A transformation occurs as women entrepreneurs incorporate the pillars of intentional leadership into their lives. They no longer view burnout as an inevitable consequence of their ambitious pursuits but as a challenge that can be overcome through intentional action. Elevating leadership in this way empowers women to step into their brilliance and experience

the joy that comes from aligning their passion with purpose.

SETTING BOUNDARIES

Intentional leaders understand the importance of setting boundaries to protect their well-being. In 2024, women entrepreneurs prioritize self-care and recognize that taking breaks, delegating tasks, and establishing clear boundaries are not signs of weakness but essential strategies for long-term success. By respecting their limits, they create a sustainable foundation for their businesses.

CULTIVATING RESILIENCE

Resilience is a crucial characteristic of intentional leaders. In the face of setbacks and challenges, women entrepreneurs leverage their mindfulness practices and sense of purpose to bounce back more vital than ever. Rather than viewing obstacles as insurmountable, they see them as opportunities for growth and learning, fostering a crucial mindset for banishing burnout.

FOSTERING A POSITIVE BUSINESS CULTURE

The shift towards intentional leadership extends beyond individual practices—it permeates company culture. Women entrepreneurs recognize the impact of a positive and inclusive work environment on the well-being of their teams. By fostering a culture that values collaboration, innovation, and well-being, they create a space where burnout is less likely to take root.

As we enter 2024, the landscape for women entrepreneurs is evolving, and intentional leadership is emerging


as the beacon guiding them toward sustainable success. By incorporating mindfulness, purpose, and authenticity into their leadership styles, women entrepreneurs are surviving the challenges of entrepreneurship and thriving. The pillars of intentional leadership are a response to burnout and a proactive strategy for creating a future where women entrepreneurs can step into their brilliance, have fun with their businesses, and inspire a new generation of leaders.



ABOUT THE AUTHOR

Carmen Paredes is a Leadership Transformation Expert, founder, and CEO of Exceptional Leadership Solutions. It offers Leadership Development and Coaching to help companies grow their profits by focusing on their most important asset: their people. With our help, you will learn how to reduce burnout and turnover while increasing employee productivity and engagement. Increase the ROI in your investment in Leadership Development with our customized solutions.

Let's connect [linkedin.com/in/iamcarmenparedes](https://www.linkedin.com/in/iamcarmenparedes)

A professional photograph of Melinda Gates in an office. She is wearing a tan suit jacket over a white collared shirt and a matching tan bow tie. She is smiling and holding a pair of glasses in her left hand. The background features a wooden shelf with several binders, a small statue, and a large green plant. A desk with a purple folder and a pen is visible in the foreground.

**“A woman with a voice is, by definition,
a strong woman. But the search to find
that voice can be remarkably difficult.”**

MELINDA GATES
AMERICAN PHILANTHROPIST, FORMER
MULTIMEDIA PRODUCT DEVELOPER AND
MANAGER AT MICROSOFT



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- Deborah Clark

"Judi Moreo is a true professional and I would recommend her coaching services to anyone who is looking to build their business. Judi understands business, coaching, and the steps it takes to help people obtain their professional goals."

- Mack Jackson Jr.

TAKE THE RISK

BY J. RACHEL WEST, FOUNDER & CEO OF JRW CONSULTING LLC

Taking risks is one of the most challenging aspects of being in the marketing industry and business. You take the risk of putting yourself out into a new market or space that has never heard your name before. You risk putting time, effort, money, and resources into an idea or passion. You risk the possibility that your business might not succeed, and now you are left picking up the pieces.

In marketing especially, we consistently take chances with new strategies and trends. Sometimes, it feels like if you're not on the latest TikTok dance craze, you're simply not going to have the traction you've been searching for. Take it from a tired and less-cool millennial who has yet to jump on the TikTok bandwagon - putting yourself out into a world with such high expectations for content is daunting.

We've all thought, "How am I supposed to compete with that?" "How can I go viral?" "Why am I not getting the engagement I want?"

And we've all had the feeling of





total frustration after spending an hour recording a TikTok, another hour editing it, and another hour figuring out how to upload the darn thing. You're three hours in with nothing to show for it besides a random account spam comment. Nothing is so infuriating and disappointing than having your hard work account for nothing.

Trust me, I know. As a marketing expert who helps other entrepreneurs with their marketing and business strategies, I know the feeling of disappointment when a plan doesn't work out. But there is nothing better in this world than seeing a plan succeed. To see a first-time retreat host sell out her first retreat or a visibility coach go from 8k followers on Facebook to 370k+ followers.

If I only looked at the plans and strategies that didn't make it, I would miss all the impressive accomplishments I've helped my clients achieve. One takes a sense of pride when seeing clients reach their goals, and I try to remind myself daily that I have more wins than losses.

So, if you are stuck in the mindset of overlooking all your extraordinary accomplishments, here are a few tips and tricks I've used to get me back on track.

1. Gratitude is mandatory. I've learned that the universe won't send it back my way if I'm not showing my thanks. If we are not in a gratitude mindset, we are not taking on all the total abundance we can receive.
2. Celebrate the wins you want to celebrate. I'm tired of hearing people say celebrate the small wins because small can mean different things to different people. A small win for me is getting up before 10 am, but for someone else a small win might be posting on social media. Find what you deserve to celebrate, and do it!
3. Embrace the messy parts. I have a love-hate relationship with #3, but I learn when I stop to embrace the parts I didn't like or could perceive as failure. I constantly want to learn so that I can ensure I am giving my best all day, every day.
4. Have fun. Life is so short and

it's not meant to be filled with seriousness. Dance on those Zoom meetings, share your smile, and show the world who you are.

I know that it takes time to feel like you deserve this. But I promise you, you do. No matter your profession or industry, how big or small your company is, or where you are in life - you deserve this. Take the risk!



ABOUT THE AUTHOR

J. Rachel West, Founder & CEO of JRW Consulting LLC, is a seasoned marketing expert passionate about marketing, branding, and events. With over a decade of experience in the marketing and business industry and two degrees in the subjects, she has honed her expertise in crafting impactful marketing strategies. Beyond her professional pursuits, Rachel actively advocates for gender equality and supports various charitable initiatives. Committed to leveraging marketing as a force for positive change, she embodies the ethos of making a meaningful difference in the world.

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A young woman with dark hair styled in a bun, wearing a light green button-down shirt and tan pants, stands with her arms crossed in a professional office environment. She is smiling warmly at the camera. In the background, a wooden desk is visible with a laptop, a coffee cup, and other office supplies. A semi-transparent dark grey box on the right side of the image contains a quote and the woman's name and title.

“The future of entrepreneurship is female. Women bring a unique perspective, resilience, and innovation, driving change and creating future opportunities for generations.”

**TRACEY STARR
FOUNDER AND COO,
WOMEN ENTREPRENEURS
ASSOCIATION**

UNLOCKING CONSISTENT SELF-CARE: 3 PRACTICAL TIPS FOR YOUR WEEKLY ROUTINE

BY COURTNEY LANDIN, ITALY

We all hear the advice, “Take care of yourself first” or “prioritize self-care,” but when you run a business, are responsible for many of the day-to-day tasks, and have a family to take care of, then overwhelm sets in, and you become last on the long ‘to-do’ list. Balancing life and maintaining good health while running a business is challenging.

First, let’s review the benefits of self-care and then evaluate whether it’s worth taking time to do it. Specifically, let’s discuss self-care in the form of exercise because of its numerous benefits for your mind and body. Exercise can mean walking, yoga, dancing, lifting weights, etc.

Here are some benefits that exercise provides for your mind and body:

Enhanced Energy and Focus: Regular exercise increases energy levels, sharpens focus, and improves overall cognitive function and memory. This heightened mental clarity lets you approach business tasks more efficiently and creatively, leading to more productive and successful outcomes.

Stress Reduction: Exercise is a potent stress reliever, helping to manage

the inevitable pressures of running a business and managing family life. Physical activity triggers the release of endorphins, the body’s natural mood lifters, which can alleviate stress and promote a more positive mindset. This can contribute to better decision-making and problem-solving in business and at home.

Improved Resilience: Building a successful business often involves facing challenges and setbacks. Regular exercise helps cultivate resilience by teaching you to push through physical and mental barriers. This resilience can then be applied to navigating the ups and downs of entrepreneurship, fostering a determined and persistent mindset.

Better Work-Life Balance: Prioritizing exercise establishes a routine that emphasizes self-care, promoting a healthier work-life balance. When you invest time in your well-being, you are better equipped to manage stress, avoid burnout, and maintain the sustained energy needed to navigate the demands of both personal and professional life. This balance is essential for long-term business success.

I don’t know about you, but those benefits motivate me to exercise! But

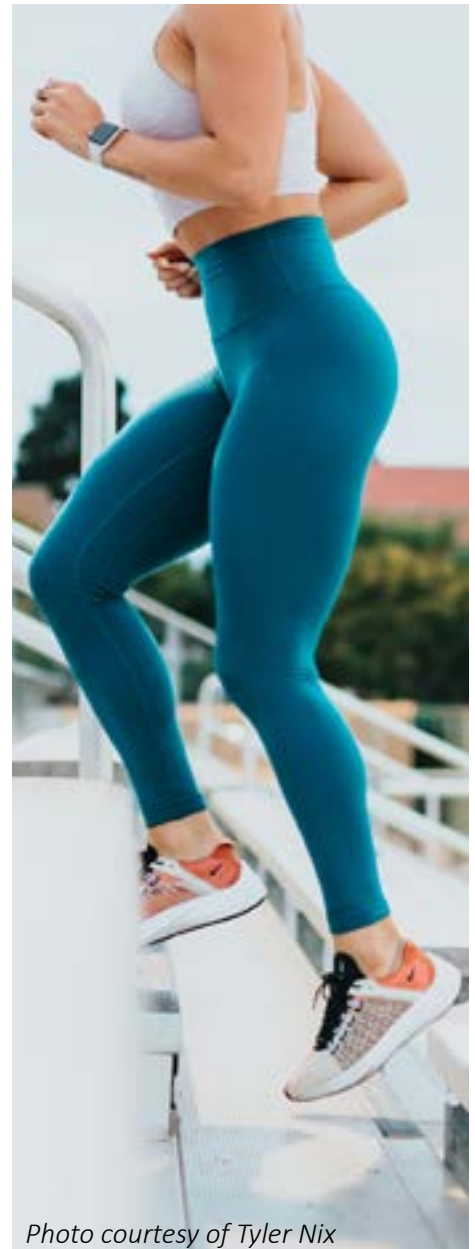


Photo courtesy of Tyler Nix



Photo courtesy of Boxed Water is Better.

you might wonder, ‘How do I actually take the time out of my day?’

Here are three tips on how you can make self-care a regular habit:

- 1. Schedule the time in your calendar** – If it’s not scheduled as a non-negotiable, then it is too easy to push aside, and it won’t happen. Make it your day’s first task, or make time at lunch if possible. Otherwise, skipping at the end of the day is easy because you’re probably tired. If you don’t have time until after work, bring what you need and head straight to the activity after work. If you end up at home first, it’s much harder to get back out the door! Therefore, when you set your weekly schedule, add exercise time too.
- 2. Use a training app, personal trainer, or classes**—Save time and

energy thinking about what to do at the gym or which activity to do by using a training app, hiring a personal trainer, or finding a class to attend. All too often, we spend more time trying to figure out what to do than actually working out. Find a class, go with a friend so it’s harder to skip, use an app, or find a trainer who can take this one decision out of your day!

- 3. Start small** – The biggest mistake people make is starting with a too big goal. If one or two days are skipped, then it feels like you should just scrape it all. Instead, start with a small goal of just five or ten minutes doing something. Many would say that’s too small, but it gets you started! In fact, I bet that once you begin your small self-care habit, you’ll start seeing the results and want to continue. So, start small with five or ten

minutes of doing something one to two times a week. Then, you’ll add time once you see how easy it can be.

I encourage you to take five minutes to integrate two dedicated self-care sessions into your weekly routine, kickstarting your journey toward enhanced mental and physical well-being. Here’s to your health, happiness, and balance while building your empire!



ABOUT THE AUTHOR

Courtney Landin is a dynamic force who refuses to be a mere spectator in the grand arena of life. A two-time Olympian and proud US Military Veteran, she has charted her path, emerging as an accomplished author of five books, course creator, speaker, and holistic health and mindset coach. With a fervent passion for personal growth and cultural exploration, Courtney and her family are actively shaping their future vision, aspiring to host transformative travel and training retreats in the enchanting backdrop of Italy. Meanwhile, she helps entrepreneurs online via her training app to build the habit of self-care and maximize their business.


Learn more about applying small habits to your life at LivingHealthyHappy.com
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“If you don’t like something, change it; if you can’t change it, change the way you think about it.”

**MARY ENGELBREIT
ARTIST**

FEEL, PIVOT, THRIVE: THE BUSINESS OF EMOTIONS

BY KAY MCCREADY, NEWCASTLE UPON TYNE, UNITED KINGDOM

Growing up, “emotional resilience” was unfamiliar, a concept not touched upon in my home or school life. This lack of understanding became apparent in how I acted out in school, reflecting the unrest I experienced at home. The prevalent mood of anger and tension within my family not only created a stressful home environment but also influenced my behavior in the classroom. This often resulted in me being removed from class, intensifying my sense of isolation and contributing to my inability to manage my emotions effectively.

As a child immersed in this constant tension and confusion atmosphere, I frequently felt overwhelmed and fearful. This state of heightened alertness and anxiety stayed with me as I matured, embedding a feeling of being an outsider, constantly struggling to find where I fit in. It wasn't until later in life that I understood and appreciated the importance of emotional resilience.

To cope, I learned to conceal my emotions, growing distrustful



and challenging, which starkly contrasted with the person I am today — known for my positive outlook and approachability. My 28-year career in the police force constantly confronted me with the consequences of

unprocessed emotions. Anger, in particular, was an emotion I frequently encountered. These experiences brought me to a crucial realization: emotions like anger, fear, and frustration aren't inherently negative; the real issue

is our inability to express and process them effectively.

This need for emotional processing became highly apparent with the devastating loss of my 4-year-old son, Cameron, to cancer. The intense anger and grief I felt were overwhelming, leading me down a path of self-destruction. It wasn't until I tried to end my own life that I began the journey of confronting and processing my emotions. This journey, though extremely painful, was also liberating. It taught me the value of understanding and managing my emotional world.

I want to invite you to start a similar journey towards emotional awareness. Begin by paying closer attention to your emotions. Make it a routine to check in with yourself three times daily: in the morning, midday, and evening. Ask yourself, "How am I feeling right now? What's happening in my body? What thoughts are

connected to these physical sensations?" You might be surprised to realize how unaware you are of your emotions and their impact.

This awareness is the first step toward gaining control over your emotional life. With awareness comes choice. Once you recognize how you're feeling, you can begin to understand why. Are your environment, interactions with others, or internal thoughts influencing your emotional state?

Identifying the source of your emotions offers you more options. You gain the power to choose your responses rather than reacting impulsively. This might mean changing your environment, resolving misunderstandings, or shifting your thought patterns.

We must understand that suppressed emotions stay in our bodies until we confront them. As an emotional resilience

coach, trauma practitioner, and facilitator of 9D Breathwork, I work with women who have endured trauma or significant life challenges, helping them rebuild their emotional strength. My approach is a blend of coaching and various healing practices designed to confront and release suppressed emotions and equip my clients with the tools they need for long-term emotional resilience and well-being.



ABOUT THE AUTHOR

Kay McCready is a highly skilled emotional resilience expert, trauma practitioner, speaker, and 9D Breathwork facilitator. As the founder of Kay McCready Coaching and Co-Founder of BEAT Global Academy Ltd., she's created a transformative platform dedicated to empowering women who've weathered life's storms, faced trauma, and navigated adversity. With a deep-seated passion for uplifting individuals, Kay guides them in acknowledging, understanding, and processing their emotions. This journey reignites their inner spark and sets them on a path to a life filled with emotional balance, fulfillment, and genuine liberation.



“The glass ceiling that once limited a woman’s career path has paved a new road towards business ownership and entrepreneurship, where women succeed in unprecedented numbers.”

**JUDI MOREO
FOUNDER AND CEO,
WOMEN ENTREPRENEURS ASSOCIATION**



ALIGNING YOUR BUSINESS GOALS WITH YOUR AUTHENTIC SELF: A HEART-CENTRIC APPROACH TO OPTIMAL SUCCESS

BY MICHELE PARAD, USA

Starting your own business can be one of the most rewarding ventures you do in life. It can lead to unlimited opportunity and financial growth. It can also mean the difference between simply having a job and living and working by our true purpose.

Of course, our success with any venture is determined by the big or small goals and priorities that we set. Maybe you've been meeting your goals so far with ease, or perhaps you've been struggling with them. No matter where you are in your journey, the often-overlooked aspect of running a business is the importance of aligning your business goals with your values. Ultimately, this piece separates businesses that thrive from those that struggle and eventually fail.

But how do you do that?

How do you even know what your values are? And once you do, then what? Those are the critical questions we'll cover, and it all begins with understanding your authentic self.

UNDERSTANDING YOUR AUTHENTIC SELF

Understanding your authentic self is the first fundamental step in aligning your business goals with your values.

Here are some ways you can begin to do that:

- 1. Take Time to Self-Reflect:** Reflect on activities that energize you and make you feel fulfilled. What are the tasks at which you excel and enjoy doing?
- 2. Ask for Feedback from Others:** Seek input from friends, family, and colleagues about what they perceive to be your strengths and what activities or topics ignite your passion.
- 3. Look Back on Past Experiences:** Consider past experiences, both personal and professional, and identify the moments when you felt most engaged and accomplished.
- 4. Explore Assessments:** Consider taking the [Clifton Strengths](#) test to better understand your innate abilities and preferences. You can also take my [brilliance archetype quiz](#) to learn what role you want to play in your business and content.

It may sound silly, but doing one or all of these activities can help you get some outside perspective on who you are. Once you have this knowledge, you can align business goals with your unique strengths and passions, cultivating a more fulfilling and purpose-driven entrepreneurial journey.

DEFINING HEART-CENTRIC BUSINESS GOALS

In Japan, many people lead their lives under the concept of Ikigai ("Iki" meaning life and "gai" meaning value or worth). Ikigai is a comprehensive concept encompassing what you love, what you are good at, what the world needs, and what you can be paid for. It's also believed to contribute to longevity and a sense of fulfillment in life.

Lean into the concept of Ikigai and ask yourself these Ikigai questions to define heart-centric business goals:

- What do I love?
- What am I good at?
- What can I be paid for?
- What does the world need?

Ultimately, following an Ikigai mindset can help define more heart-centric business goals.

MAKING BUSINESS DECISIONS THAT ALIGN WITH YOUR AUTHENTIC SELF

As a business owner and entrepreneur, you must make daily decisions. However, **the best way to integrate long-term consideration into your day-to-day decision-making**



is to ensure each decision aligns with your authentic self.

But how?

Here are some strategies that can help you begin to examine each decision with your higher self in mind:

- **Evaluate business opportunities through the lens of personal values:** Review your values. Does that business decision align with or support them?
- **Set clear and meaningful goals that resonate with your authentic self:** What do you care about? Set goals that help you achieve that vision.
- **Embrace flexibility and adaptation in pursuit of aligned success:** Not everything works out immediately. Remember, there are many ways to achieve your goals. Being able to pivot is critical.

WHAT TO DO WHEN YOU'RE FEELING STUCK

If you're feeling stuck in your business, practice going inward. Maybe start each workday with a prayer, meditation, or quiet self-reflection. Many have even found journaling to be incredibly helpful for clearing the mind and opening new pathways of thought.

Whatever you choose, take time daily to align your right and left brains. Doing so will help cultivate harmony within yourself. Once you have harmony within yourself, harmony and alignment will naturally begin to infiltrate your business, as well. And this, of course, is when success can occur.

To take this practice even deeper, I encourage you to read [How to Know You Are Making the Right Decisions in Business and Life](#).



ABOUT THE AUTHOR

Michele Parad is an author, speaker, and intuitive guide for conscious leaders. She is known for Your Brilliance Archetype™ guides and the S.E.L.L. method, a spiritual philosophy that has helped empower her clients to build businesses that align with their path towards Self Actualization.

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Life Choices

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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.



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- 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

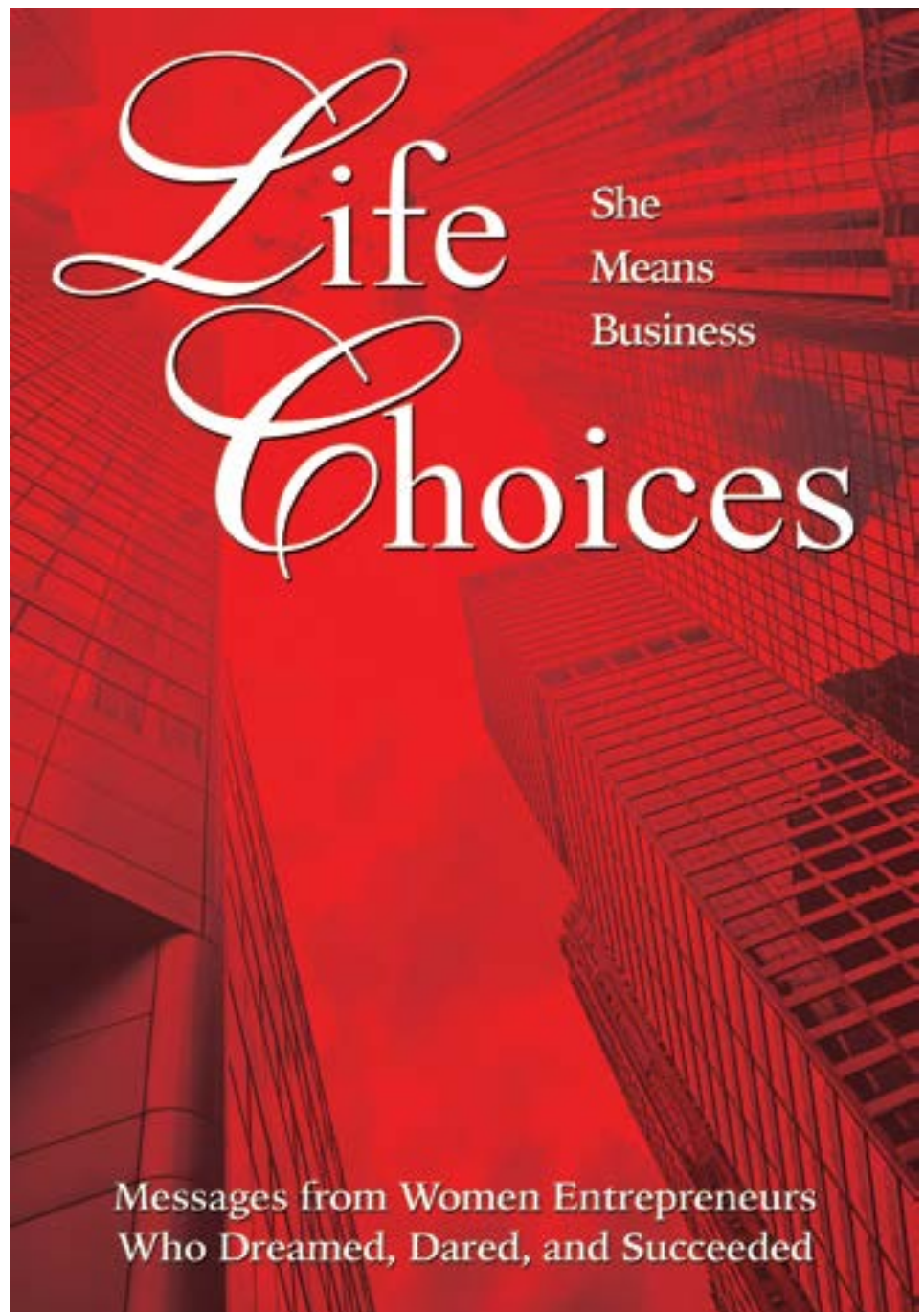
*Messages from 26 Women
Entrepreneurs Who Dreamed, Dared,
and Succeeded*

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
judi@judimoreo.com

DRESSING APPROPRIATELY FOR YOUR POSITION

BY ANNE DREYER, SOUTH AFRICA

“Human Resources professionals estimate that 95% of people dress inappropriately for their jobs!”

Developing your signature professional style for work will contribute to more tremendous career success. Appearance still matters—how you look and behave has a measurable effect on the viewer. Our world today has become a small global village, and with the mingling of different cultures and mindsets of all generations—all playing the game of wanting to be the best in the working arena—it has become more than vital for us to have in-depth knowledge of the mechanics and dynamics of the business environment to conduct ourselves successfully.

Thirty years after women forced their way into boardrooms worldwide via the women’s movement, we put our cause back at least sixty years in favor of casual clothing. Divested of the most potent components of the business uniform- clothing



elements that have garnered respect and built fortunes for more than five hundred years. Today, women work harder to earn less and are more stressed than ever.

For example, “Casual Friday” started as a way for businesspeople to usher in the weekend by “dressing down” one day a week. Instantly, it became a daily uniform for many offices that soon spiraled so entirely out of control that women who once went to work in suits and heels started reporting to work in shorts and flip-flops, looking like they were going to the beach.

SLOPPY DRESS

Dressing appropriately for the office and developing a unique business style is vital. Sandals, midriff showing, and ‘recycled Barbie’ hairstyles are unacceptable!

IMAGE VS. TALENT

Today, 85% of reaching the pinnacle of your career has to do with how you ‘package yourself’- how you dress, speak, and behave- and only 15% of your success is due to your skills!

Because in this day and age of casual dress and relaxed attitudes, taking the time to dress appropriately for your industry and learning to behave correctly will put you so far ahead of almost everyone you work with or compete with that the avalanche of benefits you’ll enjoy will astound you!

Researchers have proven there is an excellent PAY OFF for dressing and behaving correctly, and some of the benefits are:

- Complying with your request
- Trusting you with information
- Giving you access to decision-makers
- Hiring you and determining your compensation!

First impressions DO matter, and it is not only about a pretty face or if you spent tons of time and money training for your career. Alternatively, even if you went to the “right” school, joined all the “right” organizations, or have an excellent resume...

If you jeopardize the way you look by showing up to work in clothes that never warranted a second thought, it is like cutting a perfect diamond, putting it in an elaborate setting, polishing it to a high sheen... and then wrapping it in a brown paper bag and wondering why no one gives it a second look.

“Clothes make the man: naked men have no influence.”: This statement applies to women as well.

IMAGE AUDIT

Do your work clothes accurately and immediately identify your position, income, and level of success?

Does the way you dress instantly grant you access to the people and places that will help you advance your career?

WHY SELL YOURSELF SHORT?

Because even if you’re the brightest, most intelligent, wittiest, and most deserving woman around, if you don’t dress appropriately for your position, you’re not going to advance as quickly as you should.

By simply matching your business attire to your position accurately, you could instantly change the outcome of every meeting you attend, order you give, or interaction with other people.

DEVELOP YOUR UNIQUE STYLE!

To develop style...

- you only need a few pieces of quality clothing that can mix and match.
- reconcile what suits your height, shape, and age from what’s currently in fashion.
- understand which ‘looks’ are appropriate for what occasions.

In other words, become a woman who understands fashion without becoming a slave.

You can quickly learn how to develop this, and the experience of trial and error can give any woman from any background the ability to achieve a fashionable, flattering, and professional look.

Our taste affects how we coordinate colors, patterns, and fabrics. Learning about harmonious color schemes, appropriate patterns, how various



fabrics drape and relate to our shapes, and how to coordinate jewelry skillfully are all critical steps in developing good taste.

SELF CONFIDENCE

For a woman to create a lasting and enduring style, she must discover what suits her and find her 'special signature.' If a woman does not have her own 'look,' she may either become a fashion victim or continue to wear styles of her youth...

True confidence is built on 'knowing yourself.' Self-confidence never grows from perfection- it is only when we know our weaknesses, learn to control them, and then build on our strengths. If we can accept the way we look and feel about ourselves, this will enable us to reflect true confidence and style! This confidence tells others that

you respect, love, and dress up for yourself and nobody else.

Style comes from knowing who you are and what you want to be in the world: it does not come from wanting to be someone else, or wanting to be thinner, shorter, taller, or prettier.

AGE APPROPRIATENESS

Dress for your age...

Women are reinventing themselves; many are entering new careers and working well into their seventies. (I salute you, Judi Moreo!)

Appropriate covering is the key to aging gracefully. If your upper arms, thighs, and décolletage have seen better days, it's time to cover them up instead of sharing the wear-and-tear with the world.

Extremes are best avoided at a certain age, as they exaggerate your less-than-positive features. However, that does not mean frumpy. It means you must modify some aspects of your style as you do during the month when you feel bloated... it's all about adapting.

As we age, rather than being trendy and following the latest fashion, no matter how much it might not suit us (as we may attempt to do in our teens and twenties), what we need is to develop our own style – a style that suits us, our lifestyle and our time of life.

BE STYLISH AND PROFESSIONAL AT ANY AGE

Be aware of fashion without the urge to buy the latest trends.

A new, modern haircut and a tremendous new-season shoe and handbag will go a long way toward making you look modern and timeless without making you look like “mutton dressed as lamb.”

STYLE AT ANY AGE

Develop a more sophisticated look as you age, but retain some fun elements.

Many factors may influence our “sense of style,” and this is part of the knowledge of knowing ourselves better—to embrace our uniqueness and become confident and beautiful no matter what age!

SIMPLICITY

Simplicity, good taste, and grooming are the three fundamentals of good dressing, which are not expensive.

Your clothes should allow you to comfortably eat, move, sit, and breathe. Try a different size if something is too constraining, rides up, or slides off. That means that the size of your garment should be at least an inch bigger than your body. This is a small amount, and you should be able to “pinch an inch” of fabric when wearing the garment.

Make sure you have enough coverage at your neckline and hem. Give yourself a minimum of half an inch safety margin. Check that you can get in and out of the car, bend over, or sit down easily without your undergarments exposed!

Make sure your clothes fit your

body, and have them altered to your shape.

Jeans are a great wardrobe staple. Look for darker denim; these are dressier, more classic, and won't date too quickly.

Higher-quality fabrics are essential for a professional look...

Think like a French woman, “quality is essential to elegance.” Aim for quality over quantity. Sound quality is not an extravagance; it lasts for a long time and may be the better investment because you get more uses for each item.

“Your clothes should be tight enough to show you're a woman, but loose enough to show you're a lady.” - Marilyn Monroe

Nothing will transform a look from classy to cheap faster than clothing that's too tight or too revealing. When underwear lines show through tight pants, cellulite can be clearly seen through stretched fabrics, and any visible color or lace shows through your blouse, you know that you're sending out the wrong message.

It is worth investing in getting some help from a professional. This will be an investment in your Wealth. The Payoff: if you look good, you will feel good—and the best jobs and contracts will be yours!

“Dress shabbily, and they remember the dress. Dress impeccably, and they remember the woman.”

– Coco Chanel



ABOUT THE AUTHOR

Anne Dreyer is an Author, Speaker, Master Image, and Etiquette Expert.

Anne Dreyer trains and inspires audiences by sharing her life experiences as a successful businesswoman and entrepreneur. She walks the talk, sharing her dictum ‘Irresistible for the rest of your life’ - as she infects her audiences in South Africa, Singapore, the USA, China, and Qatar with her warm personality and tangible style.

Nominated Business Women of the Year and the recipient of The Best International Trainer in Singapore 2012/2013, Anne founded Colourworks International, South Africa's first Make Over Salon, and Image Consultants Training Academy in 1985 - where she trains image consultants worldwide.

www.annedreyer.com



**Resilient Survivor
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Resilient Survivor

*A true story of GROWING through
BETRAYAL, DECEPTION and LOSS*

BY MARLENE LIVINGSTON CURRY

“This is a book about love, betrayal, and a mysterious death. The author, Marlene Livingston Curry, shares her personal journey through devastating circumstances in order for us to understand she has been where we are, hurt as we hurt, and felt complete devastation from the secret betrayal of the person she loved the most. She then shows us how to reclaim our self-worth, resolve the shame issues we may be dealing with, and rise to new levels of self-confidence, happiness, and success. Within these pages, you will find practical ways to meet challenges, overcome difficulties, and give up any feelings of brokenness.”

—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.”

—Mary Monaghan, author, *Remember Me?*

“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*.

EMPOWERING ENTREPRENEURS: WHY DRAMA SKILLS MATTER FOR SUCCESS IN BUSINESS AND BEYOND

BY MARIE FERGUSON, AUSTRALIA



In a world evolving rapidly, where innovation and creativity are paramount, the influence of Drama skills (or soft skills in developing empathy and creativity to be solutions-driven) in shaping the entrepreneurs of tomorrow cannot be overstated. We find ourselves at the forefront of a movement advocating for the integration of Drama into the core of education and business. This movement challenges traditional norms, envisioning a future where our young women harness the power of Drama, the Arts, Creativity, and Design Thinking to shape their destinies in the global business arena.

EFFECTIVE COMMUNICATION

At the heart of Drama lies the art of effective communication. Drama skills instill in individuals the ability to project their voices, master body language, and practice active listening.

These are powerful tools that women entrepreneurs need when stepping into the spotlight. Whether delivering a pitch, negotiating, or presenting, clear and persuasive communication is essential to convey a vision, establish connections, and inspire support.

Effective communication is pivotal in entrepreneurship and resonates deeply in coaching for healing and personal growth. As a practitioner, I've witnessed how integrating dramatic techniques aids women entrepreneurs in honing their communication prowess. They find their voice, refine the art of persuasion, and captivate audiences, whether addressing investors or engaging in one-on-one coaching sessions. This approach leads them to unveil limiting belief systems, uncover hidden roles and stories that shape their perspectives, and create breakthroughs through conscious allegorical experiences.

STORYTELLING

The foundation of Drama is storytelling—an art that profoundly resonates with women seeking authenticity and connection. Crafting and delivering compelling stories sets entrepreneurs apart in a world flooded with information. Through storytelling, female entrepreneurs captivate their audience, establish emotional connections, and distinguish themselves. The skills of drama, voice, and authentic movement, as well as magnetic and confidence-exuding, develop the ability to convey a story that encapsulates the essence of a product, service, or brand. This transformative art assists entrepreneurs in shaping narratives that connect, fostering emotional bonds that encourage loyalty, trust, and celebration over competition. This underscores the immeasurable value of effective communication and crafting engaging



narratives with connection, from uncovering character work, stories, and tensions in clients' real lives.

ADAPTABILITY AND IMPROVISATION

Drama skills emphasize adaptability and improvisation in a dynamic business environment, shining through authenticity. Entrepreneurs must be nimble thinkers, embracing change and innovation. Drama equips individuals to think on their feet, adjust to shifting circumstances, and devise solutions—an invaluable quality for entrepreneurial success. As an experienced Drama educator, I've observed firsthand how improvisation nurtures mental agility among female entrepreneurs. This skill equips

them to navigate uncertainty, pivot strategies, and welcome innovation—a quintessential attribute in both realms, particularly within the modern business landscape.

CONFIDENCE AND PRESENCE

What if your whole world were a stage, and you were the star? Entrepreneurs often radiate confidence and command attention. The stage nurtures self-assuredness and presence. Drama instills the ability to enter any room confidently, inspiring teams and gaining trust. Armed with transformative confidence, entrepreneurs exude credibility. This need for a commanding presence extends from

the stage to the boardroom. Creativity, empathy, and adaptability nurture confidence and presence, reflecting in the entrepreneurial realm. Healers, coaches, and artists use dramatic practices to cultivate unshakeable self-assurance. Channeling the transformative power of Drama, stepping into chosen roles conveys empathy and understanding as tools for effective leadership, leaving a lasting impression on investors, clients, and teams.

TEAMWORK, COLLABORATION, AND EMOTIONAL INTELLIGENCE

The essence of dramatic practices involves collaboration and teamwork—a microcosm of the entrepreneurial world. This work is innately one of courage and bravery to take risks, fail, and try again, stepping into the heroine role to decide and choose a different path of leading. Entrepreneurs must assemble teams, encourage collaboration, and foster a positive work culture. Drama training equips women with tools to work harmoniously with diverse groups, navigate varied personalities, and contribute effectively to collective objectives—a vital asset in entrepreneurship.

Walters expresses in her review of Brene Brown's *Dare to Lead*: "When asked who is going to be leading in the next five years, each of those leaders told Brown it would be those who are brave... Brown says there are many barriers to bravery at work- including a fear of tough conversations, ignoring fears and feelings, getting stuck in setbacks, seeking to solve problems through immediate action, not working towards inclusivity, diversity

and equity, and a culture of shame and blame.”

Drama’s unique ability to delve into human emotions fosters emotional intelligence—an essential trait for any entrepreneur or business leader. This heightened emotional awareness empowers us to empathize, understand customer needs, and forge authentic connections. Emotional intelligence underpins leadership, negotiation, and conflict resolution—skills indispensable on the entrepreneurial journey. It is the cornerstone for effective leadership, negotiation, and conflict resolution—skills that are pillars in the entrepreneurial journey.

Empathy and emotional intelligence in leadership cannot be overstated in a rapidly changing business environment. A study by the Harvard Business Review revealed that leaders with higher levels of emotional intelligence are more likely to succeed in their roles, positively impacting team morale and overall organizational performance. Empathetic leaders foster a culture of collaboration, innovation, and inclusivity—traits increasingly sought after in the modern entrepreneurial ecosystem. As we envision the leaders of the future, it’s clear that those harnessing the power of emotional intelligence are poised to shape and drive innovation, leaving an indelible mark on the business world.

THE POWER OF MINDFULNESS

The essence of mindfulness, inherent to drama and dance, finds a counterpart in coaching. Both realms emphasize being present in the moment. Drama’s role in nurturing

mindfulness and self-awareness seamlessly translates into coaching practices, employing dance and movement to embody and explore expression and characterization. As a Drama and Dance educator, I’ve experienced how mindfulness through the arts enhances our ability to manage stress, enhance self-awareness, and nurture resilience.

My colleague and co-facilitator, Felicia Lee, co-founder of Awaecnian Academy, and I cultivated a secure space to explore imagination. We discuss topics that may not be easy to address in others’ lives, and we love fostering an environment where a sense of empowerment leads to sharing newfound knowledge with like-minded leaders in the community, other parents, family members, and our youth. The sense of play, risk-taking, and authentic conversations is a grounded pillar of how we support leaders in our global summits in the work we do with youth in our community and how we help our clients in our curriculum and programs for growth and holistic, empowered self-development and mastery.

Let us persist in advocating for the Arts, Creativity, and Drama praxis, challenging conventional norms, and reimagining business as a form of education and lifelong learning, of growth and adapting to change, and as an all-encompassing experience that empowers, transforms, and prepares us as leaders.

In an innovation-driven sphere, arts-based practices spark entrepreneurial success. Drama and healing share an empowerment thread. Integrating Drama, Creativity, and the Arts in coaching lets female entrepreneurs express themselves authentically,


fostering safety for empowered self-expression. I’ve witnessed how the arts and drama’s creative processes nurture self-acceptance, tap into innate creativity, and uncover latent potential. This occurs not only in my personal growth but also in how we facilitate and mentor within local and global communities.

In entrepreneurship, where creativity gives birth to innovation and the significance of well-being is paramount, arts-based practices will confidently take center stage – it’s a choice.



ABOUT THE AUTHOR

Marie Ferguson is a distinguished educator and speaker with a Masters in Education, specializing in feminine embodiment, youth empowerment, and creative expression. Founder of the Menarche Project and Awæcnian Academy, she combines ancient wisdom with modern psychology to mentor young women. An international author, her work emphasizes reconnecting with feminine essence, drawing from personal challenges to inspire transformation. Contact her through her projects’ websites or social media for coaching or inquiries.



“Don’t be intimidated by what you don’t know. That can be your greatest strength and ensure that you do things differently from everyone else.”

SARA BLAKELY
FOUNDER OF SPANX, AN AMERICAN
INTIMATE APPAREL COMPANY



THE POWER OF ENCOURAGEMENT

BY JOAN S. PECK

“Way to go! You can do it!”

These or similar words of encouragement may have been what you heard as a baby when you began to take your first steps. Or maybe when you dared to jump into the puddle you were told not to. Or ran in a competitive race. In the excitement of the adventure, you didn’t always worry about the consequences; you just did it!

As you grew older, you appreciated that Rah! Rah! support from others – especially if you had doubts about achieving your goal. Because others believed in your success, you gave all you had to accomplish your feat and earn your desired success and their accolades.

We know that support from others helps us at any age and makes us more determined to finish what we start. Without it, doubt begins to

creep in, and without their support, it certainly takes away some of the joy of success.

We can flounder when we begin a new project until we get accustomed to seeing our idea through. That’s what it was for me when I started writing and speaking. If it hadn’t been for my friends encouraging and supporting me, I’d still be sitting at my desk without doing anything.

I have to laugh at myself because the first time I spoke in front of a crowd, I was extremely nervous and stuttered through my presentation. To make matters worse, my talk was filmed. Afterward, my friends were kind, told me not to worry, and assured me that anything I did going forward would be better! (laugh)

Today, I've written over 16 books, and I couldn't have done it without the encouragement of my friends, readers, and those who helped me produce the books. Knowing it wouldn't have happened without the encouragement and support of others humbles me. Is it different for entrepreneurs? At heart, entrepreneurs are optimistic gamblers. They see the possibilities that others don't and are willing to try something without an assurance of success. However, that doesn't mean they do things without thought or determination to succeed. Even

though they are committed to an idea, they are usually open to discussing their venture with others for feedback. And if they receive enough encouragement, they are off and running!

Today, there is more pressure for women to step into entrepreneurship, as many no longer want to be under someone else's thumb—they want their independence to accomplish something on their own. Their female energy of community, working together, and dealing with others is much needed amid all the anger and competition of today. Women innately want to do the right things for everyone's benefit.

Therefore, our responsibility as entrepreneurs is to encourage others to take the leap and support them in their ventures. That is what the Women's Entrepreneur Association is

all about ... it is working together and encouraging each other so we can create a healthier business world and a better place for humanity.

By recognizing the power of encouragement, I invite you to join me in supporting others to better the world.



ABOUT THE AUTHOR

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

"I write mystery books you can't put down." Her novel, *Angels Out of the Dark*, is about human trafficking. Her newest novel, *The Waiting Room*, is a girlfriend must-read, and *Santa Baby and Presents From Heaven* is her romance series. She is the author of the six-book *Death Card Mystery Series*. "To me, the fun of reading mystery books is to become so intrigued with the story it becomes impossible to put the book down. The fun of writing them is to put you in that same situation."

Website: www.JoanSPeck.com



“We need women at all levels, including the top, to change the dynamic, reshape the conversation, to make sure women’s voices are heard and heeded, not overlooked and ignored.”

SHERYL SANDBERG
AMERICAN TECHNOLOGY EXECUTIVE,
PHILANTHROPIST, AND WRITER





WELCOME TO THE WOMEN ENTREPRENEURS ASSOCIATION

Today'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."



WOMEN ENTREPRENEURS
— ASSOCIATION —

WOMENENTREPRENEURSASSOCIATION.COM

OR CALL (702) 283-4567 FOR MORE INFORMATION

**APPLY FOR
MEMBERSHIP
TODAY!**



WOMEN ENTREPRENEURS
— ASSOCIATION —

WEA ACADEMY OF SUCCESS

Welcome 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
FOUNDER & CEO

From 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
**FOUNDER & PUBLIC
RELATIONS**

Tracey 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

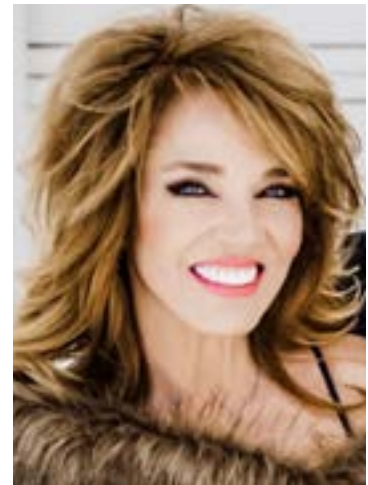
Lorri Jackson is a Vice President and Wealth Management Advisor at Merrill Lynch, Pierce, Fenner & Smith Inc. in Henderson, NV, and has over 30 years of experience in the finance industry. She has earned six different financial advisor certifications and is registered to do business in 14 states. Lorri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



LYNETTE CHAPPELL DEVELOPMENT DIRECTOR

Lynette Chappell, born in Mombasa, Kenya, trained at the Royal Ballet School in London before joining the renowned Bluebell Girls at seventeen. She performed in Las Vegas at the Stardust Hotel & Casino, where she met Siegfried & Roy and their African Leopard, Sacha. This began her illustrious forty-year career, primarily on the Las Vegas Strip. Lynette played a pivotal role in the success of Siegfried & Roy's groundbreaking shows, eventually becoming Executive Director of their 250-person troupe, and was the secret weapon that made the entire Siegfried & Roy empire work. Alongside them, she championed animal protection activism, particularly for endangered predators. Lynette's remarkable career was not a mere illusion; it was real magic.



SHANA KAI SPECIAL EVENTS

Shana'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

Nahelma 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


With 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. In 2009, Jake began working as an independent consultant in special event planning, creative direction and marketing.



MACK JACKSON JR. CYBERSECURITY ADVISOR

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.





“Do the one thing you cannot do. Fail at it. Try again. Do better the second time. The only people who never truly tumble are those who never mount the high wire. This is your moment. Own it.”

OPRAH WINFREY
AMERICAN HOST AND TELEVISION PRODUCER

In the entrepreneurship journey, there's a pivotal point where fear meets ambition—a moment when breaking glass ceilings becomes not a goal but a necessity. For female entrepreneurs, this intersection often demands more than determination; it requires a mindset shift and unwavering self-belief.

MINDSET MATTERS

The concept of a “growth mindset” emphasizes the belief that abilities and intelligence can be developed. This mindset is foundational for female entrepreneurs looking to push past their fears and limitations. It's recognizing that failure is not a permanent state but rather an opportunity to learn and grow.

THE FEAR FACTOR

Fear is a natural response to the unknown and the uncertain, but it can also be a sign that you're on the brink of something great. Instead of letting fear paralyze you, acknowledge it as a signal that you're stepping out of your comfort zone. Embrace the discomfort, knowing that it's a crucial part of the journey toward success.

Feel the Fear and Do It Anyway
This mantra embodies the essence of courage—it's not the absence of fear but the willingness to act despite it. As a female entrepreneur, you will encounter countless moments of fear and doubt. But it's how you respond to these moments that define your path.

BREAK YOUR GLASS CEILING

Glass ceilings exist in the corporate world but also within our own minds.

ENCOURAGING GROWTH: THE POWER OF MINDSET AND SELF-BELIEF

BY KYLIE VAN LUYN, USA





They represent the limitations we place on ourselves—the beliefs that we’re not good enough, smart enough, or capable enough. Breaking these ceilings requires a fundamental shift in mindset. It’s rejecting the notion of limits and embracing the idea that you can achieve anything you want.

SELF-BELIEF: YOUR GREATEST ASSET

Self-belief is the cornerstone of success. It’s your unwavering confidence in your ability to succeed, even when faced with challenges. Cultivating self-belief starts with recognizing your strengths and accomplishments. Celebrate your wins, no matter how small, and use them as fuel to propel you forward.

THE POWER OF ENCOURAGEMENT

Encouragement from others can be a powerful motivator, but true empowerment comes from within. Learn to be your own cheerleader, offering affirmations and support when you need them most. Surround yourself with people who believe

in you and your dreams, but remember the most critical voice of encouragement should always come from within.

EMBRACE RISK-TAKING

Taking risks is an essential part of entrepreneurship. It’s stepping into the unknown and trusting yourself to navigate whatever challenges come your way. Instead of seeing risks as threats, view them as opportunities for growth and innovation. By embracing risk-taking, you’ll expand your horizons and discover new strengths and capabilities within yourself.

As female entrepreneurs, the journey to success is often paved with challenges and obstacles. But by cultivating a growth mindset, facing your fears head-on, and believing in yourself, you can break through glass ceilings and achieve your dreams. Remember, the only limits that exist are the ones you place on yourself. So, dare to dream big, take bold risks, and most importantly, believe in the power of your potential.



ABOUT THE AUTHOR

Kylie van Luyn is an accredited psychotherapist, Harvard Business School graduate, emotional intelligence coach, and 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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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.

5 WAYS TO FUND YOUR STARTUP

CONTRIBUTED BY LORRI JACKSON



Entrepreneurship holds a special appeal for many women. “Being your own boss is a path to both pursuing a passion and gaining more control over your career,” says Sharon Miller, president of small business at Bank of America. But, she notes, it also can present some special hurdles.

While more than half of entrepreneurs rely on personal savings or income to fund their startups,¹ there generally will come a time when outside financing is required, and securing that financing can be tougher for women. For instance, only 1.9% of venture capital (VC) funding goes to women-founded startups.² “Nearly half of women entrepreneurs believe they don’t have

the same access to capital as men,” Miller notes.

But other funding options do exist, including loans and grants earmarked for women-owned businesses. And some venture capital firms specialize in funding women entrepreneurs. Below is a rundown of five common funding sources, along with the pros and cons of each. Discuss them with your financial advisor before you try to launch your new business idea.

TAPPING YOUR PERSONAL ASSETS

Personal assets and income from

another job are the most common sources of initial funding for the majority of entrepreneurs.¹ If you’re dipping into savings, keep in mind that you should still try to maintain a healthy emergency fund — ideally a year’s worth of living expenses — because you may not know how soon you will be able to draw a salary from your business, says Merrill Wealth Management Advisor Judith Lee. If you’re near retirement age, tapping your own assets could be especially risky, because the time to rebuild them is shrinking.

More than a third of women small business owners also use credit cards to help cover operating expenses.³



But double-digit interest rates on balances can be an expensive way to fund a startup, notes Lee. Alternately, you could consider leveraging assets you have in a brokerage account as collateral for a loan. “That allows you to have access to the funds on a short-term basis without having to liquidate your investments and losing out on potential earnings growth,” Lee explains. Be sure to talk to your advisor about whether self-funding your business with personal assets will still allow you to meet your other financial goals.

APPLYING FOR BANK LOANS

At some point you may want to apply for either a personal loan or a federally backed Small Business Administration (SBA) loan, available through many banks and credit unions. They’re the second biggest source of startup

funding, according to Lendio. SBA loans offer lower down payments and longer amortization periods than traditional bank loans. This may lower a small business owner’s monthly payment and may also allow them to retain full ownership of their company.

To get a personal loan from a bank, you’ll usually need a sterling credit record as well as collateral, typically a real estate asset. SBA loans have broader eligibility requirements; businesses typically not approved for traditional loans can sometimes qualify, says Nathalie Molina Niño, author of *Leapfrog: The New Revolution for Women Entrepreneurs* and co-founder of financial services firm Known. However, you’ll likely still need to have collateral or a down payment, and the approval process can be slow. You’ll also need to start repaying the loan right away, which can be tricky if you’re just starting out.

Another potential source of affordable funding, not to be overlooked, is a community development financial institution (CDFI). Interest rates and fees on CDFI loans are generally comparable to bank loans, but their mission is to serve low-income or underserved people and communities. In addition to credit, CDFIs offer mentoring and useful financial advice. Bank of America, as one example, partners with [CDFIs](#) across the U.S. to connect women entrepreneurs to capital. For additional information, [explore more useful women’s small business resources](#).

ACCEPTING FUNDING FROM FRIENDS AND FAMILY

The third biggest source of initial startup money, according to Lendio, is friends and family members. These sorts of arrangements can work well, but they can sometimes come with

strings attached. Be clear about how you might repay such generosity, and be sure to document in writing promises made. Jeni Britton, founder of Jeni's Splendid Ice Creams, recalls considering taking a \$30,000 loan from family friends when she wanted to start her business. "We were told, 'Don't take money from anyone right now because if you do, they will own your company. Exhaust every other option first.'" So Britton applied for an SBA loan. Six months later, the loan was approved, and she opened her doors for business. Today, Jeni's Splendid Ice Creams sells millions of pints each year.

CROWDFUNDING YOUR BUSINESS

While it's a less common source of money, crowdfunding has its place in the mix. Virtual fundraising campaigns on popular crowdfunding sites and a few platforms explicitly for female entrepreneurs have become increasingly popular. Crowdfunding has a low barrier to entry and can help you spread the word about your business and build a customer base. While the amounts raised by traditional crowdfunding are relatively small — under \$30,000⁴ for a successful campaign — a more regulated type of crowdfunding known as equity crowdfunding, which allows you to sell shares in your business, tends to raise larger amounts. Either way, you'll need sharp promotional skills to draw attention to your business, and you'll also pay fees, which differ depending on the platform you use.

APPROACHING VC FIRMS

These firms, which invest in startups in exchange for equity or partial ownership, can offer a big influx of cash — and the means to quickly grow

the business. But women, especially women of color, have historically received only a sliver of VC funding, notes Molina Niño, adding that VC firms tend to not get deeply involved in day-to-day operations yet aim for quick returns.

If you pursue VC funding, you'll need a slick marketing presentation, or pitch deck, that includes detailed explanations for how and when your business will become profitable. One statistic that might be useful to note in your pitch: Women-owned startups overall have been shown to generate higher returns on the VC funding they receive, compared with startups founded by men.⁵

Try approaching any of the dozen or more VC funds seeking to empower women entrepreneurs who have good ideas and strong business plans. One encouraging sign: According to the 2022 "All In: Female Founders in the U.S. VC Ecosystem" report from PitchBook, the number of women general partners in VC firms is rising — climbing from 12% in 2019 to 16.1% in 2022.⁶

Regardless of how you raise funds, it's critical that your business plan is rock solid and articulates your goals, says Miller. "Make sure that you can explain how you're going to serve your customer or solve a new issue and differentiate yourself," she says. And don't give up. "When you are an entrepreneur, you're betting on yourself," Miller adds. "Take your vision and make it a reality!"

1. *Lendio, "Small Business Owner Pulse Survey," March 2, 2023.*
2. *PitchBook/NVCA, "Venture Monitor Q3 2023."*
3. *Hiscox, "Women entrepreneurs are confident and prepared," 2020.*

4. *Fundera by NerdWallet, "Crowdfunding Statistics," January 23, 2023.*
5. *Forbes, "Why VCs Should Invest in Female-Founded Companies and Upgrade the Venture Ecosystem," July 14, 2022.*
6. *PitchBook, "All In: Female Founders in the US VC Ecosystem," 2022.*

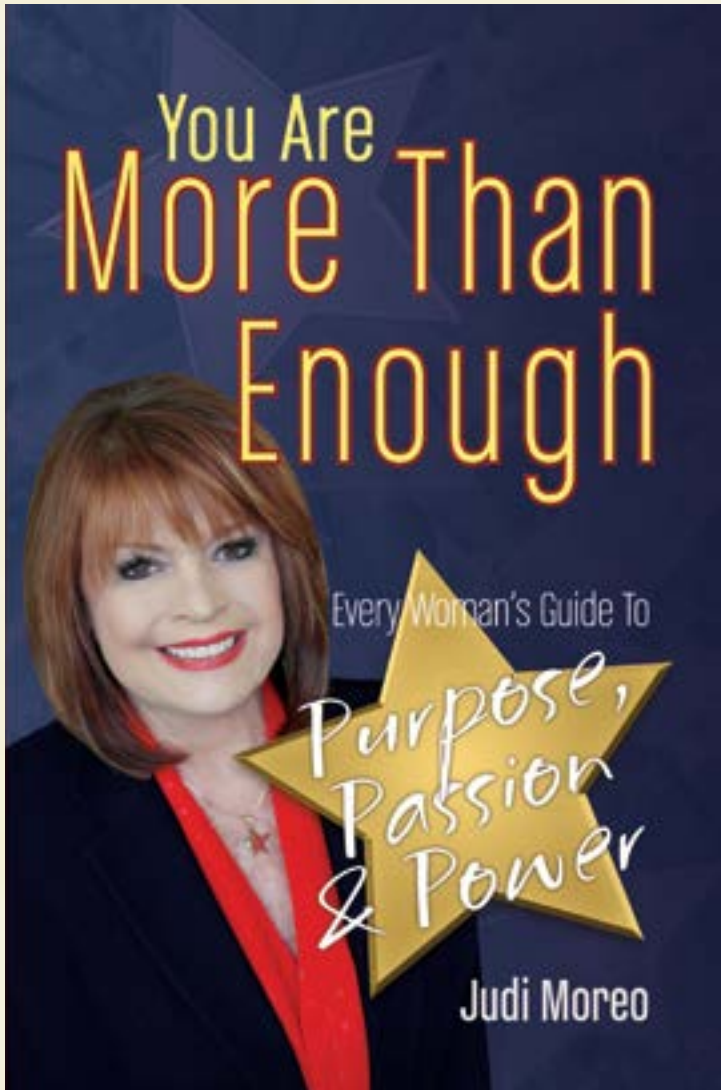


ABOUT THE AUTHOR

Lorri 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.

THIS SPRING, TAKE TIME TO DISCOVER SELF-CONFIDENCE



**YOU ARE MORE
THAN ENOUGH**
EVERY WOMAN'S GUIDE TO
PURPOSE, PASSION & POWER

In this high pressure, high stressed, fast-paced world, most of us set our dreams aside just to get by. In this powerful book, you will learn how to:

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THE ANGEL NETWORK

BY TERRI MARKS

In an era where digital platforms shape much of our interactions and social fabric, The Angel Network emerges as a compelling testament to the positive power of social media, harnessing its vast reach to foster a spirit of generosity and community support. This organization, established as a registered Organization (NPO) and a Public Benefits Organisation (PBO) in South Africa, transcends traditional charity work by operating solely through social media channels to connect those willing to help with those in dire need.

With a vision deeply anchored in the belief that communities can be empowered to reach their full potential, The Angel Network focuses on alleviating poverty and social

injustices in a sustainable, strategic, and unified manner. This vision is materialized through a broad spectrum of initiatives to ensure beneficiaries receive immediate aid and are equipped with the tools and opportunities to become contributing members of society.

The network's innovative approach to charity leverages a vast web of volunteers, donors, and community organizations, enabling a direct and impactful connection between the assistance provided and the communities it aims to uplift. From feeding schemes to educational support, sanitation, clothing, and more, The Angel Network has touched the lives of thousands, underscoring the potential of collective effort

in addressing the multifaceted challenges faced by impoverished communities across South Africa.

This organization's unique philanthropy model is inclusive and accessible, offering a variety of ways for individuals to contribute, regardless of their location or resources. Whether through direct donations, specific fundraisers, or even offering goods and services, every action taken within The Angel Network's framework is a step towards making a tangible difference in someone's life. Moreover, the platform encourages the gift of giving in honor of others, further spreading the ethos of compassion and support that defines the organization.



The Angel Network's efforts span various causes and appeals, from education and food security to dignity projects and housing. Each initiative is carefully tailored to meet the specific needs of the communities it serves, ensuring that the assistance provided is meaningful and enduring. The organization's work extends beyond immediate relief, aiming to instill hope, dignity, and the opportunity for a better future among those it aids.

This commitment to community empowerment and social justice is further exemplified in the extensive network of charities and nonprofit organizations with which The Angel Network collaborates. From Gauteng to the Western Cape and Durban, the organization's broad and profoundly impactful reach reflects a genuine commitment to uplifting communities across South Africa. This network is not just about providing aid; it's about



building bridges between different sectors of society, fostering a sense of shared responsibility and collective action towards alleviating human suffering.

The Angel Network is a shining example of how technology and compassion can merge to create a powerful force for good. It challenges the conventional boundaries of charity, proving that with the right

vision and commitment, social media can serve as a formidable tool in the fight against poverty and injustice. The Angel Network changes lives by mobilizing a community of donors, volunteers, and activists. It inspires a new generation of philanthropy that is accessible, immediate, and deeply connected to the needs of the communities it serves.

In conclusion, The Angel Network embodies a modern approach to charity that is inclusive, impactful, and driven by a genuine desire to

make a difference. It showcases the power of community and technology in creating sustainable change, encouraging everyone to join this transformative journey. Through its work, The Angel Network provides a lifeline to those in need and offers hope and a pathway toward a more compassionate and equitable society. With no government support we rely solely on donations from the public to ensure we can continue our vital work in the most vulnerable communities who are suffering severe hardship and destitution.



ABOUT THE AUTHOR

Terri Marks is a dedicated professional who, after earning a Bachelor of Commerce and an LLB Degree from The University of the Witwatersrand in Johannesburg, shifted her career from law to the non-profit sector, driven by a passion to make a significant impact in the lives of those in need. Marks serves on the committees of three remarkable non-profit organizations, including The Jones Safe House, which provides refuge for children facing trauma; the Rohan Bloom Foundation, with its visionary goal of establishing the first Pediatric Palliative Care In-Patient Hospice in Cape, South Africa; and The Angel Network, an organization focused on offering sustainable support to vulnerable communities through initiatives in food security, education, and dignity restoration. Her work in these arenas reflects a deep commitment to using her skills and resources to uplift and empower those facing challenging circumstances, making her a valued contributor to the social impact landscape.

You may contact Terri by email at: terri@theangelnetwork.co.za





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NAVIGATING THE ENTREPRENEURIAL ROLLERCOASTER: MANAGING ANXIETY ON THE ROAD TO SUCCESS

BY DR. SOLA TOGUN-BUTLER, USA

What were the reasons that led you to embark on the entrepreneurial path?

Can you recall the mixed emotions experienced at the inception of this journey? I began my entrepreneurial venture driven to aid and empower fellow women. Additionally, the pursuit of financial independence, the autonomy of being my own boss, dictating my schedule, and allocating more time to my family were compelling motivations.

The recollection of simultaneous excitement and apprehension persists vividly. The choice to become an entrepreneur is one of courage, deviating from conventional norms that advocate securing a job as an employee. The journey is often punctuated by external concerns attempting to dissuade us from pursuing our aspirations. Questions concerning health insurance, the viability of the business, bill payments, and the status of retirement plans are posed, casting doubts on the decision to relinquish a secure job with commendable benefits. If not approached cautiously, well-intentioned queries of this nature can easily divert us from our entrepreneurial path.



While entrepreneurship promises an exhilarating voyage, it is accompanied by a prevalent undercurrent of anxiety. Anxiety, characterized by feelings of dread, fear, and persistent worry, becomes an integral part of daily life for many entrepreneurs. I distinctly recall experiencing anxiety about acquiring my first client, the effectiveness of my marketing campaign, and the realization of my business's envisioned purpose.

The perception of a lack of control exacerbates this heightened anxiety. Acknowledging that we possess more power than we perceive, I guide my clients in crafting plans to mitigate anxiety by identifying manageable aspects.

How does anxiety manifest in your body? When anxious, I experience a racing heart, a fluttering sensation in my stomach, and restlessness.



Consequently, I have developed a structured plan, referred to as the physical plan, to address the physiological symptoms of anxiety. This involves engaging in 4-point breathing exercises, prayer, stretching, and butterfly tapping to induce a state of calm. Subsequently, it is imperative to pinpoint the triggers of anxiety, acknowledging the interconnectedness of thoughts, emotions, and behavior. An emotional plan is essential, involving the documentation of thoughts and feelings for gaining perspective on the root causes of anxiety. Common thought patterns contributing to worry and anxiety include:

- Did I make the right decision to become an entrepreneur?
- I may not be cut out to be an entrepreneur after all.
- How am I going to meet my rent

obligations next month?

- The allure of job security with a 9-5 work-life schedule.
- Unsure of strategies for acquiring consistent clients

These statements and queries foster excessive worry and a sense of dread. Hence, attaining a calm state is crucial to focus on controllable aspects. This is encapsulated in the cognitive plan, where worrisome thoughts are transcribed onto paper, and a strategic plan is formulated by identifying controllable elements. This proactive cognitive approach directs thoughts toward the circle of control or influence, mitigating anxiety stemming from factors beyond one's control.

The entrepreneurial journey, though exhilarating, necessitates effective anxiety management. The physical, emotional, and cognitive plans for anxiety-inducing situations underscore

the extent of control we possess, preventing the overwhelming effects of anxiety. The decision to tread the entrepreneurial path is formidable – embrace the inherent power it bestows upon you.

For further insights on managing anxiety, developing healthy coping mechanisms, and strategic planning, please contact me at drsola@transformative.cc or explore my coaching program, Transformative Women, at drsola.transformative.cc/revitalize.



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 professional speaker. She manages a group practice with over 15 years of experience working with diverse clients. Dr. Sola has a coaching program called Transformative Women. She focuses her time and energy on empowering women professionals and entrepreneurs to go from burnout to balance by utilizing realistic self-care toolkits that fit their busy schedules.

SKIING UPHILL

A STORY OF STRENGTH AND PERSEVERANCE

A HEARTFELT MEMOIR.

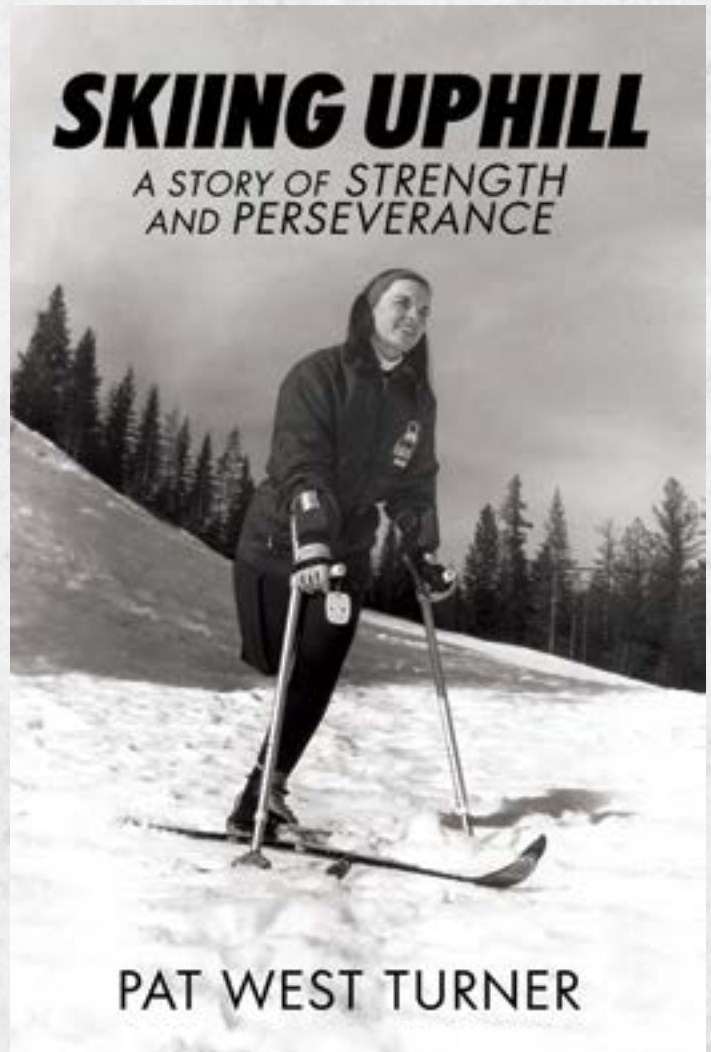
Pat West Turner, who survived a near-fatal car accident as a high school senior in 1965 that resulted in the amputation of her right leg, has never let her disability define her being. Now, Turner has written a heartfelt memoir, *Skiing Uphill*, to share what she went through following the accident and 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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THE ART OF PURPOSE-DRIVEN ENCOURAGEMENT

BY CHRISTIANA GENIE, LEADERSHIP & SELF-DISCOVERY COACH, CYPRUS



In the journey of life, the influence of parents is profound. From our earliest moments, their recognition and support shape our sense of self. Feeling seen and valued by them lays the groundwork for a strong self-image and confidence. However, as we grow older, the responsibility of encouragement shifts from external sources to our inner voice.

Facing new challenges inevitably brings forth fear and uncertainty. It's natural to feel apprehensive when stepping outside our comfort zones. However, it is precisely in these moments that self-encouragement becomes indispensable. By acknowledging our fears and affirming our abilities, we can muster the courage to take that leap of faith.

At the heart of effective self-

encouragement lies the clarity of purpose. Understanding WHY we pursue specific endeavors gives us a compelling motivation to overcome obstacles. Whether striving for personal growth, pursuing a career change, or embarking on a new adventure, having a clear purpose fuels our determination and resilience.

Without a strong "why," fear often becomes the dominant voice, leading us to doubt our capabilities and hesitate in our actions. Therefore, we must delve deep into our motivations and align our goals with our core values and aspirations. When a genuine purpose drives our actions, we are better equipped to navigate challenges and setbacks.

Moreover, believing in our worthiness and deservingness amplifies the

effectiveness of encouragement. Encouragement alone is not enough to get us going. Encouragement only has power when we recognize the inherent value that will empower us to pursue our dreams boldly. When we affirm our worth, we cultivate a positive mindset that propels us forward, even in adversity.

In conclusion, encouragement is not merely a matter of external validation but a journey of self-discovery and empowerment. As we transition from relying on parental support to fostering our self-encouragement, we must embrace the power of purpose. By understanding our motivations, affirming our worth, and aligning our actions with our deepest desires, we can reach our most significant potential and walk on a path of growth and fulfillment.



“Understanding WHY we pursue specific endeavors gives us a compelling motivation to overcome obstacles.”

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 coaching career in 2008, and today, she specializes in supporting leaders in understanding their automatic behaviors, shifting their mindsets, and becoming 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 subjects.

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TAKING CONTROL OF OUR FINANCES AND LIVING LIFE ON OUR TERMS

BY PAULINE KIRK, SINGAPORE

In today's ever-evolving world, women are redefining norms and breaking barriers across industries, becoming catalysts of change. However, the journey towards financial independence remains challenging for many of us. As women entrepreneurs, it is essential that we take charge of our finances, cultivate healthy financial habits, and pave our path to financial freedom. Doing so gives us the power to shape our lives on our terms and empower ourselves to reach unprecedented levels of success, fulfillment, and inner peace.

EDUCATION: THE KEY TO EMPOWERMENT

Renowned billionaire Warren Buffett, CEO of Berkshire Hathaway, emphasizes the power of education. He believes that to succeed in life, we must differentiate ourselves from the crowd and continuously improve our skills. As entrepreneurs, we must strive to provide superior goods or services that leave customers with no choice but to choose our company. Additionally, Buffett emphasizes that our most valuable investment lies in ourselves. By educating ourselves about personal finance, investing, and wealth creation, we equip ourselves with the language of money, enabling informed decision-making and taking control of our financial future.



TRACK YOUR SPENDING AND CREATE A "SPENDING PLAN"

The words we use have a profound impact on our thoughts and actions. By reframing the term "budget" as a "spending plan," we can transform our mindset toward managing our finances. Understanding the inflow and outflow of our accounts is crucial. Begin by tracking three-month expenses, including bank and credit card statements. This exercise will help identify spending patterns and provide

insights into areas where adjustments can be made.

PAY YOUR FUTURE SELF FIRST

Many tend to spend all their money first and save or invest whatever is left. A valuable tip for financial success is to allocate a percentage of your income as soon as you receive it and then live within the remaining amount. Your spending plan will guide you in determining the portion you should set aside for your future self.

CREATE A FUN ACCOUNT AND ENJOY LIFE

Devote a portion of your monthly income to a fun account, and spend it throughout the year. This guilt-free reward allows you to celebrate your achievements and enjoy life fully. By setting clear monthly goals for how you want to spend your money, you can prevent impulsive purchases and relish guilt-free spending.

BUILD AN EMERGENCY FUND: YOUR LIFE JACKET

Financial independence requires preparedness for unexpected setbacks. Building an emergency fund, often called “the life jacket,” provides a safety net and peace of mind. Regularly contribute a percentage of your income to this fund to cover at least six months’ living expenses. Store these funds in a high-yield savings account, ensuring easy accessibility when needed.

INVEST IN YOUR FUTURE

Leaving money in a bank account is not an effective investment strategy. Investing is a powerful tool for wealth creation and securing our financial future. Begin by seeking financial education and understanding your risk profile. Then, explore various investment options such as stocks, exchange-traded funds, real estate, gold, and crypto. Diversify your investments to mitigate risks and maximize returns. Remember, you can start small when investing, as you do not need much capital. The key is to seek education and take that first step.

BREAK FREE FROM DEBT

Debt can hinder progress towards

financial independence. Take proactive steps to eliminate high-interest debt, such as credit card debt, by developing a systematic plan to pay off outstanding balances. Consider negotiating lower interest rates, consolidating debt, or transferring balances to low-interest credit cards. As you reduce and eliminate debt, you regain control over your financial resources, paving the way for a brighter financial future.

CULTIVATE HEALTHY FINANCIAL HABITS

Small, consistent actions can have a profound impact on our financial well-being. Embrace habits such as automating savings, avoiding impulsive purchases, negotiating for better deals, and regularly reviewing your financial goals. Develop a mindset that values long-term financial security over short-term gratification. Practicing discipline and making conscious choices establishes a solid foundation for financial independence.

SEEK SUPPORT

Don’t hesitate to seek guidance from successful women who have already achieved financial independence. Join communities like FemvestorsGlobal™ that empower women with their finances. Learn from their experiences, seek mentorship, and build relationships with like-minded individuals. Surround yourself with a support system that encourages and uplifts you on your journey towards financial empowerment.

Financial independence is about accumulating wealth and gaining control over our lives. It empowers us to make choices based on our values and desires rather than being limited

by financial constraints. By taking control of our finances, we liberate ourselves from dependence, gain confidence, and create opportunities for personal and professional growth. Together, we can empower ourselves and the women around us to embrace financial independence, live on our terms, and create a brighter future for ourselves and future generations. The power lies within our hands.



ABOUT THE AUTHOR

Pauline Kirk is a Global Speaker, Amazon #1 International Best-Selling Author, Mentor, and Senior Leader for Tony Robbins. After spending 25 years in the Corporate world, Pauline wanted to create a life of meaning and became the founder of Femvestorsglobal™ in 2022. Femvestorsglobal™ is a social enterprise dedicated to supporting women in understanding the basics of financial management, our money stories, mindful spending, financial habits, and what to consider when investing. Their mission is to eradicate the alarming financial statistics facing women in retirement. They believe in starting with the foundation of financial success habits and providing the necessary education to make informed decisions.



THE EVOLUTION REVOLUTION: STEPPING INTO YOUR TRUE SELF

BY KEELY PIERCE, DEVON, UNITED KINGDOM

In every step forward lies the beauty of self-realization.

We try to encourage the next generation from the day they are born. We support and guide, aiming to be the best role models for those little eyes gazing up at us, hoping to achieve all of life's dreams.

So, at what point does that change? At what point do we acknowledge the impostor syndrome, the fear, and the preconditions—the fear of rejection, abandonment, and not knowing our way?

As a woman, there are many stages in life where our entire world transforms and sometimes collides, but ultimately, we're just navigating the next chapter.

It's like a caterpillar in a cocoon, waiting to become a butterfly but potentially having several opportunities in our lives to rebirth into our new, next-level self.

During adolescence, you may be able to relate to the feeling that your peers and acquaintances are the most important people in your entire existence. The fear of not knowing

what we wanted to be when we grew up, but the excitement of the potential freedom once our exams were finished, all those hormonal fluctuations and emotional challenges we endured.

It may surprise you that the journey into motherhood, wobbles and all, are the same cornerstones for transformation, core foundations. Also, there are changes in our identity, relationship dynamics, emotional fluctuations, and questioning the sanity of who I am now.

With all those core foundations

and feelings, we must remember to back ourselves, to go back to that young, vulnerable baby who knew no bounds, who wanted to explore the world, who bounced with joy, pride, and connection that is still within us. It's that we get blinkered with the everyday hustle.

The buzzword is definitely self-care, but what does that even mean? Some people say it is taking time to bathe and relax, but realistically, self-care is loving your inner child. It's loving the new, unfamiliar stages we experience. It's embracing our new selves and new becoming because life is a continuous growth journey.

To achieve all the success, life balance, and everything in between, we must invest in ourselves, that investment to support us to keep growing, to encourage us with external validation, should we need whatever it takes, whatever we need to remain focused on our dreams and aspirations.

My client, Zoe, is one example. We had worked together for a while, and it soon became apparent that she wanted a mentorship program with me rather than a short burst of support. I can honestly say I know this woman inside out. Her career was in a great place; she had a steady income, exceptional expertise in her field, and could do the job with her eyes closed. She reached out to me because she knew she wanted more. She was burnt out, and although she was an avid learner of all things personal development, she knew she needed more. The blocks and the two steps forward, but one step back had her literally like a rabbit in the headlights.

During our time together, her only daughter was due to jet set and go

traveling. I knew what was coming and was there, ready to travel with her to her newfound identity. The once-elusive goals of the future were suddenly within reach, but the reality was that her mumpreneur's journey was about to begin.

She often told me that I had the patience of a saint and that I'd helped her to see what she's got sitting right in front of her this whole time. She had spent so long feeling blocked, caged, anxious, and tired that she hadn't realized she had been quietly building an empire's foundations. I helped her make sense of life, what's important to her, and why she gets out of bed each day. The support and guidance for this client were a pleasure; the encouragement and support along the way helped her to see her superpowers and become unapologetically her. Not as a mom, a friend, or partner but as Zoe, the powerful woman who stands before me, ready to take on her dreams and redefine her success on her terms.

The best analogy I have ever used about coaching and making investments is that it's similar to hiring a personal trainer for fitness. We do not spend our hard-earned money to be taught how to lift a weight or run on a treadmill. We invest in ourselves to be accountable, to have a cheerleader, and to be encouraged to succeed. Normally, they set us tasks that we really don't want to do, but we know deep down that it will lead to breakthroughs and the best version of ourselves.

Often, we women in business get asked, "What do you really want?" and every time, the reply is everything we don't want! So, I invite you to become the detective. Ask yourself, what is it

you want more than anything? If you dig deep into this, ask yourself what habits and beliefs you need. Permit yourself to dream big and encourage yourself to become the next-level version of yourself because you are enough and deserve more. You may even surprise yourself with what you put on paper.



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](#)

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“The most successful entrepreneurs I know are optimistic. It’s part of the job description”

**CATERINA FAKE
CO-FOUNDER OF FLICKR**

A SISTER'S VIEW

BY SUSAN HALLER, USA

Not many people have the privilege of describing an entrepreneur's lifetime journey—the trials, victories, heartaches, and joys—all viewed from the sideline only a sibling can occupy. Such is the case with my sister, Nancy Haller, and me. Her bio is impressive, and her work is notable.

As a child, she was exacting and thorough, opinionated and demanding. Musically, Nancy played the bassoon in the orchestra and physically danced ballet, considering the difficulty of the crafts. Many schools she attended experimented with open concepts, independent studies, and humanities blocks instead of standard classrooms. This opened numerous pathways to self-organized learning and developing the “ability to conceptualize” and learn in any environment. Her Bachelor's degree from The Evergreen State College is in Organizational Development. All indicators of a future translating into solo entrepreneurship.

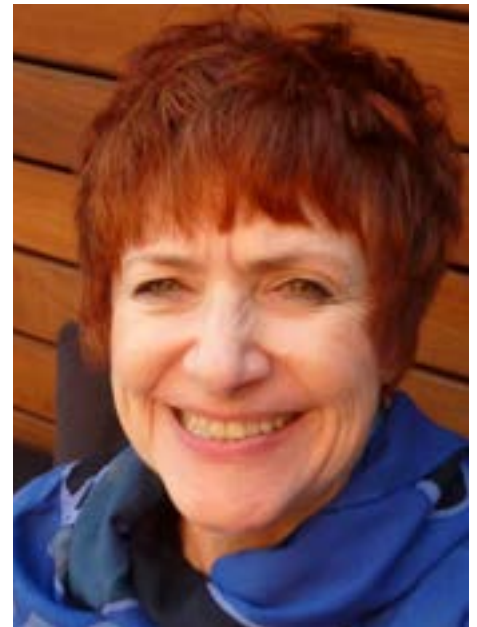
Her career pathways included hospitality, real estate sales, and teaching. Each path honed tools for success as she laid

the foundation for her long-term career as a Guild Certified Feldenkrais Teacher. She is exacting and thorough regarding her business, “Advanced Wellness Connections,” which brings education and healthcare together. Through the study and use of movement, her vast knowledge of the human body's inner workings guides her hands as she connects people to their known and unknown abilities.

The work is rewarding and exciting, and it is a mastery that continues to expand level after level. She is and has always been “up to the challenge,” pushing herself to increase awareness through movement and delighting in the success rate of her clientele, learning to embrace new patterns through her teaching.

Nancy began teaching Continuing Education to massage and bodywork practitioners across the United States and has completed hundreds of classes focusing on NeuroMuscular ReEducation and the Feldenkrais Method®.*

It helps to be funny. As we know... lessons that come with a comedic touch are often remembered



Nancy Haller

much longer as we continue to ruminate on the anecdote that comes with the teachings. While serious about her knowledge, Nancy is witty and interested in presenting the material. Attending a seminar is a day of learning through laughter. Her vast experiences, which include both humans and, oddly enough, horses, become essential lessons in creating a well-rounded practitioner.

With success, there are heartaches and challenges.

During a dental procedure in the early 2000s, she incurred a brain injury that affected, among other things, the speech pathways of her brain, leaving her with less than 50% intelligible speech. At the time she was diagnosed, she was one of less than 100 worldwide who experienced “Foreign Accent Syndrome,” a physical malady that left her sounding as though she was “speaking with a foreign accent.” Nancy forged ahead and retrained her brain and speech patterns to be understandable and focused. When you realize a good portion of her life has been public speaking, this dedication to self was essential to continue her business practice.

In 2012, Nancy wrote and published “I Don’t Know How Long My Short-Term Memory Is,” a book describing the journey to wellness—a handy manual to assist people experiencing Brain Fog, Brain Injury, and Brain Tired. Learning to understand and help loved ones find the pathway through brain issues can be difficult and daunting. This book is also excellent for “supporting” someone who is struggling. (Which, in reality...is the entire population of the world.) In Fall 2024, she will complete a nine-year term as the President of the Feldenkrais Guild of North America and will continue working as President of the Feldenkrais “Educational” Foundation of North America. A commitment to giving back to her professional community of almost thirty years is only part of her ongoing goals for the future.

As an avid reader, Nancy studies

the world’s vast intricacies. While her expertise is in the body’s inner workings, she is fascinated with the stars in space and the ocean’s vastness. As a stroke survivor, travel gives her a place to rest her brain and think of nothing but the splendors in front of her and the necessities of the moment ahead. At 70 years old, her biggest fear is slipping into brain nothingness, so she continues challenging herself with a far busier life than most.

To say I am “in awe” of her talents and the life’s work she has accomplished would be an understatement; however... no other word can describe my pride. Nancy has always been “the logical” one, pointing out the “why and why not” of life as it passes. As the younger sister... I will admit that she is frustratingly “right” most of the time. Perhaps this is what makes her the Entrepreneur she is now. The ability to see and apply the inner workings to the outer needs of the tasks at hand. She is complex, confident, and capable of creating a business model that works efficiently and independently for her success. While she is now long past the age... she has no plans to retire... “to what,” she says. This spirit continues to fuel the phrase “Entrepreneur.”

To learn more about this marvelous woman and the life she has created, go to her website: www.nancyhaller.com

** The Feldenkrais Method, often called “Feldenkrais,” is a somatic educational system designed by Moshé Feldenkrais (1904–1984). Feldenkrais aims to reduce pain or movement limitations, improve*

physical function, and promote well-being. Sessions offer individualized learning opportunities to move with greater ease and self-discovery to replicate learned patterns. You learn in a gentle environment designed to facilitate change for your future ability to continue learning at home, work, or play.



ABOUT THE AUTHOR

Susan Haller has composed over two hundred original songs, four stage musicals, three published children’s books (with more on the way), TV commercials, voice-over scripts, advertisements, and media releases. She was included in the Life Choices anthology book “Navigating Difficult Paths,” created by Turning Point International, a Judi Moreo company.

Now living in Seattle, Susan takes her talents to the small stage, revisiting her lifelong passion for Micro Concerts, original music, incredible stories, and comedic interludes. She will be performing in Las Vegas June 1 & 2 at The Composer’s Room. Find her at www.susanhaller.com

A young woman with dark hair styled in a bun, wearing a light green button-down shirt and tan pants, stands with her arms crossed in a professional office environment. She is smiling warmly at the camera. In the background, a wooden desk is visible with a laptop, a coffee cup, and other office supplies. A semi-transparent dark grey box on the right side of the image contains white text.

**“The future of
entrepreneurship is
female. Women bring
a unique perspective,
resilience, and
innovation, driving
change and creating
future opportunities
for generations.”**

**TRACEY STARR
FOUNDER AND COO,
WOMEN ENTREPRENEURS
ASSOCIATION**

THE IMPERATIVE OF BACKUP COMMUNICATIONS: LESSONS FROM THE AT&T DISRUPTION

BY MACK JACKSON JR.

In an era where business operations are intrinsically linked to digital connectivity, the recent AT&T outage is a potent reminder of our telecommunications infrastructure's fragility. For entrepreneurs and businesses nationwide, a seemingly routine day was suspended as tens of thousands found themselves in a digital blackout, unable to use AT&T's cellular services to communicate, connect, or carry out business activities. With reports peaking at nearly 75,000 outages, the impact was far from trivial, affecting everything from individual communications to critical emergency services.

THE UNDERLYING ISSUE: A FLAWED SOFTWARE UPDATE

The root cause of this widespread disruption was traced back to a software update intended to enhance the network's capabilities. However, instead of improvements, the update inadvertently halted the network. This incident highlights modern telecommunications systems' intricate and interconnected nature, where a single error can lead to extensive service interruptions. Despite initial concerns, investigations by federal

agencies, including the FBI and the Department of Homeland Security, confirmed that the outage was not due to a cybersecurity breach, offering some reassurance in a time of heightened vigilance against digital threats.

AT&T'S SWIFT RESPONSE AND THE ROLE OF ALTERNATIVE COMMUNICATIONS

In response to the outage, AT&T's technical teams worked around the clock to restore service, quickly





reestablishing connectivity for the affected customers. This effective recovery effort demonstrated the company's preparedness and the resilience of its response systems. During the outage, the recommendation to utilize Wi-Fi calling highlighted the importance of having alternative communication methods ready, showcasing a crucial layer of redundancy in telecommunications.

A WAKE-UP CALL FOR BUSINESSES: THE NEED FOR PREPAREDNESS

This outage is a critical lesson for service providers and their customers on the importance of preparedness and digital literacy. It's a stark reminder of the need for businesses to have backup communication plans in place. In today's digital age, being informed about and ready to

switch to alternative communication methods, such as Wi-Fi calling or messaging apps, can differentiate between operational continuity and a complete halt in operations during such disruptions.

Moreover, the outage's impact on emergency services accentuates the vital need for communication systems that are robust and resilient enough to withstand various failures. Ensuring uninterrupted access to emergency services is crucial for public safety, and any obstacle in this regard poses a significant risk.

TOWARDS A MORE RESILIENT DIGITAL INFRASTRUCTURE

The AT&T incident underscores the urgency for continuously enhancing our digital infrastructure's resilience. It signals the need to bolster our

telecommunications systems, ensuring they are reliable, robust, and equipped to handle unexpected disruptions. Strengthening our digital foundations through rigorous testing, backup systems, and cybersecurity measures is not optional but a necessity as our reliance on digital connections deepens.

The business lesson is clear: the importance of a contingency plan cannot be overstated. Ensuring you have a robust backup communication system is crucial for maintaining operations and safeguarding against the inevitable uncertainties of the 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.



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**A FINAL NOTE
FROM JUDI MOREO**

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