

Thriving WOMEN

BUSINESS, MONEY, MINDSET, WELLBEING, SPIRITUALITY

OCTOBER 2020

**TIPS FOR
MANAGING
MONEY
DURING A
CRISIS**

**USING
LAUGHTER TO
NURTURE
MENTAL
HEALTH**

**FLIP THE
SWITCH**
Change Your
Mindset From
Negative to
Positive
and Watch
the Money
Roll In!

**The Best
Way to
Reach a
Bigger
Audience
Now!**

**THE ART OF
MANIFESTING: ARE
YOU READY TO
RECEIVE?**

**3 STEPS TO
CREATE YOUR
IRRESISTIBLE
OFFERS**

by Rachel Feldman

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by Rachel Feldman

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Welcome

LETTER FROM THE EDITOR

Welcome to the third edition of **Thriving Women Magazine!**

We continue to receive positive feedback from the community. Some of our readers wrote,

I am so happy to have found this group and magazine amazing!

I love it! Super professional!

Absolutely loved all the business, money and law of attraction articles! What an amazing, empowering magazine! I'll be sure to share this on my page!

We hope the articles will encourage you to start planning your new year now so that you can maximize your results, right out of the gate!

On our cover, we have featured our Woman of Influence, Rachel Feldman. Check out her article, 3 Steps to Create Your Irresistible Offers.

Our regular magazine sections include the astrology, book spotlight, and recipes.

Our book Amazing Women of Influence and the third book in the Hope Book Series, You Can Have It All, will be released soon, so stay tuned!

It is our sincere hope that you will continue to enjoy digital magazine as much as we enjoy creating it.

We have continued with our astrology and recipe pieces since they were such a huge hit!

Our magazine is organized into sections that are aligned to our five pillars of business, money, mindset, wellbeing, and spirituality. And to optimize your viewing experience, we have created live hyperlinks throughout the magazine so that you can access the accompanying audio and video files. It's best to access the magazine from a computer and download the issue for future reading.

I have Exciting NEWS for Coaches!!

If you are a coach in need of a money breakthrough, and looking to uplevel and start working with high end clients, start charging your worth, earning more while working less, and creating a failproof marketing plan of action for the next 12 months to surpass six-figures and become the next leader in your industry then I encourage you to join us for a transformational 3-Day Virtual Retreat that will change your life!

RISE LIVE
November 13-15, 2020

Send an email to serena@amazingwomenmedia to [get on the notification list or click here.](#)

I hope you enjoy reading the October 2020 issue of Thriving Women Magazine. Please drop us a line and share what you love about our magazine. With your voice, it will only get better!

Thanks again to the incredibly hardworking and talented individuals who contributed to the Thriving Women Magazine. To the writers, editors, graphic artists, collaborators, advertisers – thank you! You all know who you are. xoxo

We continue to look for writers, sponsors, and advertisers to contribute to future issues of Thriving Women Magazine.

Last month I shared the fantastic news about Author Academy Elite (AAE) our first coauthored book in the Hope Book Series, Your Time IS Now, is a 2020 Top 10 Finalist for their Author Elite Awards (in the Business and Investing Category). I am looking for more inspirational authors. Learn how you can join the book series at www.hopebookseries.com/coauthor.

Love,
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FEATURED WOMAN OF INFLUENCE

Rachel FELDMAN

Rachel helps coaches save time and money using her done for you programs, opt in freebies, and workshops.

After only earning 13K her first year in coaching, she knew she needed to learn how to create a sustainable business built with a solid sales funnel. Rachel went from making 13K to 72K by year 2 1/2 and then broke six figures in her third year of business.

Today, Rachel teaches the same system she built her successful health coaching practice to other health and wellness professionals.

She's helped more than 8,000 health coaches rock their biz to the next level using done for you programs.

She graduated from the Institute for Integrative Nutrition in New York City, Wild Rose Natural College of Healing, the International School of Detoxification and Natalia Rose Advanced Detox Certification Training.

Published in Florida Man and Woman magazine, Mind Body Green, Williams & Sonoma blog, and Ripe & Ready, among others, she's a driven entrepreneur and spends her spare time teaching "How to create a profitable business" at the Hippocrates Institute.

Even though she's always on the go, teaching, speaking on podcasts and summits, she makes time in her day for a green smoothie and chocolate at noon and a cuddle session with her kids at night.

Read her article [3 Steps to Create Your Irresistible Offers](#) and get her gift and get her ready to launch 5 day healthy habit challenge for wellness coaches.

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3 STEPS TO CREATE YOUR IRRESISTIBLE OFFERS

BY: RACHEL FELDMAN

By the end of this article, you will have a more precise action plan, so you can build the profitable business you deserve.

Step 1: Define your ideal clients' pain points

Use your experiences and story, along with what you know about your ideal client, to brainstorm at least 20 problems your ideal client is struggling with.

These problems don't have to be huge, life-altering issues. It's best if you have a solid mix of small problems (these become opt-in gifts and other low-cost offers) and catastrophic dilemmas (these are your high-ticket coaching programs).

When you market to your ideal clients, you have to speak to the struggle and pain that they're living in right now. Don't make a mistake that many health coaches fall victim to by only talking about the final result. Make this list of at least 20 issues your ideal client is facing. This is the foundation of your messaging and offers.



Step 2: Consider your solutions

How can you help your ideal client overcome each of the problems you listed in step one? Take the list of 20 problems and write down a possible way to address each one of them.

For example: if your ideal client is struggling with weight, your solution might be quitting sugar. Or if your ideal client struggles with bloating, your solution might be addressing gut health.

These solutions will help you create offers that your ideal client will happily pay for! Because you're addressing their pain and offering them a way to overcome it.

Step 3: Map out your offers

Now think about each of your solutions from step two (e.g. programs, freebies, workshops) and what kind of offers they can be turned into.

Each one of your free and paid offers needs to solve a specific problem that your ideal client is facing. This is how you grow your list and sell out your offers!

List out the topics for the following things you can offer, based on your solutions from step two:

- Opt-in freebies
- Workshops (online or in-person)
- DIY or gateway programs (4-21 days)
- 1:1 and group coaching



Rachel Feldman is a business coach for health-focused solopreneurs and entrepreneurs, helping them to nail down their niche, get their work out there strategically, and start building the business they deserve. <https://rachelafeldman.com>

Get her ready to launch 5 day healthy habit challenge for wellness coaches >>> <http://bit.ly/Hclaunch>



The Best Way to Reach a Bigger Audience Now!

BY: ELLEN VIOLETTE

As I write this, we are in the middle of a pandemic and there is a lot of economic uncertainty. There are also a lot of demands on our time from keeping a clean home environment, to having more family members at home, homeschooling, caring for elderly parents ,and more. So, how can you reach a larger audience without spending hours on social media, networking and lining up speaking engagements during these crazy times?

Write a book. A book can do so much of the leg work for your business without you having to be there. It's low cost and high value so it's an easy purchase for your potential customers, plus it can be consumed as a book, ebook or as a podcast, even while doing other tasks. So, you can reach a lot more people.

And books give you more credibility because while eighty-one per cent of people say they want to write one, less than 1-2% ever will, so you are in rare company and looked up to as an authority once you write one.

But even when entrepreneurs decide to write a book, they often times aren't sure how and most do it the wrong way.

They start writing without considering the marketplace. They don't ask themselves who they will serve who can afford their offerings and what, as authors, they will contribute that is new or different to the conversation to stand out from the crowd.

Instead, they write what they want to write or what they THINK their audience wants. This is what is called "hope marketing" i.e. writing a book that you hope will sell.

If you want your book to sell, you must look at the marketing piece first. There are five elements that you must consider to insure success. However, if you've already written a book, it's never too late to go back and do it now.

But, doing it BEFORE you start writing will help you to avoid unwanted expense and wasted time and energy and is the best way to proceed whenever possible. They are:

- 1 Positioning your book so it's clear to your market why they should buy your book over the other ones on your topic and why yours is the best book for them
- 2 Finding the best keywords that people look up when they are looking for your topic to get maximum visibility
- 3 Writing a title using the best keywords that attract your audience to your book
- 4 Using the subtitle to let them know what the benefit will be to reading your book and why it's the best choice for their needs
- 5 Finding the best categories, again to make it easier for your readers to find your book.

So, before you write your book, put on your marketing hat first, do the research and set yourself up for massive success with your book!



Ellen Violette helps busy creative visionaries, leaders, speakers, and authors, write, publish, launch to #1 bestseller, and market their book to get more clients, make more money, make a bigger impact, and leave a legacy. She is an award-winning book and business coach, podcast host, CEO of Create a Splash Marketing & Grammy-nominated songwriter. You can reach her at www.booksopendoors.com



**LEGAL ISSUES THAT CANNOT
BE OVERLOOKED WHEN
EXPANDING ACROSS BORDERS**

BY LAUREN COHEN



The appeal of international expansion has become increasingly attractive in today's global marketplace. And with the so-called laptop lifestyle, no matter how hard we try to achieve it, it's a somewhat elusive concept for us many of us to grasp.

Companies and business owners must be aware of the many inherent risks associated with such expansion, as a failure to pay attention to these risks will no doubt lead to failure, whether over the short- or long-term.

Some of the most critical considerations center around the multitude of legal and regulatory issues that must be considered when going global. These issues are significant, and it can be overwhelming. For example,

- What type of entity should you set up?
- Where should you set it up, and why?
- If you sell products, do you need FDA approval (Food and Drug Administration) in the U.S. – or the equivalent in your target country?
- What are the import-export rules, and are there tariffs or duties to consider?
- Do you need licensing agreements? What are licensing agreements for that matter?

- Are there franchise issues involved that need to be addressed?
- If you are setting up a business that may be crossing state lines in the U.S. - are there intra-state issues?
- If you are setting up a business in a European country – do you need to contemplate the ongoing EU issues?
- What are the tax implications of setting up the business, and how will they be handled?
- How will funds be transferred from one country to another, and are there currency restrictions or conversion issues to address?
- How different are the employment laws in the target country, and how do you ensure that you will adequately handle them?

Expanding across borders without considering these critical issues can spell not only a business disaster, but also a legal disaster, translating to huge financial implications, fines, and perhaps other legal ramifications. Therefore, it is always recommended to not only seek legal advice from counsel in your home country, but also from the country(ies) into which you are expanding.



Lauren is an International Lawyer & Realtor navigates a path for clients to invest, live, work & play across borders.

www.bit.ly/goglobalreport CODE: INTERNATIONAL



BE THE VOICE THAT YOUR CLIENTS WANT TO HEAR

By Emily Cross, Ph.D.

As influencers, digital brands, and leaders building a business through a social media platform, your voice is what will set you apart from everyone else. The question you should be asking is, “How can I be the voice people want to hear?”

What is Your Voice?

When you build your brand, focus on your voice. That does not mean your physical voice, but rather your overall presence online and in front of an audience.

Our voice is who we are and who we want people to know us as. Our voice is what represents us and can be found in how we engage with people. From the photos we share, the comments we make, the memes we giggle at - everything comes together cumulatively to create our voice.

Our voice is vital. It is who we are. It is what attracts people to us. It is what sets us apart and elevates us from competitors. It is why people want to work with us.

How Do You Find Your Voice?

You might ask, “Where do I find my voice?” Or maybe you know what you want to say, and have a vision of how you want to show up - but you are afraid to do it.

Speaking out, speaking up, and coming into the light is scary. When we show up in life and in online spaces, we are open and vulnerable to new people, criticism, and feedback. What we once held closely guarded becomes open to everyone.

The answer to “where do you find your voice?” is simple. You use it. You begin to show up and share your insight, knowledge, passion, and experiences.

Your Voice Is Fleeting

As a leader or a new business owner, it is vital to remember that your voice is fleeting. Ideas will flutter to you in ebbs and flows. Share your ideas, programs, passions, and intentions with your audience, as they will land with the right people and will launch you to the next level.

Most importantly, if you do not use your voice, you will lose your connection with the community of clients and customers you are building. The old adage, “use it or lose,” is powerful and true when it comes to your digital presence. You must show up. And that means embracing the discomfort and recognizing that what sets you apart from everyone else - is you.

Stop Hiding From Yourself

The best way to become the voice that people need to hear is to stop hiding from yourself and begin to do the work to show up confidently. You are the critical variable in your business that makes your business unique. When you stop hiding, your ideal clients will begin to find you.



Learn to find, refine and develop your voice by downloading the 5-Point Guide to Effective Video Content Creation: <https://bit.ly/3bP6NHw>

www.wordwellgroup.com







3 SMART STEPS TO CRUSHING YOUR BUSINESS GOALS

By Kimberly Olson

Stop and think: how did last year look for my business? Think of the ‘big picture’ of your future, think of your end goals, and consider what did and did not work in the last year for your business. Set your goals high, and even if you fall short, you are still on the way to finding success.

The Strategy

Warren Buffet, a billionaire and incredibly successful businessman, has set three strategic steps to achieve his goals. By living through this strategy and implementing smart practices in your own business, you can stay focused, motivated, and prepared.

- First, write down 25 career goals. Think deeply about the reason behind choosing each goal and figure out where you want to be at the end of your career. These goals don't have to happen within the next year; think short-term AND long-term. Do a brain dump and think deeply about what you'd like to achieve in your business.
- Second, draw a circle around your top five goals of the 25. These are your highest priority goals. It can be easy to lose focus on specific tasks when you are managing and handling your business. By getting these five figured out, you are one step closer to success and can narrow down the priorities of your business.

- Lastly, you will focus on these top five goals and ignore the rest. When you try to work on the other goals, you can easily get distracted and risk not completing your priority goals. It seems harsh, but it helps you keep focused on the most important goals first to ensure completion.

Eyes on the Prize

The other 20 goals become your “Avoid at All Costs” list. New things will come along, so find a way to manifest your future goals and add to the list. I like to use vision boards and journals to remember my original thoughts and add new ideas to the board as I grow personally and professionally in my business.

Don't chip away at those other goals until you're past the five top priorities, as you need to be specific and intentional with your time and money. Guard your five top ideas, and you will receive the results you want without losing focus.

Finally, check-in with yourself to track your progress. Set a regular time on your calendar—weekly, monthly, or quarterly—to revisit your business goals. Take the time to find what is working and what's not, as it will direct your attention to the most important aspects of your business, identify any gaps, and enable you to crush it year after year.

Kimberly Olson is the creator of The Goal Digger Girl, where she serves entrepreneurs by teaching them simple systems & online strategies in sales & marketing. Grab her FREE social media content calendar at <https://bit.ly/GDGCContentCalendarTrello>

5 TIPS TO GETTING VIRTUAL SPONSORSHIPS REVENUE FOR YOUR NEXT EVENT

By Shana M Scott

Events are STILL happening virtually.

Still.

And it looks like they are here to stay. So why not make them profitable. There are lots of virtual events happening right now. You want to ensure that your event identity is distinct and set apart from other events. An excellent way to distinguish your event is by adding interactive sponsorships. Here are five tips to getting virtual sponsorships while ensuring that your event has an optimal experience for your attendees, make more cash for your event and give your sponsor the most exposure.

1 - Develop a stellar sponsorship deck

Think about what types of sponsorships that you want and design your sponsorship deck around what would be attractive to that respective sponsor. Remember, your sponsorship opportunities should provide sponsors with maximum exposure to your attendees. Think of creative ways to expose your sponsor to your audience before, during and after your event.

2 - Start Early

When you present potential sponsors with the opportunity of event sponsorship, present the offer early enough to ensure that they can get you an affirmative decision in time that allows for the most exposure for your event. If you have presented your sponsorship to larger organizations, it may take some time for their approval process.

3-Take time to KNOW your sponsor

This is very imperative to the sponsor sales process. KNOW precisely who your potential sponsor's ideal audience is and what their interests are. THEN schedule a meeting to talk with them about your event details and benefits that the event will have on their future sales. Do NOT just send over a sponsorship deck in hopes that your sponsor would send you a check.

4 - Make sure your presentation is on point

As much as I don't think I have to say this, I am. Whenever you meet with your prospective sponsor, please ensure that all of your I's are dotted and your T's are crossed. Make sure that your presentation has no grammatical errors and it visually appealing. All conversational and presentation etiquette should be adhered to. This is very important when you are establishing an initial relationship with a new and lucrative sponsor. First impressions are everything.

5 - Ensure your Event is ON POINT!

And finally, and most importantly, when going after sponsors to support your event, make sure that your event is on point. This would include having a well-thought-out, sound event. If you have pictures, testimonials or collateral that show the type of event you are planning, add that to the presentation, as it will be advantageous. Remember, your sponsors will want to associate with events that are on brand that are well-attended and professionally organized.



Shanna M Scott owner of Shanna Scott PR & Events. She is an Event Strategist that lead coaches, speakers and experts to profits of 5-6 (soon 7) figures in a single virtual or live event by managing all mechanics and logistics involved with the event. She also provides training and support with closing clients' sales (enrolling); reducing client attrition by providing assistance in designing curricula and programs (fulfillment); as well as ensuring seamless enrollment and evaluation up to 2 weeks post event.





LIGHTING IS EVERYTHING!

BY SHERYL BERNSTEIN

Everything we do as entrepreneurs and coaches is about connection and visibility. Whether it's written word, audio, or video, ...you connecting to your clients is what it's all about. To me, that's what marketing is - connection. And right now, speaking, interviews, meetings, summits are taking place online.

Besides your talk and the content you share, lighting plays a massive role in how you appear in the video. Making a professional video is all about lighting.

Here are a few little tips about lighting to help you shine your light whenever you show up online.

- Make sure your light source is coming AT you. When the lighting is facing toward you, it lights you up, lights your face, and brightens your eyes. And we want to see the sparkle in your eyes.
- Place your lamp a bit above your head, aimed at your face.



- Stay away from just using overhead lighting (such as a ceiling light), as it will give you shadows down your face. A scary effect you probably don't want. Wherever the light source is coming from, the shadows will be on the opposite side. Therefore, if there is light coming only from the right side, you'll see a big shadow on the left side of your face.
- A bright source behind you, like a lamp, a window or the sun, will pretty much leave you in the dark. You'll be a big blobby shadow. Though, I've gotten very cool looking sun flares emanating from behind me when I did a video late in the day with the sun at my back, which is an excellent effect if you want to look like you're in Heaven.
- A little light in the background, like in the corner behind you, shooting up the wall, 'washing' the wall, is always a nice effect. I use a little bullet lamp that way, balances the light, and creates a pretty effect.
- Test your lighting out by doing a brief practice video to see how it looks. If you're going to do a video or a Facebook or Instagram "live" on your phone, test it out on your phone. If you are going to be on Zoom, do a test on a Zoom to just you. Things can look different on screen than they do in person.

When I did stand-up comedy, and I performed in venues and clubs, most places would place a spotlight on me. Some areas didn't use spotlights. I noticed that my audience response and engagement was always a billion times better when I was well-lit. The spotlight on me gave the audience focus; it commanded attention. It lit me up and made me look and feel like a star. The same is true for you. You want them to see you, and you want to sparkle. Well, proper lighting will do that for you.

And this: There is also the light that comes from within you. Your magic. Your energy and delight at being where you are, sharing your knowledge and unique gifts. Let that out full power. I believe it can come right thru the lens.

So remember to light it up, with the light coming AT you and the light coming FROM you. And let your people see you, get you, know you, and love you.

Sheryl is The Creative Muse & Visibility Coach. "My mission is to help you shine yours." Gift~'Know Before You Video' <https://sherylbernstein.com/star>



OVERCOMING SELF-LIMITING BELIEFS TO GROW YOUR BUSINESS

BY ANNIE ASHDOWN

Teresa had spent years working as a web designer for small business owners. Soon, her clients asked for more. They wanted branding advice and looked to her for answers.

At first, she was nervous, a little bit of imposter syndrome crept in.

Her inner critic whispered in her ear:

It will fail.

You're not as good as other brand experts.

But, Teresa decided to take a chance and slowly focused more on branding. Within a year, Teresa tripled her income and worked half the hours. Her clients were thrilled, and she was happier than before.

You can probably relate to where Teresa was a year ago, stuck between two different career paths. She didn't believe it was possible to achieve this new level of success. Teresa had to challenge some significant beliefs that were standing in her way. She had to shift her perspective to see the possibility outside of her current scope of reality.

Like Teresa, you carry around a lot of self-limiting beliefs. These beliefs are blind spots preventing you from taking that next step in building your business.

Here's how to tackle self-limiting beliefs and tell them goodbye.

Take Responsibility.

Your self-limiting beliefs are acting as a safety net. They're trying to protect you. But it's your job to decide whether these thoughts are helping you or keeping you stuck.

Become Aware.

Pause and listen to your thoughts throughout the day. Become aware of negative and positive thoughts surrounding you as you work towards your goal. Write these thoughts down.

Acknowledge the Belief.

Approach self-limiting beliefs with kindness and follow up with gentle questions. Try to approach your beliefs as if you were talking to a young child. For example, you might say, "I understand that you feel scared of this new direction. But are you really happy where you are, or is it just that you feel safe here?"

Use Journaling.

It can be helpful to use journaling to get to the root of your belief. Is the belief that you're struggling with an echo of what others told you or made you feel like at some point in your life? Is the belief out of perspective? What is the worst that can happen?

Reframe the Belief.

Self-limiting beliefs don't have to keep you stuck. You can counter them with positive affirmations that help you move toward your goals. For instance, your self-limiting belief might be that you can't earn above a certain amount. Challenge this belief with affirmations like, "I work harder, not smarter. I do amazing work, and I'm well compensated for it."

Remember that you're in control. You can grow your online business and turn it into a thriving empire when you challenge your self-limiting beliefs.

Letting go of self-limiting beliefs is hard work. Ready to rapidly shift your life + grow your biz? Your free bonus guide makes it easier.

UNSTOPPABLE CONFIDENCE HYPNOTIC MP3 WITH INSTRUCTIONS <http://tiny.cc/anniefreebie>

Annie Ashdown Helps Women Entrepreneurs Who Think Big Power Up: Supercharge Your Beliefs, Biz & Bank Balance And Thrive in Uncertain Times.

Join her Facebook Group Power Up: Women Entrepreneurs Who Think Big With Annie Ashdown
<https://bit.ly/2GqM7tu>



PRODUCTIVITY TIPS FOR MOMPRENEURS

BY STEPHANIE GILMORE

As a new mom, I had to quickly implement some of my productivity tips into my new life. It took a while for me to get into the groove of being a new mom, but I finally got the hang of it, and I found ways to get more done in a day. Here are the strategies I put in place to slay my day.

Block Scheduling

It took me a while to adjust my schedule to my baby's feedings, but after a few weeks, I was able to get a feeding schedule finally down. This allowed me to block off that time on my schedule and plan around it, which allowed me to take appointments and get much-needed work done. Block scheduling also will enable you to have intentional focus sessions or a small block of time dedicated to one task. Although I knew when my baby's nap time was, I found that it's important to be flexible with block scheduling, as children do not always stick to a schedule. Therefore, my schedule would have to be adjusted accordingly.

Binaural Beats

Binaural beats are a hidden gem. If you have not heard of binaural beats, you are missing out. I came across binaural beats during a co-working session with other fempreneurs. Someone asked if they could play it, and we all were intrigued. In a matter of minutes, we went from chatty and scrolling social media to a deep one-hour focus session powered by binaural beats. You can find these on Spotify and YouTube. Find one that works best for you.

The One Thing

This is a new spin on the one thing. You might have heard of the famous book *The One Thing*. I encourage you to take this concept and apply it to your daily life. We tend to make a list of things to do. But in reality, we have the time and energy to get only a handful of things done. Instead of having a long list of things to do, limit it down to three items. Then prioritize the top task, the ONE THING that needs to be done that day.

Say NO

This is a hard one but needed to keep your focus and productivity going. As women, we are being pulled in numerous directions, and we have a tendency to try and be a superwoman. Guess what, even superwoman needs a break here and there! You can create space for yourself merely by saying NO. By implementing this, you will have more time to get things accomplished.



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HOW TO MARKET YOUR BUSINESS DURING TIMES OF COVID-19 (WITHOUT SOUNDING LIKE A JERK)

BY DONNA KOZIK

Marketing your business is hard enough during the best of times. But now, during a pandemic? It can feel impossible. You need clients and money to keep your business afloat, but it can feel icky to go pedal to the metal with hardcore marketing and advertising efforts—you can come off as insensitive or tone deaf because “don’t you know people are suffering?” Look out, though, because here comes that pesky need for clients and money to keep food on your table.

So, how can you market your business during times of COVID-19—without sounding like a jerk? Here are some techniques to help you out.

Be a leader

Acknowledge everything isn’t unicorns and rainbows—but don’t agree with the premise that the world is doomed and coming to a rapid end. Your subscribers and prospects are looking for a strong and steady voice, but one that also has compassion. The way you can walk this line is to describe your experiences in homeschooling the kids or needing to take a “day off” from your business to rest, read romance novels and eat lots of chocolate. At the same time, make mention of how you are still buying services and products from others so you can stay on top of your game, and recommend your followers do that, too.

Build your community

Use this time to reach out more frequently to talk about “whatever” with your current clients and leads—maybe even have a virtual cocktail party or two. (I’ve been having morning “coffee cooler” sessions for people to Zoom in for 15 minutes to answer the question of the day, celebrate birthdays and share spiritual and productivity intentions.) Staying connected with your subscribers and leads is good for business anytime, but doing a little extra now will be remembered when they have more cash to invest.

Round out your offerings

If your bread and butter has been mostly company consulting or high-ticket items, this is the perfect time to create a medium- or low-priced group program. It’s a great way to satisfy a lot of itches for you and your clients, plus it primes the pump with prospects for your top programs when wallets open up more.

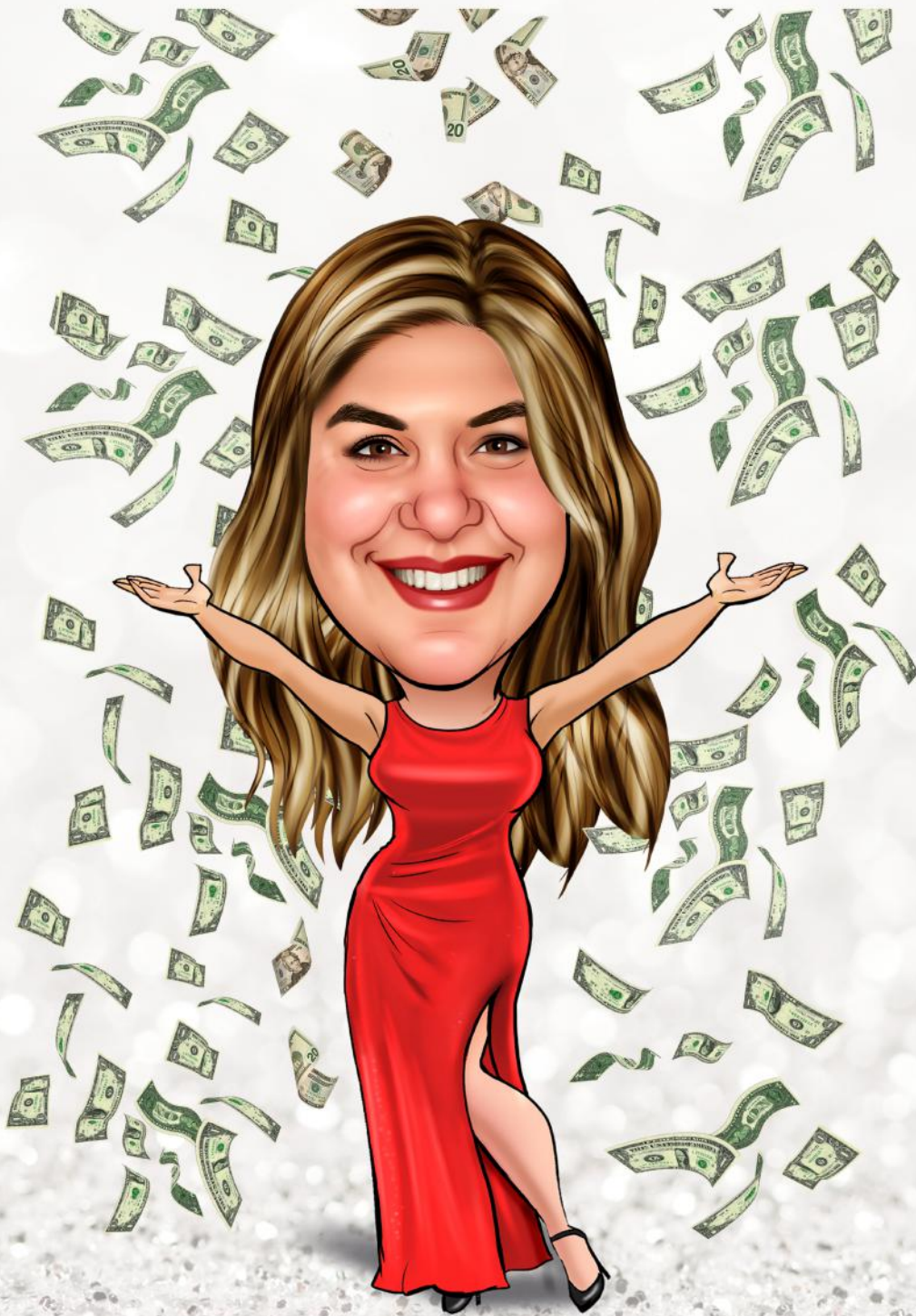
Listen, just because things are weird right now doesn’t mean your business has to take a nosedive. You can walk the line of continuing your marketing and sales while letting your love light shine a little brighter—something we all need right now!

Donna Kozik is the creator of the original Write a Book in a Weekend events. Pick up your free book planner at www.FreeBookPlanner.com.

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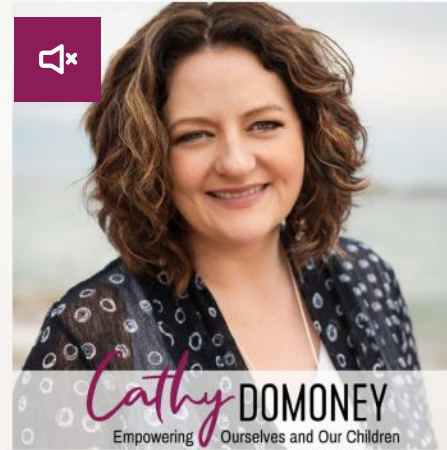
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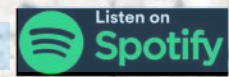
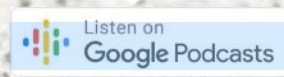
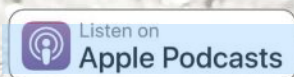
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Money

TO ATTRACT MONEY YOU MUST FOCUS
ON WEALTH. - RHONDA BYRNE





TIPS FOR MANAGING MONEY DURING A CRISIS

BY JESSICA KLEINE

There are a lot of people struggling right now. Hours cut, clients cancelling, layoffs, job loss - these are tough times for many people. People were stressed out over money before this pandemic hit... Now, people are terrified.

If you are someone in crisis mode with your money, here are some suggestions to help get you through it.

1. **Mindset matters.** I know, I know - this is the last thing you want to hear right now, but it's critical that you keep control of your mind no matter what your circumstances are. If you are in panic mode when dealing with your money issues, you will not see solutions, only problems. Further, when emotions are high, as they are when we are significantly stressed, we tend to make decisions on what we are feeling right in that moment, not based on logic and what may be best in the long run.
2. **Aggressively cut spending.** Be aware of where every dollar is going and decide if it is an essential expense. Now is the time to cut out luxuries and cut back as much as possible on the non-essential items. Remember, this isn't forever. It's just for right now. Cancel or pause subscriptions and memberships. Find all the ways you can temporarily cut your expenses and then prioritize your spending. Decide what is absolutely essential to keep your business up and running - get rid of the rest.
3. **Budget.** Use this time to learn how to use a budget effectively. Not only will it help you now, but it will keep you on track after the pandemic is over and put you in a better financial position from now on. Budgeting your personal finances will help you see how much you need to make in your business, and budgeting your business finances will help set you up for growth.



Remember, while this crisis is overwhelming and consuming right now, it's only temporary. Things will eventually get better. Until then, do what you can to stay calm. Do what you can to stay afloat, even if it's less than ideal. And don't be afraid to ask for help.

Jessica Kleine is a Money + Mindset Coach who teaches women how to stop living paycheck to paycheck.

www.mindsetfinancialcoaching.com



5 WAYS TO CONTROL YOUR HOME BUSINESS COSTS

BY SERENA CARCASOLE

Smart business owners know that to make the most profit possible, they need to keep their operating costs low. However, don't be fooled into thinking you should try to run your business completely cost-free. It's nearly impossible – even with all the free tools available – and using all free tools may harm your credibility with your clients.

Put yourself in your client's position. What are your thoughts about someone whose website has a .wordpress.com or .blogger.com URL instead of the simple-name-of-their-business.com? These are signs that the website owner doesn't host their own website, which could indicate their newness to the online world.

Think about your branding images and headshots. Are you using a blurry headshot from vacation or did you spend money on a professional photo shoot? All these things make a big difference when it comes to winning clients, but it doesn't have to break your bank account.

Here are 5 ways to control your home business costs while winning clients at the same time:

1. Take inventory of all your software and subscription programs. What are you paying for? How much do you pay annually? Do you USE all these programs? First, delete and unsubscribe from any programs you simply don't use. Even if it costs a nominal monthly fee, if you're not using it, that's wasted money. Next, look at your monthly fees versus your annual fees. Can you save money by renewing annually instead of monthly? If you use that program, switch to the annual plan to save money.

2. Research newer program bundles. If you use Microsoft Word frequently, check out the Office 365 bundle. Yes, it's an annual fee but it keeps all your Microsoft programs updated monthly so you'll never have to worry if your version of PowerPoint is outdated. As another example, maybe a project management program can keep you organized. One that incorporates client email, a calendar of events, and to-do lists can take the place of Gmail, Google Calendar, and handwritten lists. Bundles offer a great way to streamline your business which also saves you time, which in turn still saves you money.

3. Outsource tasks to a virtual assistant. Does this sound counterintuitive, hiring someone in order to save money? Think of it this way: if you're doing a task that is unfamiliar, you'll spend more time figuring it out than an experienced VA. So, instead of wasting 5 hours of your valuable time, hire a VA for 2 hours and use your 2 hours to perform money-making activities.

4. Don't fall for all the bells and whistles. Think critically about any trainings or software you think you need. Do you need to jump right in with Infusionsoft or can you use lower-priced items until you reach a certain income level? Of course, you can grow into such programs but if you're worried about overhead costs right now, opting for lesser priced items may be the way to go.

5. Roll your overhead business expenses into your coaching prices. Every physical product available for sale includes the production costs, delivery costs, and the labor costs for making that product into their pricing. Think of your coaching calls and digital products the same way. Place a value on your expertise and your time, plus calculate your monthly overhead expenses to help determine the costs for your products.

Need Help Pricing Your Services?

For some reason, most of my clients have difficulty pricing their services properly. So many struggle with putting real value on their expertise and end up under-valuing their time and experience. If this is one of your struggles, my RISE Live virtual retreat may be a good fit for you. Email me for info at serena@amazingwomenmedia.com.

Serena Carcasole is a Business Growth Strategist and Money Breakthrough Business Coach. She helps knowledgepreneurs such as coaches and other service based businesses to have standout brands that generates consistent leads and clients on demand .

Get her Visibility Blueprint at www.visibilitymaven.com/blueprint



A woman with long dark hair, wearing a white sleeveless dress, stands on a beach with her arms outstretched to the sides. She is positioned in the center-right of the frame, facing away from the camera. The background shows the ocean with gentle waves and a cloudy sky. The entire image has a soft, warm, golden-brown tint. Overlaid on the image is a quote in white text.

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THAN A WOMAN DETERMINED TO RISE."

- W.E.B. Du Bois

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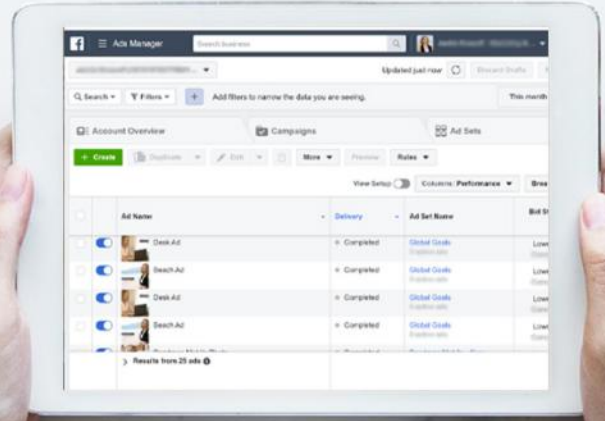




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Mind



FLIP THE SWITCH

Change Your Mindset From Negative to Positive
and Watch the Money Roll In!

BY: SERENA CARCASOLE

Unless you've been living under a rock, you've heard about the power of mindset.

What we believe and think permeates every aspect of our lives. As such, if you have negative thoughts and beliefs about money, it could have a devastating effect on your business success.

A negative mindset may have you thinking that clients won't pay what you are asking, that growing a business is beyond your capabilities, or that you don't know what the hell you are doing. However, these types of negative messages are a result of a negative mindset.

These types of negative beliefs that you have about yourself will crush your dreams and sabotage your business success.

As an entrepreneur, you need to believe in, and own your worth.

You need to ask for rates that you are deserving of – regardless of your prospect's financial status.

Why? Because if you genuinely believe in the value of your products or services, you will present as a confident, highly skilled businesswoman, which will net you high paying clients and a thriving business.

The mind **IS** very powerful, and just like how negative self-talk can make you believe your own lies, positive self-talk can make you believe your own truths!

Living with a constant barrage of negative messages running through your brain in the background is exhausting. And it holds you back from believing in yourself. Some of these negative messages may have started in your childhood. Or perhaps it was because you flunked out of college, or your marriage failed, regardless of how or when, what's important is to get to the root cause so you can pull those rotten roots out, and build a new foundation.

It's time to flip the switch!

GET TO THE ROOT SOURCE OF THE NEGATIVE MESSAGES

First, you need to become aware of the negative self-talk. Be mindful of your language when you say negative things to yourself. When your brain starts to go down that rabbit hole of negative thoughts, you need to document it.

Take a sheet a paper and draw a line down the middle of the page (from top to bottom), making two columns.

On the left column, list all of the negative things that you catch yourself saying or thinking. You'll know it's negative because it will make you feel bad writing it down. Leave the right column blank for now.

Now reflect on where those negative messages could be coming from. Ask yourself the following questions:

- Why did I say that (or think that)?
- Do I honestly believe this?
- Do I struggle with these types of negative beliefs in my personal life – or is this just a business issue?
- Have my parents, partner, friends said these negative things to me before?
- If so, how did it make me feel?

Knowing where your negative mindset is based, you are in a better position to do something about it.

COUNTER THE NEGATIVE WITH POSITIVE

Next, you need to play a detective and poke holes in the negative theories (beliefs) that you have about yourself.

On the right column, think of what your friends and family would say about your negative beliefs.

For example, if you wrote down, "I don't know what the hell I'm doing." Positive people in your life might say that you are "a smart businesswoman with savvy marketing skills and killer writing abilities."

They have just proved that you actually have what it takes to be a successful entrepreneur!

Another example, if you said, "people don't want to pay for my product – they prefer to get it for free." In truth, science tells us that people learn better and take more seriously products and services that they spent money on. And, people often choose higher-priced products and services because they believe it's better quality.

If you say, "Sales are scary! I can't sell anything." The reply you might hear is, "Hogwash! Selling is a skill that can be learned."

Continue your list and change the column headings to "Lies I Tell Myself" (negative things you tell yourself) and "The Truth" (positive reality). You can add to this list when you find yourself getting overwhelmed with negative self-talk.

TRY IT ON FOR SIZE (NEW CONCEPTS/BELIEFS)

To counter the negative messages that your subconscious is telling you, incorporate positive affirmations into your daily routine.

As you are getting ready in the morning, you can say to yourself, "I am powerful, brilliant, and talented. I got this!"

It may feel uncomfortable at first. But try it on for size. Eventually, you will find that the positive messaging fits. More importantly, it will feel amazing afterwards!

You will find that how you feel about yourself will translate into how you will start to **SHOW UP** in your business – as well as your personal life!

Serena Carcasole is a Business Growth Strategist and Money Breakthrough Coach. She helps knowledgepreneurs such as coaches and other service based businesses to have standout brands that generates consistent leads and clients on demand.

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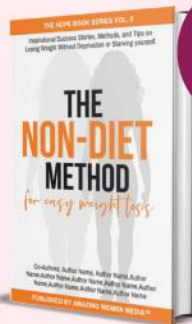
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USING LAUGHTER TO NURTURE MENTAL HEALTH

BY CHERY HITCHCOCK

While it is true that positive thinking is critical to good mental health, it is also true that all of us experience problems in life; from the day-to-day hustle and bustle of living to more serious, life-changing challenges that can seem overwhelming. Laughter helps us to devalue these challenges, helping us to put them in their proper perspective and allowing us to chuckle at the thought that we could never overcome them.

As explained in an article at the website About.com, laughter can distract us from a stressful situation, help us reduce our focus on the negatives of the situation, and can enhance our connection with others in a similar situation.

Distraction: Laughter brings the focus away from anger, guilt, stress and negative emotions in a more beneficial way than other mere distractions.

Perspective: Studies show that our response to stressful events can be altered by whether we view something as a 'threat' or a 'challenge'. Humor can give us a more lighthearted perspective and help us view events as 'challenges', thereby making them less threatening and more positive.

Social Benefits of Laughter: Laughter connects us with others. Just as with smiling and kindness, most people find that laughter is contagious, so if you bring more laughter into your life, you can most likely help others around you to laugh more, and realize these benefits as well. By elevating the mood of those around you, you can reduce their stress levels, and perhaps improve the quality of social interaction you experience with them, reducing your stress level even more!"

All of these positive effects from laughter serve to make us stronger and more resilient, leading to a more positive outlook and improved mental health; the very goal of Positive Psychology as explained above.

Further, by releasing us from our negative thought patterns, humour and laughter open us up to a more spiritual outlook on life. Without the habit of constant negative thinking to create interference for us, our path to spiritual health becomes a much easier road to travel. Meditation becomes much more effective with a relaxed mind, and communication becomes easier for us, through the use of shared humour. Don't you always feel closer to someone with whom you've shared a good laugh?

Read the full article at www.integritycounsellingservices.com/how-humour-generates-a-positive-mindset



Chery Hitchcock is a published author, therapist, coach, public speaker, Clinical Counsellor, and Mind Mastery Coach. Cheryl works with the mind and the behaviours to overcome some of the most debilitating, negative, blocking behaviours that cause stress and stress related illnesses. She is highly sought after and has helped countless people live the life of unlimited success. Her success rate is phenomenal. To learn more visit www.integritycounsellingservices.com



2020: YEAR OF THE HACK ATTACK

BY LAURA STEWART SHORTRIDGE

No doubt, 2020 has been a crazy, upside-down, topsy-turvey year. To use an analogy, let's relate it to computer terms. It appears that the whole world has been hacked by COVID-19 and what has followed in the pandemic's wake.

What does that even mean?

The definition of "hacked" is: unauthorized access to data in a system

For the purpose of this article, our societies, our routines, our very lives are some of the "systems" that have been hacked.

Many of us here in the Amazing Women Entrepreneur Network have lost control of our businesses and even our personal lives. Warning: HACK ATTACK!!! HACK ATTACK!!!

What's an entrepreneur to do? Here are some simple but useful tips to start the process of regaining control.

► **Take a deep breath, calm your mind, and "get into the zone."** Do whatever it takes to get physically relaxed and into a mental state where your brain isn't frazzled. Take a hot bubble bath, jog 5 miles, get a massage, eat a satisfying meal, watch your favorite movie, cuddle up with your hunny... you get the idea. Temporarily take your focus off the problem so you can recharge.

► **Realize that YOU have the power to direct your own thinking AND your own actions.** No matter what happens on the "outside (circumstances, other peoples' actions, etc.), no one can make you feel a certain way or think a certain thought without your permission. That may seem harsh to some, but it's the truth. YOU are responsible for you. Ditch any victim mentality. That only keeps you stuck. Instead, choose to move forward and be a Victor!

► **When you are energized, redirect your energy back to the problem at hand.** Recognize the hack, open yourself to mental flow, and look at it from different perspectives. Re-frame it. Is there a valuable lesson to be learned? Is there an action you can take to re-direct your course to an even better result? My guess is, the answer is YES, you can improve your business and your life by turning the pain into purpose.

► **Find a support group.** Join hands (figuratively, of course... don't want ol' Corona spreading even further!) with others who share your same vision. Other Amazing Women Entrepreneurs, accountability partners, coaches, collaborators, mentors... people who WANT you to succeed. There is power in unity and positive association!

It is my sincere hope that you will take the time to relax, energize, re-direct your focus to creating fantastic results for your biz and your life AND do it with like-minded individuals who will support you on your upward journey.

I wish you all the best! Want more? Email me at: contact@LauraSShortridge.com



Laura Shortridge is an author, creator, and coach who has a passion for helping others develop their unique, divine gifts that only they can offer the world.

www.LauraStewartShortridge.com





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A serene sunset scene with a gradient of teal, blue, and orange. Numerous birds are silhouetted against the bright sun, which is partially obscured by a soft lens flare. In the lower right corner, the silhouette of a person's hand is seen reaching upwards towards the sky. The overall mood is peaceful and hopeful.

Well-being



"THE HUMAN BODY IS THE BEST PIECE OF ART."

- *Jess C. Scott*



Creating Anti Fragile Immunity

By Dr. Melissa Grill-Petersen

Your immune system is your internal first line of defense that is meant to respond to your interaction with the world and environment around you. Each exposure to various stimuli, bacteria or pathogens “teaches” the immune system what to identify as a future “threat” or friend. This ensures a quick and swift future response will be activated, the pathogen neutralized, and the body restored to a thriving state.

A perfect design, until overload, disruption and stress strike activating a chronic hyper-vigilant state that leads to breakdown in the immune system and body leading to sickness and dis-ease.

A key signal to your system activating a change in your immune readiness is found in certain seasons, like fall/ winter. This is a time when the leaves are falling from the trees and less CO2 is able to be absorbed from the atmosphere.

Increased CO2 levels in our atmosphere combined with improper breathing (short, fast into the chest via the mouth vs soft and slow into the belly through the nose) lead to increased CO2 in the body, shown to create a state called hypercapnia. Recent studies have shown that hypercapnia adversely affects innate immunity, host defense, lung edema clearance and cell proliferation.

As the seasons change, now is your time to create your immune defense strategy to support your system to do more than just survive, but rather to THRIVE! Here is your anti-fragile strategy for enhanced health, vitality, and wellbeing.

>> Focus on your breath. This will balance the CO2/ O2 exchange, regulate your nervous system, and enhance your overall health. The normal breath rate per minute should ideally be between 6-9 breaths in and out through your nose. Breathe like a baby, in and out through your nose, never your mouth gently with ease.

>> Get natural morning and evening sunlight. Did you know that the first and last 90 minutes of each day’s light is filled with powerful information for your system? Taking up to 10 minutes to go outside, and sun gaze will support a healthy circadian rhythm, vitamin D and cortisol response (cortisol is one of the most powerful hormones that will when there is too much stress, creates a catabolic breakdown state in your body and immune health).

>>Sleep! If you truly want to help your body be its healthiest thriving self, then sleep must become a non-negotiable. If you get less than 7 hours per night, the impact is clinically shown to have a cumulative negative effect on the function of your immune system and overall metabolic health. Less sleep reduces levels of cytokines, a type of protein that targets infection and inflammation, effectively creating an immune response. Do your best to be in bed by 10, aim for 8 hours of quality sleep in a cool, dark room free of electronics known to disrupt your circadian rhythm.

>> Supplement. This is a much deeper conversation, yet the foundational immune elements are of course, Vitamin C, Zinc and Vitamin D. For advanced strategies, melatonin and nitric oxide are powerful viral protectors and I use peptide therapies with my clients like Thymosin Alpha, BPC- 157 and Selank.

We all want to find a big answer, a pill, potion, or solution “out there” yet that is not where the true answer lies. To truly become anti- fragile, a state of expressing enhanced health, vitality, resilience and thriving that allows us to evolve into higher states of wellbeing we each must begin to curate a state of optimal health within.

Go within, support yourself and health first! Until you do, you will never fully be able to show up and share your gifts, your passion, talents, and abilities at 100%. De-stress, breathe, rest, and allow your body to reset with proper hydration, nutrients, and sleep so you can be the amazingly healthy you, here to make your impact in the world.



For more information or support on how you can unlock your health potential to flourish and thrive, visit; www.DocMelissa.com



How to avoid the trap of becoming a Stay-at-Home Work-a-Holic

By Kylie Mort

2020 has been a year of devastating change and upheaval for most people. The world no longer allows for the routines we once had. What we as Mumpreneurs need to remember is our business is only as strong as the leader who drives it. If we don't prioritize the health and wellbeing of ourselves, our entrepreneurial dream is likely to implode.

Three key actions are pivotal for ongoing commitment, energy, and success. If we commit to these, we can reap the rewards of a work/life balance many women strive for.

Step 1: Define Your Life Priorities. A dream becomes a goal when you write it down. Make it tangible and focus on it to the detriment of all else. What matters? Turn this vision into a mantra and repeat it often, every day. Let it permeate your every idle moment. Feel it soak into your very being as your purpose and then avoid anything that draws you away from it.

Step 2: Schedule Everything. Life as a Mumpreneur is a balancing act. You, your home, and your office are just different departments of the same company. Accept and embrace this compartmentalization and ensure no department falls behind. Business needs diligence, and wellbeing must be prioritized with this same commitment. Schedule your exercise and meditation, as it's necessary for the job! If you can't function, the company doesn't function. You can't pour from an empty cup. And schedule yourself first. How many exhausted women get to the end of the day and never actually make it to that yoga class or eat that healthy meal? Schedule health and wellbeing in the morning, as it will enable you to power through the rest of your day.

Step 3: Celebrate Often! A Mumpreneur is a woman who cannot settle for mediocre. She always considers how she can create more and be more, which is a double-edged sword. Where an onlooker may be inspired and awestruck by what they perceive as an incredible feat of endurance, motivation, or ingenuity; to the Mumpreneur, that is just another day in the office. This can be intrinsically toxic. If we celebrate the little wins, we manifest more to celebrate. If we acknowledge our hard work paying off in the smallest ways, every single day, we will recognize how our path to success is paved in individual stones of discipline, dedication, and persistence.

You are incredibly successful every step of the way. Enjoy the journey. Savour the moments. Acknowledge yourself for being inspiring, empowered, and the phenomenal woman you are. The more joy and gratitude we perceive along the way, the more we will find.

Kylie Mort is an author, educational mentor and performance coach, connecting individuals with inspiration. Find your Call to Connect at <https://bit.ly/2EYw6KY>





IS A 10-YEAR-OLD RUNNING YOUR LIFE?

BY DEB CANTIN

I've learned a ton of concepts and strategies for having a fulfilling life, but none has had more impact than learning about how my thoughts create my results. This concept is as old as the Bible – *“As a man thinketh in his heart, so is he.”* Proverbs 3:7

CONTEXT WINDOW:

EVERYTHING that happens in life is filtered through our minds. It's the pair of glasses we wear all the time through which we see the world.

- Made up of our assumptions, opinions, and attitudes that, over time, become our capital “T” Truths (our beliefs)
- Mostly subconscious and served you at some point
- Not right or wrong
- We want to be right about our context
- Clearly defined by the time we are ten-years-old.
- If never examined, a ten-year-old is running your life!

This learning made me look at my less than stellar results. My failed relationships were men was a good example. For some reason, I seemed to attract the wrong men. So, if it was my thinking that was producing these results, it just made sense that I would look at beliefs that I had about men. What I discovered is that I believed that ALL MEN ARE JERKS. Where did this belief come from? Well, at 10-years old, my father was an alcoholic, my brother was physically abusive, and my dad's best friend sexually assaulted me for years. So, of course, all men were JERKS. How could they be anything but?

HOW TO CHANGE YOUR RESULTS:

1. Pick an area of your life that's not working
2. Examine your beliefs
3. Acknowledge that the beliefs may have worked as a child but are no longer serving you

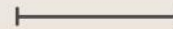
4. Decide to change your mind! A slight shift – I couldn't change my mind to believe all men were awesome! But I could consider that there were some good men in the world.

5. Observe your results, as it will seem miraculous!

Once I went through this process, I began to see good men everywhere. Two examples were my brother-in-law, who got up early every Saturday morning to get my sister Timmy's coffee and my friend who got to sleep in on Sundays because her husband took her kids to the park, etc.

Our brains will draw to us evidence that we are right. Therefore, ask yourself this critical question:

WHAT DO YOU WANT TO BE RIGHT ABOUT?



Deb Cantin has been leading and developing personal development courses over the past three decades and knows that empowering women to create the life they've always dreamed of strengthens families, our communities, our country and ultimately, our planet. If you're ready to say change your Context Window, take advantage of Deb's offer of a free 1-hour call at www.Calendly.com/debcantin/call-to-action Value: \$400



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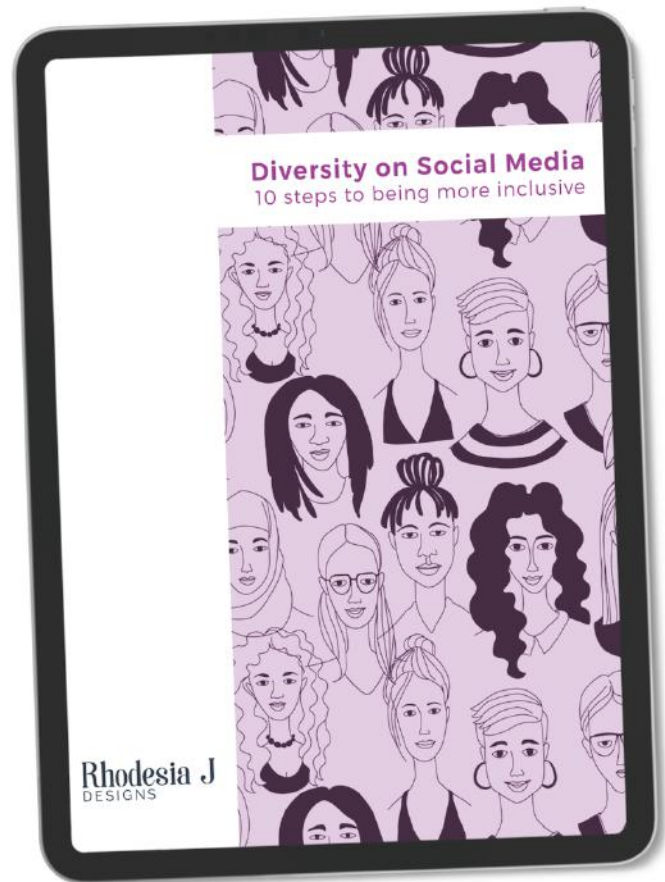


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TAROLOGY™ FOR OCTOBER 2020

BY SUZIE KERR WRIGHT
ASTROLOGER, PSYCHIC MEDIUM

October is laced with so many magical and intense moments. It starts with a bang on October 1 with a Full (Harvest) Moon in Aries. Full Moons bring the energy of culmination, and this one brings big energy. While we really want to get a lot done, distractions can cause frustration, so make sure you've got specific plans for a few days around the Full Moon to work off excess energy. It's always best to go the gentle way with yoga or body-mind-spirit practices, but you may prefer a run in the park or some other energy-burning exercise. Just don't overdo it.

On October 7 Mercury and Uranus line up in an opposition, and this is a perfect time for a social media fast. Seriously. Mental stress is the name of this combo, so don't go all tinfoil hat. Meditation and mindfulness practices are perfect around that date. October 10th brings a lovely Venus/Uranus trine influencing your ability to come up with money-making ideas and finding creative solutions in relationships.

A Libra New Moon on the 16th is the time to set your intentions around partnerships/relationships/bringing peace and comfort into your world and looking at how you can feel more balanced in life. Sometimes in order to achieve balance, we have to have our imbalances cosmically hit us in the head. So while this may not be peaches and cream for everyone, it's an opportunity to turn the ship around. Set intentions in writing, and use "I am..." rather than "I want..." as you write your list.

October 19, we get a break from the tension as Venus forms a trine (an aspect of flow) to lucky Jupiter, then a few days later, Pluto, then Saturn, and for a few days, we get some feel-good, let's get things done as these combinations help us be willing to see what's been weighing us down and where we can release some old thinking that no longer works for us.

And finally, the big day for many fans of all things spooky...HALLOWEEN! This Halloween comes complete with a magnificent Full Moon, which is a Blue Moon because it's the 2nd Full Moon in the month. Not only that, the Sun will have moved into mysterious Scorpio and will set up in opposition to crazy Uranus in Taurus. This is no doubt going to be a super wild Halloween! Oh, and we get an extra hour of it as well. Whether you celebrate at home or outside in some creative, socially distant way, I hope you enjoy the energy. Be careful as some people will literally be as wacked out as werewolves under these conditions, so it's best to know who you're hanging out with. But we will definitely see unique ways of celebrating-possibly more decorations up than ever before as so many are home now. Who knows? Maybe driving around seeing the Halloween decorations will become the new thing-like people do at Christmas. Hey-anyone have a limo? You could have a nice little side hustle this year! Whether you celebrate All Hallow's Eve or not, be careful, be smart and enjoy the beauty, magic and mystery of the autumn season.



Suzie Kerr Wright

ASTROLOGER | PSYCHIC MEDIUM

Dishing OUT cosmic COMMON sense!



Aries (March 21-April 20) The Chariot: You're embarking on a deep journey, and it's going to take all your strength to keep your focus on what the bigger picture is here. Whether you're getting close to paying off a car or a house or simply reigning in spending, the power comes from keeping your ultimate goal crystal clear.



Scorpio (October 23-November 21) The Hanged Man: Instead of asking why ask why not? Things seem to be moving rapidly around you; however, this month, you'll catch more breaks, more business, and make more friends by hanging back a bit instead of pushing out into the world. With so many planets in your sign towards the end of the month, you won't be ignored. Scorpions are magnets-be mindful of what you want to attract.



Taurus (April 21-May 20) Three of Wands: You're on the brink of success when it comes to relationships. An emotional breakthrough on the 7th gives you the push you need to make the big commitment. Singles should do their best to get out and meet others-safely, of course. An out of the blue conversation could lead to a lot more.



Sagittarius (November 22-December 21) King of Pentacles: Your sense of responsibility kicks in as you realize you've gotten yourself into a leadership role almost through luck. But it's not luck. You earned it through your fairness to others. If you're searching for work, seek out positions where you can share your wisdom and knowledge rather than just slot into a mundane position. Even if it's a little left of center, your ideas are kinda gold right now.



Gemini (May 21-June 20) Four of Cups: Unrealistic expectations lead to disappointment. Avoid thinking that something else has to change for things to feel better. If it's time to make a change in your career or some stagnant routines in your life, start the process. You're ready to move on.



Capricorn (December 22-January 19) Knight of Pentacles: Your enthusiasm inspires others now, and you'll find that when you approach things with confidence and decisiveness, others will get on board quickly. Emotional ties feel karmic, and you'll find it much easier to share your feelings-even if you're just getting to know that special someone. Your willingness to open up is new territory for normally reserved Caps.



Cancer (June 21-July 22) Death: Don't be afraid! The Death card in the Tarot represents transformation. It's time to let go of things that no longer work in your life. You're struggling to do it all and be everything to everyone, and now is the time to release anything contributing to that struggle. You've got a nice push from the Blue Moon on Halloween to shift focus to something more creative you've been "dying" to do (see what I did there?).



Aquarius (January 20-February 18) Ten of Wands: You're working too hard. Or is it that you're trying to control everything by not delegating? Take a minute to review how you're approaching projects -personal and professional-and see where you could back down a little. Allow yourself to have some time to have some pure and simple fun. Even if you've got a mountain of responsibilities, take a break once in a while-remember joy.



Leo (July 23-August 22) Queen of Pentacles: You're building on your previous success, and even though your partner or family may feel a little left out, they know you're empowering others, and they support you. Now, if YOU feel a little guilty about working so hard, you can always make some short visits (or extra video chats) to siblings or parents just to check-in. You know how everyone loves to see you!



Pisces (February 19-March 20) The Fool: The Fool lives in the world of imagination and creativity...and faith. You've been experimenting with so many new things, trying this and that to see what really fits. And all of it is coming together at this time. You're being led to make a choice, possibly a major move, so listen to your higher self. The change is coming, so ride the wave to the next phase of your life.



Virgo (August 23-September 22) Nine of Cups: You seem to have the magic touch when it comes to manifesting your dreams. As you share what you've learned with others, your own sphere of influence becomes clear. You have a point of view that others truly appreciate-and feedback you get during October brings that to light.



Libra (September 23-October 22) Eight of Cups: Several situations in your life are coming to natural conclusions, and on the 16th's New Moon, you can begin to see your way forward. Follow your intuition to the next step....and the one after that...and before you know it, you'll have a completely different perspective, and new ideas will be flowing. Just remember, this is a process, so any downtime you need to take along the way is perfectly ok.

Note from Suzie: *The meanings of the cards are infused with my own unique blend of Tarot and real Astrology. Tarot aficionados may find these are not literal interpretations. Do no use these guides as tools to learn Tarot."

Suzie Kerr Wright is an Astrologer, Psychic Medium, Tarot reader, Reiki Master-Teacher and Certified Life Coach. She is available for private sessions, parties and corporate events! <https://astrogirl12.com>



THE THREE KEYS TO BECOMING WHO YOU'RE MEANT TO BE

BY MICHELE DUHIGG

I was 16 years old when my life completely changed (for the first time). I was on a church trip to Six Flags Magic Mountain, and I gave my life to Christ. As amazing and powerful as it was to get up in front of everyone and declare my new-found faith, it also set me on a long road of internal conflict.

I had no doubt there was a higher power, and even more so, a strong calling on my life to make an impact in the world. However, I struggled with religion's restrictions and how church leaders focused more on the consequences of doing something "wrong" rather than the intuitive power and freedom that was part of a spiritual journey.

Early on in college, I joined a very tight-knit church and spent most of my time going to church, studying the Bible, and inviting others to join me. But my senior year, everything changed when I discovered the church I had devoted three years to was, in fact, a cult! It was incredibly shocking. Not to mention, I felt betrayed not only by the church and my friends but also by God.

It took years to process my experience in the cult and what it meant for my spiritual journey. I was no longer trusting of any church, as I saw them as being run by sinful and corrupt men. Despite my trust issues with organized religion, I knew there was still more to life than the physical things I could see.

I discovered the Law of Attraction and the Law of Assumption. I immediately saw a correlation between the science-driven, spiritual world and the teachings I had learned in the church. However, this time I wasn't looking outward for guidance and acceptance. I was looking inward. It was a miraculous ah-ha moment for me, as I finally felt like I had learned the true meaning of life.

It's all about mindset and perspective!

As a mindset and empowerment coach, I help women look inward to overcome obstacles by using my simple three-step system: Reflect, Reset, Rewire.

I am grateful to be able to share my three-step system with you! I hope it helps you to not only overcome obstacles but also to become a stronger, wiser, more resilient, and more aligned version of who you are meant to become: <https://www.duhiggcoaching.com/freebies>



Michele Duhigg is an empowerment coach that helps her soul sisters overcome obstacles to live a purpose-led life of fulfillment, freedom, and abundance!





THE ART OF MANIFESTING: ARE YOU READY TO RECEIVE?

by Raiszs Toerab

Have you ever tried manifesting something big that didn't work?

Do you want to know why? The Laws of the Universe is becoming more well known, as it helps you to manifest whatever you want whenever you want. But why doesn't it work for you? Why do you keep asking, believing, letting it go, and still never receive it?

The reason why is that you are not ready to receive it **yet**.

For example, you ask for your dream house at your current being, and if you have received this immediately, you may have received big problems.

Why?

Because you couldn't afford to maintain it, so you would have found yourself in big debt. Maybe your mindset would shift negatively because you didn't have the right mindset to begin with, or you would get in a fight with family. In other words, it would not have ended well for you.

That is why the Universe works as follows:

1. It receives your message with your desire.
2. It understands what you want and is now looking at your current life.
3. It recognizes you are not ready to receive it yet.
4. It sends things and opportunities your way to help you in your growth to make you ready.
5. You have, at that moment, a choice, such as asking yourself, "will I make myself ready?" Only you are likely not aware of this, so it's more like asking yourself, "am I taking this opportunity or not?" The Universe tries something else.



6. When you take on an opportunity, the Universe brings to you on your path, and you can grow. And the Universe will make sure to send you enough possibilities to grow to where you have to be.

7. The Universe sees that you are almost ready and gives you a final test to see if you are falling back easily or have really grown.

8. When you passed the test, you will go to the next phase, which is the last step to your readiness.

9. You are entirely ready to receive what you have asked for, you have changed, you have grown. You are a new person right now, and that is when you will receive what you have asked for.

10. Something will come easily on your path, and everything will flow easily and effortlessly to receive it. **And that's what is called Divine Timing!**

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DO YOU HAVE A DREAM SO BIG IT SCARES AND THRILLS YOU AT THE SAME TIME?

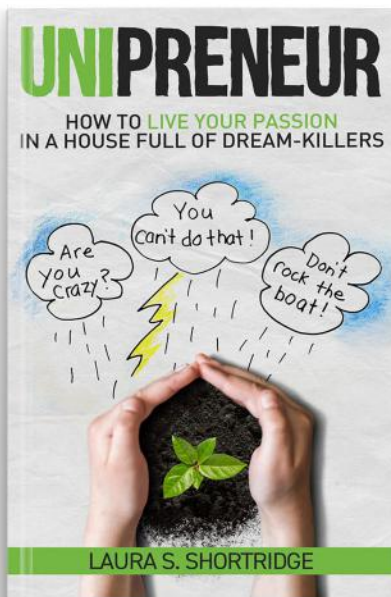
Have you shared your dream with someone you love, only to be laughed at or told you're crazy? Don't let that Dream-killer stomp out your passion or zap it into dormancy. Chances are your loved ones don't want to see you hurt and they don't know how to communicate their caution.

Married nearly forty years and mother of six, Laura S. Shortridge has confronted her own share of Dream-killers. As an author and business owner, she has condensed almost two decades of sloshing through the muck to provide a clean jumping point for others.

By reading *Unipreneur* and implementing the Action Steps in each chapter, you can:

- » Develop personal attributes and habits to achieve success regardless of in-house Dream-killers
- » Gain powerful insight into how the Dream-killers tick, resulting in empowered ways to engage them
- » Build a support system, including like-minded, passionate fellow travelers and mentors, who continually help you reach new heights

Learn how to pursue your Dreams AND keep strong family relationships. You don't have to choose between your passion and your loved ones.

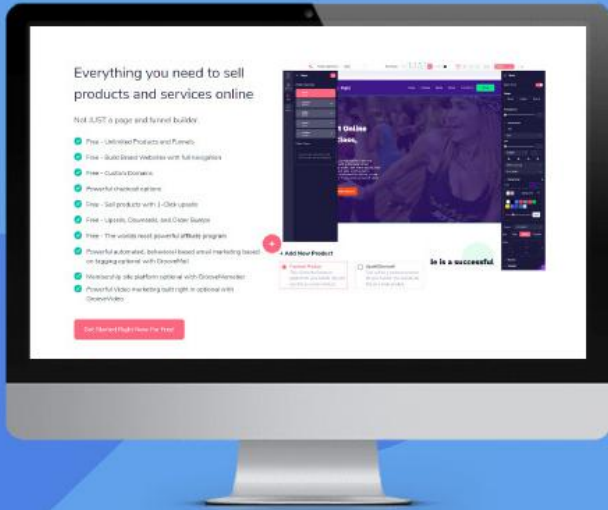


LAURA S. SHORTRIDGE is an ordinary person with extraordinary dreams. Her proclaimed passion in life is to inspire others to achieve their dreams through her writing, speaking, music, and visual expression. In Laura's view, every moment is a cherished treasure.



Disclaimer: This book is NOT about how to leave your family or divorce your spouse in order to follow your dream. It IS about gaining the courage and know-how to pursue your passion while at the same time nurturing deep relationships with your Dream-killers.





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Recipes



HALLOWEEN STUFFED PEPPERS

Ingredients:

- 6 medium sized orange bell peppers
- 2/3 cup long grain white rice
- 1 Tablespoon avocado oil or other healthy cooking oil, plus additional for coating sheet pan.
- 1 1/4 pound lean ground beef ground turkey, or ground chicken
- 1 medium yellow onion diced small
- 3 garlic cloves, minced
- (1 Tbsp) 1 (14.5 oz) can petite diced tomatoes, drained
- 1 (8 oz) can tomato sauce
- 3 Tbsp minced fresh parsley, plus more for garnish
- 2 tsp Italian seasoning
- 1 cup shredded mozzarella cheese



Directions:

1. Preheat oven to 400 degrees. Cook rice according to package instructions.
2. Meanwhile, trim about 1/4-inch from tops of bell peppers and then remove stems, ribs and seeds. Fill a baking dish large enough to fit peppers with about 1/2-inch of water.
3. Place peppers upside down in water, cover with foil and bake 20 minutes.
4. Meanwhile heat olive oil in a large non-stick skillet over-medium high heat. Add onion and saute 3 - 4 minutes. Move onions to one far side of the skillet. Add beef in chunks, season with salt and pepper then let sear until browned on bottom, about 3 minutes
5. Break up beef and toss with onions and continue to cook 2 minutes, add garlic and cook until beef is cooked through, about 1 minute longer. Remove from heat, drain off excess fat.
6. Stir in tomatoes, half of the tomato sauce (about 1/2 cup), cooked rice, parsley, Italian seasoning and season with salt and pepper to taste.
7. Reduce oven temperature to 350. Turn peppers upright, sprinkle inside peppers lightly with salt and fill with beef filling. Pour remaining tomato sauce over peppers. Cover with foil and continue to bake 20 minutes.
8. Remove from oven, sprinkle with cheese, return to oven and bake until peppers have reached desired tenderness, about 10 - 20 minutes longer. Sprinkle with parsley and serve warm.



CAJUN ROASTED PUMPKIN SEEDS

Ingredients:

- 1-1/2 cups raw pumpkin seeds
- 3/4 Cajun seasoning, or to taste
- 1 Tbsp butter, melted
- salt to taste
- 1 tsp paprika
- 2 dashes Worcestershire sauce

Directions:

- Remove seeds from your pumpkin and place in a colander. Place colander in your sink and rinse with water, removing as much of the stringy pumpkin guts as you can. Pour seeds on to a rimmed baking sheet and allow to dry overnight. The following day, pick out any remaining pieces of pumpkin.
- Preheat oven to 300 F degrees.
- Toss pumpkin seeds with paprika, Cajun seasoning, and salt until coated. Mix Worcestershire sauce with melted butter in a small bowl, pour over seeds, and stir to combine. Spread seeds onto a baking sheet in a single layer.
- Roast seeds in the preheated oven until browned and crunchy, 45 minutes to 1 hour; stir and turn seeds several times during roasting.





HALLOWEEN MINISTRONE SOUP

Ingredients

- 4 tablespoons extra-virgin olive oil, divided
- 1 medium yellow onion, chopped
- 2 medium carrots, peeled and chopped
- 2 medium ribs celery, chopped $\frac{1}{4}$ cup tomato paste
- 2 cups chopped seasonal vegetables (potatoes, yellow squash, zucchini, butternut squash, green beans or peas all work)
- 4 cloves garlic, pressed or minced $\frac{1}{2}$ teaspoon dried oregano $\frac{1}{2}$ teaspoon dried thyme 1 large can (28 ounces) diced tomatoes, with their liquid (or 2 small 15-ounce cans)
- 4 cups (32 ounces) vegetable broth
- 2 cups water
- 1 teaspoon fine sea salt
- 2 bay leaves
- Pinch of red pepper flakes
- Freshly ground black pepper
- 1 cup whole grain orecchiette, elbow or small shell pasta
- 1 can (15 ounces) Great Northern beans or cannellini beans, rinsed and drained, or 1 $\frac{1}{2}$ cups cooked beans
- 2 cups baby spinach, chopped kale or chopped collard greens
- 2 teaspoons lemon juice

Step 1

Warm 3 tablespoons of the olive oil in a large Dutch oven or stockpot over medium heat. Once the oil is shimmering, add the chopped onion, carrot, celery, tomato paste and a pinch of salt. Cook, stirring often, until the vegetables have softened and the onions are turning translucent, about 7 to 10 minutes.

Step 2

Add the seasonal vegetables, garlic, oregano and thyme. Cook until fragrant while stirring frequently, about 2 minutes.

Step 3

Pour in the diced tomatoes and their juices, broth and water. Add the salt, bay leaves and red pepper flakes. Season generously with freshly ground black pepper.

Step 4

Raise heat to medium-high and bring the mixture to a boil, then partially cover the pot with the lid, leaving about a 1" gap for steam to escape. Reduce heat as necessary to maintain a gentle simmer.

Step 5

Cook for 15 minutes, then remove the lid and add the pasta, beans and greens. Continue simmering, uncovered, for 20 minutes or until the the pasta is cooked al dente and the greens are tender.

Step 6

Remove the pot from the heat, then remove the bay leaves. Stir in the lemon juice and remaining tablespoon of olive oil. Taste and season with more salt (I usually add about $\frac{1}{4}$ teaspoon more) and pepper.





SWEET POTATO CHIPS

Ingredients

- Sweet potatoes
- olive oil
- Pink Himalayan Salt or Sea Salt
- Optional: pepper

Instructions:

Preheat your oven to 300 degrees F. Line your baking sheets with parchment paper. Use a mandolin slicer to cut the sweet potatoes into paper-thin round slices. You can use a knife if you don't have a mandolin slicer.

Add the sweet potato rounds into a large bowl and add the olive oil. Gently toss to coat every piece with oil. Then lay the sweet potato rounds out on the baking sheets in a single layer.

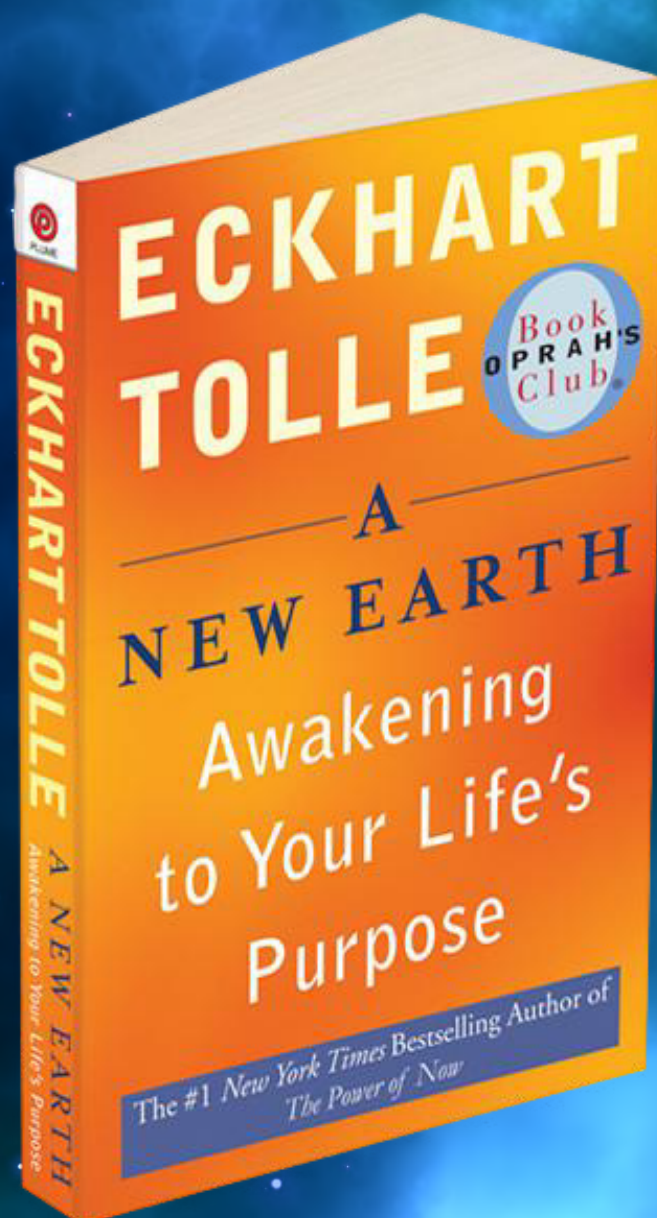
Sprinkle the chips lightly with Pink Himalayan Salt or Sea Salt (optional black pepper). Bake for approx. 20-25 minutes until crisp and golden around the edges. Remove from the oven and cool for 5 minutes on the baking sheets. Then move the chips to a bowl, or plastic bag to store. If you find a few chips with soft centers, pop them back in the oven for another 5 minutes or until crispy.



BOOK SPOTLIGHT

By Christine Morrell

A New Earth: Awakening to Your Life's Purpose by Eckhart Tolle



If there was ever a time for us to take control of our lives and end our suffering – it's now! That is why I have chosen New York Times Best Selling book, *A New Earth: Awakening to Your Life's Purpose*, by Eckhart Tolle.

You may have heard of this popular Oprah Book Club selection (unless you were hiding under a rock in 2008). Oprah loved it so much she created a global web series as a “wake-up call” to the entire planet.

OUR MINDS

According to Tolle, our minds are responsible for the constant misery, pain, and conflict that we find ourselves in. When we are stuck in the past, busy obsessing over the future, or worrying about something, we allow our ego to dominate us and run the show. This process takes us away from feeling happy and fulfilled in the present moment.

For years, personal development (self-help) books have been flying off the shelves. Despite our valiant effort to “fix” ourselves, our self-destructive habits are destroying our lives and threatening humanity's survival, as it is all being fueled by our ego. In an attempt to learn more about ourselves, the ego tricks us into thinking that knowing ourselves is the same as knowing about ourselves.

THE EGO

The ego keeps us wallowing in our thoughts, opinions, and feelings. But this is not who we are.

The ego-driven over-thinking causes us to alienate ourselves and sit in our suffering. Ruminating over painful events from our past, creating stories, and speculating about other people's involvement (or intentions) fuels resentment and anger within ourselves.

We feed our ego every time we identify ourselves as (“I”) – or by our wealth, material possessions, accomplishments, and our backgrounds. But this is not who we are. Releasing our ego is about more than just giving up our attachment to material goods or our obsession with reliving our “glory days.”

To “fix” what feels broken within ourselves, the ego has us look to people and things that are outside ourselves. But the answer is not outside ourselves. It is within.

We must shift our awareness and detach ourselves from our thoughts so that we can analyze them.

If the ego is the source of our discontent and feelings of insecurity and anxiety, releasing it is the key to our happiness. Therefore, we need to simply let go of the incident (or the bothersome thoughts) and return to the present moment.

We can always find peace and inner aliveness in the present moment. To get there - just breathe.

BE PRESENT

Focusing on our breath will help us to reconnect with being present.

Breathing ignites our inner aliveness – especially when we do with intention.

The best way to become present is through meditation. If you do not already have a meditation practice, start one. It will change your life

LIFE PURPOSE

We all have an inner and outer purpose.

Tolle says we all share the same inner purpose – to become present and enlightened. Being aware of this inner purpose is vital. Awakening and experiencing a change in consciousness enables us to separate thought from awareness and elevates our state of enlightenment so that we are present. When we are present, we are conscious, but without thought.

ENLIGHTENED LIFE

The two main elements of living an enlightened life are acceptance and enjoyment, as our motivation to act will stem from enjoyment rather than feelings of desire from this state of enlightenment.

Despite our circumstances, and the crazy world in which we live, we need to learn how to enjoy and accept life as it is right now.

Acceptance

Acceptance is the willingness to do whatever you need to do in the moment. It is important to perform the task while in a peaceful state. We must do this even when tasks are not inherently enjoyable and especially if they typically cause you stress or anxiety. The aim is to reach a state of mind where we can accept the task and be at peace with it.

Enjoyment

The good news is that enjoyment happens naturally when we focus on the present moment. When we are present, joy moves through our body, which is the joy of consciousness!

If you cannot bring yourself to enjoy – or at least accept – what you are doing, it is vital that you stop the activity. To carry on without a joyful or accepting mindset, you are surrendering responsibility for your state of mind. And your state of mind is the one thing you have true control of in your life. So do not surrender control of it, as only you can control how you deal with the situations that life presents.

SUMMARY

To let go of our ego, we must learn about its destructive nature. When we do this, we experience an enlightened life full of the satisfaction of non-judgement, non-resistance, and non-attachment.

Our life will flow, and we will be happy. By releasing our attachment to the ego, we will achieve internal joy and greater world peace.



Eckhart Tolle



Christine Morrell

Christine Morrell is a ghostwriter, copywriter, and editor with 18 years of content creation and professional communications experience working in the corporate, public, and non-profit sectors. Christine is passionate about writing, as she believes in the power of words. She has her Bachelor of Arts degree in Professional Communications.

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WHAT IF YOUR BUSINESS HAD AN APP?

**YOUR
APP**



ARE MOBILE APPS THE NEW WEBSITE?

THE FACTS:

The marketing tools entrepreneurs & organizations use are outdated.

- It's getting harder and harder by the minute to reach people organically on Facebook & Instagram. WHY? Because Facebook is an Advertisement Agency. Facebook makes money off of it's customers running ads. Sadly, that's left us business owners with less than 1% of our audience seeing our stuff. (Which ultimately means: No engagement; No sales.)
- Then we have email marketing which isn't that much better; especially when 50% of emails go straight to spam and another 40% don't even get opened! :(
- It's no wonder entrepreneurs are fed up, frustrated, and (often) ready to give up!



>1%



CAN YOU RELATE?

So often these problems with social media & email marketing cause us to turn to: Podcasting, Ads, LinkedIn, Blogging, Messenger Bots, Texting, YouTube, Etc...

... Yet after hundreds of hours wasted, we realize that those platforms rarely work either.

IF ONLY THERE WAS A PLACE WHERE...

1. **Anyone can easily access the platform in seconds** (Like social media)
2. **You control the platform & the content** (Like your website + email)
3. **Reminders & Messages Get Delivered every single time** (Like text messaging)

ENTER: MOBILE APPS



App Store



Google Play

THIS IS... ~~Social Media Marketing ... Email Marketing~~ ... **MOBILE APP MARKETING**

READY TO LEVERAGE YOUR AUDIENCE & ENGAGEMENT?

Book a call with Matthew today and see if apps are the right solution for you & your business!

Book your call today at: 22apps.com/Win

WHY MOBILE APPS:

Mobile apps are fundamentally the ideal marketing & engagement tool for all business owners.

- While users spend 3-4h per day on their phones, **90% of that time is consumed INSIDE mobile apps** (whereas only 10% of that time is spent on the mobile web). This means most marketers are missing out on 90% of total traffic by users! (More mobile attention = More sales)
- This happens because mobile apps take up what's called "**Physical Screen Real-Estate**" on a phone. In other words, it's there. In front of them. WITH your branding 24/7 (Where they can easily tap to see whats new/what they can learn, and ultimately choose to work with you!)
- In addition, even if people forgot to open the app daily / weekly to engage in your message & brand... You have the power of sending **Push Notifications** to all users with the click of a button to say "New video available now!" or "Opening up 5 spots for calls this week!" or anything else to draw in + engage + create sales!

WHAT GOES ON MY MOBILE APP?

Your app is a resource for your clients & potential clients to access all things YOU! We recommend including:

- Videos
- Audios
- Articles
- Funnels
- Courses
- Tips & Tricks
- Podcast
- Member's Stuff
- Events
- Downloads
- Education
- **And More!**

AREN'T APPS EXPENSIVE...?

Up until recently, mobile apps have cost upwards of \$40,000+ to build.

We noticed this challenge for organizations and decided to create a brand new software platform called "22apps" that allows anyone to build & update their own mobile app without learning a single line of code (And for less than a fraction of the price!)

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Live The Freedom Lifestyle!



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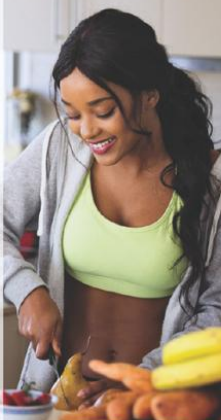
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PRECISION

Our coaches understand genetics, and epigenetics as well as how to apply these in their coaching practice. In assessing a persons genetic data paired with their lifestyle, our coaches are able to design individualized plans for enhanced health and optimization.



PERFORMANCE

The human system is not limited, in fact, it is limitless. Our coaches are trained in the most advanced epigenetic strategies, and technologies to expertly guide their clients into optimal states of physical and cognitive performance for peak results.



POTENTIAL

Each individual has within them the ability to create a thriving life. Epigenetics is providing the scientific evidence behind what makes this possible. Be a part of our global tribe of change agents and support your clients to harness their limitless potential.

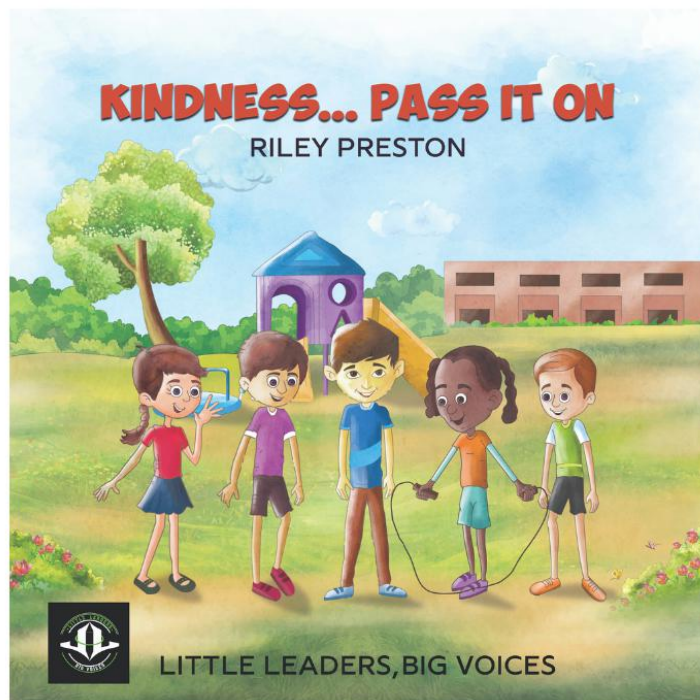




The world needs your kindness, your voice, your leadership... help us spread kindness everywhere!

In this inspirational new picture book, the author Riley Preston, age 9, explores the many ways one person can make a huge difference. Starting at a new school, Riley finds it difficult to make friends until he discovers that one small act of kindness can have a ripple effect and impact the lives of many. Everyday, we all have the opportunity to make good choices. When we choose to show kindness to others, above all else, we will quickly learn that we are capable of making the world a better place... one random act of kindness at a time. There's never been a better time to be kind to others, to have a voice, and to be a leader. You can make a huge difference.

Help us spread kindness EVERYWHERE!
Kindness... Pass It On!



"Kindness..pass it on! is a thoughtful yet simple story about a young boy who discovered that kindness can be a great way to make friends and cope with loneliness. As a therapist, I always suggest young people should do random acts of kindness because it's a great way to build friendships. I can't wait to share this story with my clients!"

- Audrey Grunst

Therapist and Owner of Simply Bee

Kindness... Pass it on! is a beautiful story that shows the ripple effect of kindness that children can relate to. From the moment that Riley picks up Bella's fallen book at the bus stop, I could visualize the children moving through their day. As we see, each interaction provides us an opportunity to make a difference. A quick and inspiring read to spark discussion and renew hope.

Colette McGuire

Yoga, instructor, meditation guide, wellness coach

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