



Welcome to the October/November edition of Thriving Women Magazine!

With the busyness and overwhelming responsibilities of the holiday season soon upon us, the theme for this magazine issue is stress.

This month we have featured Business
Optimization Expert Angelica "Andie" Monet.
Known as the "Take Action" Business
Solutions Doctor, Andie diagnoses systemic
challenges in business growth and finances
and customizes a treatment plan so that
owners can move from fear and confusion to
clarity, confidence, and a thriving business
today and for the long-term.

Andie has advised Fortune 500 companies, foreign and domestic governments, and small businesses. Her impressive business career spans over 30 years in 22 industries, ten countries, and almost 1,000 clients, including multi-billion-dollar companies such as Monster Beverage Corporation, Monster.com, World Bank, U.S. TDA, U.S. AID, National Science Foundation, and Hollywood producers and musicians.

Andie is passionate about helping women overcome their business challenges with inspiration, love, support, and guidance, as well as tools, tips, resources, and training. She's committed to helping them reduce or eliminate unnecessary pitfalls while also understanding how to identify and prepare for future challenges. Andie uses her three decades of knowledge and experience, applying the same systems, insights, and elbow grease that has rebuilt nations and

helped corporations and small business owners move strategically, confidently, and competently grow their business with explosive profits. She firmly believes in taking action and sees her "mistakes" as opportunities to "fail forward."

If you want to learn more about Andie Monet, check out her article and our "Cover Girl" feature in this month's issues of Thriving Women Magazine.

Amazing Women has a lot of exciting activities and programs cooking! So, be sure to look out for a new website and programs focused on building wealth for women entrepreneurs across the globe. Plus, there will be exciting business opportunities and much, much more! ** STAYED TUNED!**

We have limited spots remaining in our new RISE Inner Circle. RISE (Reach + Impact + Solution + Empower) is a one-year program that began in September. RISE Inner Circle focuses on building a magnetic brand, authority in your industry, and a large audience of hot leads. You will also learn how to build multiple income streams and to have multiple six-figure businesses. To register and check out our amazing testimonials, visit, www.amazingwomenmedia.com/rise-enroll

Stay tuned for our soon-to-be-launched new Rise + Lead Podcast, where you will Build your REACH, Make an IMPACT by Being a SOLUTION to your audience's problems, and EMPOWER them to take action. Stay tuned for updates!

Speaking of podcasts, check out our Women in Podcasting magazine feature, recommending podcasts by Jennifer Henczel.

Have you joined our Amazing Women Networking and Visibility Club? This incredible club provides a community of talented women who support and challenge each other to become better versions of themselves. Community members get increased visibility, establish themselves as authorities in their fields. and uplift their business with a new audience of superfans (who are eager to buy their next offer). We offer challenges, weekly laser networking calls, guest minimasterclasses, courses, and much, much more! We are so confident you will transform into an inspirational leader who inspires her sisters to shine, that we are offering you a 5-day publicity challenge and a time-limited 30-day FREE TRIAL! Don't miss out! Sign up now! Visit www.amazingwomen.club for more details.

If you are a new reader of Thriving Women Magazine, it's best to access the magazine from a computer as we have optimized your viewing experience by creating live hyperlinks throughout the magazine so you can easily access the accompanying audio and video files.

Our sincere hope is that you enjoy reading our monthly digital magazine, featuring our five pillars of business, money, mind, body, and spirit.

We are very proud of the women who continue to contribute by generously sharing their stories, talent, and wisdom.

We need your voice! We are very grateful for the positive feedback that we have received. So, drop us a line and tell us what you like, love, and want to see more of. We will continue to deliver powerful content that resonates, inspires, and educates.

As always, thanks to the incredibly hardworking, generous, 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.

Wishing you and your family a Happy Thanksgiving.

Love,

Serena Carcasole

- Income Acceleration Coach
- Founder and President of Amazing Women Media
- Host of Amazing Women of Influence Podcast and Summits
- Founder of the Amazing Women Entrepreneurs Network (AKA The Visibility Maven formerly known as Virtual Business Solutions On-Demand)
- Creator of Rise Inner Circle and the Get Visible, Get Clients, Get Profitable Blueprint



FOUNDER AND EDITOR IN CHIEF



Serena Carcasole

Money and Marketing Breakthrough Coach and Visibility Expert Serena Carcasole is deeply passionate about empowering women to thrive personally and professionally. A best-selling author and renowned podcast host, she has helped hundreds of service-based women entrepreneurs build stand-out brands, build large email lists, and scale their businesses to six-figures.

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MEET THE TEAM



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Christine Morrell is a published ghostwriter, copywriter, and editor with 21 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. cmorrell@mail.com



WEB DEVELOPER & DIGITAL CREATIVE ASSISTANT

Angelic Sanoy

Angelic Sanoy successfully managed and created different web and digital marketing projects for clients of various sizes, from Fortune 500 companies to small startups. She also teaches web designs hacks in YouTube, which she enjoys balancing with being a mother to her son. To learn more about Angie, visit bookwormhead.com or email hi@bookwormhead.com

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Amazing Woman of Influence

FEATURING ANDIE MONET

Angelica "Andie" Monet is a Business Optimization Expert who has advised Fortune 500 companies, foreign and domestic governments, and small businesses for over 30 years in 22 industries, ten countries, and almost 1,000 clients. With over three decades of knowledge and experience, Andie applies the same systems, insights, and elbow grease that have rebuilt nations and corporations to help small business owners move strategically, confidently, and competently grow their business with explosive profits.

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Q: Difficult situations are inevitable in business. So what keeps you going when things get tough in your business?

A: I believe there are three important things to know, which I tell business owners as much as I can:

- 1. Remember your reason and your "why." Of course, many people won't support you because it's not THEIR vision. It's yours.
- 2. Owning a business is a journey. So don't feel like you have to know it all because you won't. There will always be something to learn.
- 3. When you can move from "making a buck" to "making a difference," that's when challenging days become unnoticeable. After that, everything else falls out of vision.

Q: Share one tip with our readers that can help them uplevel their business

A: Take Action. It's vague. I know. But it's powerful to make one action, no matter how small, towards your goals. It can be as small as sending an email or doing a five-minute Google search. It could even be writing one or two words on a sticky note and putting it in your bathroom mirror to remind yourself every day of something important.



Q: How did you start your Entrepreneurship journey?

A: I started my first business when I was 16 years old because I was homeless. My single mom had abandoned me, and I needed a way to survive. But at 16, no one wanted to hire me. So, my solution to my situation was to start a business.

Q: Which social media outlet do you thrive with most?

A: I love Instagram because I love being able to share small bits of motivation and quick business tips.

Q: Which people have had the most influence on your growth and why?

A: Even though my mom abandoned me at 16 years old, at a very young age (five years old), she taught me that I was smart enough and strong enough and could do anything. She might not have said it, and yes, she expected it, but looking back, I realized how important and impactful her belief in me was.

Q: Which books have had the most influence on your growth and why?

A: I love books, reading, and learning, so I've had many books that have influenced me. Besides the Bible, one book that changed my life was by Grant Cardone, The 10X Rule: The Only Difference Between Success and Failure. Although I didn't even choose the book, a friend who cared about my success purchased it on my phone, and I listened to the audio version. I don't think I would have "read" it otherwise.

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Q: If you could go back in time and start all over again, what would have you done differently

A: My "mistakes" were more around "failing forward," and I'm glad for all of them. However, there are two things that I would have recognized much sooner: First, to acknowledge my strength, which I did not realize until decades later. I didn't realize how valuable my interests, strengths, hobbies, and childhood revolve around science, engineering, and problem-solving, which I use to optimize businesses in ways that many people don't recognize or realize. The other was redefining what a "salesperson" is. None of the "traditional" sales training worked for me. I had to create a whole new methodology that fit me as a modest, soft-spoken, introvertive woman.

What are the most common objections you get about buying your product/service? How do you answer them?

A: I am always "too expensive," but once I explain the benefits, the money moves from a "cost" to a "value." For example, who wouldn't pay \$1 to get \$100 in return? So, it's not about "an objection" as much as explaining the solution in a way that they will hear and understand.



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3 CRUCIAL MAKE-OR-BREAK LESSONS TO become successful

FEATURING ANDIE MONET

1. IT'S A JOURNEY

Being an entrepreneur or business owner is a journey. It is never a destination. The journey is more than just about business growth or increasing revenue or profitability. It is a journey of understanding, challenges, realizations, commitments, determination, willpower, and problem-solving.

It is easy to miss, or not even realize, that your personal journey and mindset come before the journey of your business success. In fact, your business success journey depends on your growth journey as a person and business owner first. For some, the mindset is strong enough to start a business. But at some point, you must continue your mindset journey to create continued success in your life and business.

2. PERMISSION TO NOT KNOW EVERYTHING

So many, if not most, business owners go into business thinking that they need to know everything about owning a business. When they realize that they don't, one of three feelings happens. They either feel embarrassed, like a failure or very stressed. In reality, no one will ever know everything about owning a business. Learning will always be a part of owning a business, especially a successful one.

It is common and normal for people to start businesses to do what they do. For example, people who are good with software development create software development companies. People who do accounting start accounting firms. But rare is the person who ALSO knows HOW to actually operate a business, the business of "running a business."That being said, it is important to give yourself permission and realize that that part of the business, no one ever knows before they start. This is part of the journey as well.

3. TAKE SMALL ACTIONS

Many days are already full before you even start the day. So often, many plans, ideas, and goals are constantly and easily postponed to make room for "today's" fires and immediate to-do's. This does not go away easily. However, when you are in this situation, and believe me, you will be at some point, it is very powerful to take conscientious action. What this means is to take at least one action towards short-term goals and one action towards long-term goals.

The action can be as small as writing something on a sticky note, doing a five-minute Google search, or sending an email. Each time you do this, not only do you get measurably closer to your goals, but you also gain momentum, have an increasing feeling of confidence for the day, and make progress in your day before the day gets away from you.

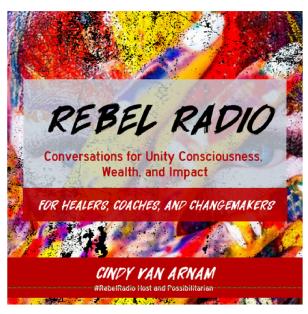
Andie" Monet is a Business Optimization Expert who has advised Fortune 500 companies to 1,000s of small businesses for over 3 decades.

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Women in Podcasting BY JENNIFER HENCZEL

Podcasts are a great way to learn, get informed, and be uplifted. You can listen while driving, doing chores, working, walking, or getting your jam on at the gym. Podcasts are also a way to get and stay connected with today's top thought leaders and changemakers. I choose to think opportunities flow my way, and I want to open the door and share these amazing women and their podcasts with you. Who knows what can happen when you learn new things and connect with new people. So here is this month's selection of inspiring podcasts. Connect with each of these amazing women podcasters to expand your network:



Rebel Radio Cindy Van Arnam

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anchor.fm/cindy-van-arnam



A.L.I.V.E.

Jessica Silverman

From the corporate to the creative life, Jessica Silverman stepped away from a six-figure career in venture capital in San Francisco to start her own venture - all inspired initially from a podcast! Check out how this powerful show full of golden nuggets can help you learn how you can come ALIVE in your creative prowess while creating financial + energetic flow. Each episode of the A.L.I.V.E. podcast will help you uncover the secrets to debunking the "starving artist" myth!

www.podpage.com/alive-with-jessica-silverman



Big Fat Lies Show Jennifer Cramer Lewis

Hello Beautiful. Are you ready to banish burnout and embrace your brilliance? Success Sorceress Jennifer Cramer Lewis believes that now more than ever, is the time for you to open your eyes to the Big Fat Lies stopping you from being happy, healthy, wealthy, and brilliant in all areas of your life. Part cautionary tale, part practical magic, Big Fat Lies invites you to laugh at limitations and embrace all the fun and fortune you came to experience here on Planet Earth. Set your alarm to listen live at 1 PM Pacific and 4 PM Eastern in the studio audience.

https://bfls.jennifercramerlewis.com



Life, Lemons and LemonDrops Podcast Whitnie Wiley

Decades ago, sisters Greer McVay and Whitnie (McVay) Wiley dreamed of hosting their own radio show. But, as happens to lots of young dreamers and their dreams, life got in the way. But, despite the ups and downs, challenges and trials, Greer and Whitnie learned some lessons in their heartaches and painful moments. Those lessons beckoned them to revisit that dream, and the Life, Lemons & LemonDrops podcast was born. Every week, whether alone, as a pair, or with guests, they discuss the sweet highs, sour lows, and every drop of life in between. Listen weekly as Greer, Whitnie, and their guests use wit, wisdom and relatable stories to help you shake and stir your own lemons into lemon drops.

https://www.lifelemonslemondrops.com

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https://www.inspiredinfluencers.com/free-downloads

Promotional Strategies that Grow Your List and Generate Revenue

BY SERENA CARCASOLE

As an entrepreneur, you know how important it is to grow your email list.

You've no doubt tried all the usual strategies, such as offering a freebie through a pop-up or sidebar form, hosting a free webinar, or maybe even running a Facebook or Instagram ad. Unfortunately, while they can bring you some success, these techniques are not going to provide you with a ton of new subscribers.

Up until Google made changes, content marketers could successfully syndicate their content on websites such as Ezine Articles or guest blog posts. But now, similar efforts don't net the same great results.

However, there is one up-and-coming publishing platform that looks promising - LinkedIn.

LinkedIn Publishing's New Blogging Tool

You may have a personal or business profile on LinkedIn, but did you know they allow for long-form posts on their new blogging tool?

It allows you to include images, calls to action, keyword tags, and much more. So if your audience is on LinkedIn, it's well worth your while to check LinkedIn and use it in your content marketing strategy.



Like with your other content, the key to success is posting consistently. The more content you release, the more results you'll see. For best results, drive traffic directly to an opt-in page.

Leveraging Other Entrepreneur's Lists

Asking a fellow entrepreneur to allow you to promote to their audience can provide you with a ton of new traffic —especially if that list owner is well respected and has a responsive list.

But many new entrepreneurs may feel uncomfortable and hesitant with this approach. That is why www.safeswaps.com is such a great solution!

Safe Swaps allows list owners to offer up space in their mailings with a guaranteed response rate. You can choose the type of list you want, the number of clicks you're looking for, and Safe Swaps will present you with dozens of options to choose from. All that's left is to agree to the advertising rate.

Content Upgrades for List-building

If you have a blog and are looking for a neat way to promote an event or offer, you can use a content-specific opt-in form for each blog post (at the end of each post or in the sidebar).

Let's say you are promoting an event with a dozen speakers. You can write a blog post promoting the event and have a content upgrade that allows participants to post a tip.

Their participation adds people to your mailing list, and it promotes the event. Having them opt-in to both will be an easy strategy for you to use with closely related material for a content upgrade.

By the way, hosting a giveaway event is a fantastic way to grow your list. If you've never done it before, consider it to be an excellent strategy for list-building.

Giveaway Events - The Money is in the Back End

You've just had a fantastic giveaway event, and you have a long list of new subscribers. Now what?

The real money is in the follow-up. Without a tremendous back end and great offers that attract your audience, you'll wind up with a massive list of names and no way to monetize.

Like with any event, you'll spend precious resources – money and time – organizing and planning, including recruiting speakers, writing copy, design work, and setting up your system to get them moving through your sales funnel.

So be sure to invest time in setting up systems that attract clients, grow your list, and make you money each and every day.

Don't forget to Monetize your Confirmation and Download webpages!

If you are relying on your confirmation emails for your new op-ins to get hooked, think again. The confirmation page is the most underutilized webpage. While they are "waiting" for an email, it's a great opportunity for you to offer a low-cost product that is a natural fit for the freebie they chose.

Would one of your products help the participant make the most of the free giveaway event or download? Then offer it on the confirmation or thank you page. If you have a coupon, you can offer it here, as well.

The download page is another often overlooked opportunity. Give your readers a relevant offer that ties in nicely with their download (or, in this case, the gifts they're receiving), and you'll be pleasantly surprised at the number of takers you get.

Email is Still a Great Way to Grow Your List and Make Money!

Every time you don't follow up with your audience, you are leaving money on the table. Part of nurturing new op-tins is through a series of carefully crafted emails. As a result, new subscribers will have the chance to learn about your products and services and will better understand what you are about.

There is no need to use hard-sell tactics in every email – they should be planned and used in your P.S. line. If you sell too much, you will lose your new readers. Instead, use your emails to share valuable information so they can know, like, and trust you and your business.

In Summary

Whether it's hosting a giveaway event, using LinkedIn blogging tool or other people's lists, using content upgrades, optimizing specific website pages, and following up with an email series, YOU will grow your subscriber list and your business using these strategies. Learn more at www.ultimatecoaching.club

Are You Playing Small or Playing Big?

Could your goals be too small or not fulfilling enough for the impact that you want to make?

If it's possible that you could be "playing small" and what you really want is to be a much bigger influence on a greater number of folks, then it's YOUR time to play bigger - you can do this!

Most of all, those whom you will serve - NEED YOU!

It doesn't have to be hard, and you certainly don't have to work longer hours to accomplish this. You just may not see HOW or know what you don't know.

Learning and brainstorming about what else is possible for you is essential. I come up with ideas for people, and they would have never thought about it.

Sometimes they are open to the ideas, and sometimes, though, they are resistant.

For example, take the Graphic Designer who didn't want to work that much and didn't want just to do a logo here or a flyer there. Those jobs weren't fulfilling enough. She didn't "need" a lot of money; she and her husband had a couple of income streams. In fact, her goal was \$50,000/year. However, she found herself working way too hard on jobs that didn't fulfill her and with clients who didn't always appreciate her.

BY KATRINA SAWA



She wanted to create an experience for her clients. She wanted them to have everything they needed to be the standout brand in their industry.

One of the things I suggested to her during our time together was that she offer an annual program with unlimited designs and branding for one year, for ONE price, sort of an "all in" type of package. This would be for someone who's a bit more experienced in their business, who develops new programs and offerings often, and who just needs a consistent brand and design behind it all and perhaps some regular updates or new creations quarterly. I suggested she charge \$10,000 per year per client (it could have been more frankly, but I knew this would be a tough pill for her to swallow). All she'd have to do is get five clients at that rate, and that's it, she's done.

Did she do it? No.

Why do you think that was?

She didn't have the courage to offer something so different than the "norm." She didn't believe she could be good enough for someone to invest at that level for her services.

Offering and selling that kind of "all in" pricing is actually very easy. The right clients love it too because they know what they're getting, and they wouldn't have to worry about additional costs.

For some of you, this type of pricing might scare you off perhaps, but what if? What if you could, within just a few months, totally transform the way you're doing your business and how you're serving your clients and really, finally make the kind of money that you deserve?

Give yourself permission to think and play bigger!

Katrina Sawa is CEO of JumpstartYourBizNow.com, JumpstartPublishing.net, an International Speaker and Best-Selling Author, helping entrepreneurs make more money FAST!

=====PROMO COPY======

If it's possible that you could be "playing small" in your business and what you really want is to be a much bigger influence on a greater number of folks, then it's YOUR time to play bigger - you can do this!

It doesn't have to be hard, and you certainly don't have to work longer hours to accomplish this. You just may not see HOW or know what you don't know.

Learning and brainstorming about what else is possible for you is essential. Check out the article by long-time business coach, Katrina Sawa who shares her wisdom about thinking and playing bigger because you deserve it!

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CAROL DWECK



Change Your Thoughts! Change Your Life!



The mind is such a powerful thing. It can be used against us, like the mind chatter and monkey mind, creating doubt, fear, worry. Alternatively, it can be used as a tool to help unravel the subconscious mind, allowing us to release the thoughts, stories, and beliefs that are negative and holding us back or keeping us stuck to be observed and challenged and then reframed.

As women especially, we can be our own worst enemy. We can be so mean to ourselves. We truly don't need anyone else to do it for us. We question ourselves, and we berate and beat ourselves up so much. We don't give ourselves credit for what we have done or how far we've come.

I recently worked with a client who is so amazing, well-loved and helps so many women heal their childhood wounds and traumas. Yet, during a session, a message was given to her telling her that she was amazing, loved, supported, and the world needed her gifts. With her head down and taking a deep breath, she quietly said she had difficulty seeing herself that way and accepting that.

How we accept our greatness is to become hyper-focused on the mindset.

We can stay in a fixed mindset that tells us that things will not change, or we can have a growth mindset that is defined as a positive way of thinking about ourselves and our capabilities that drives us towards success and goals. When I started to question and observe my thoughts and beliefs, things really began to shift for me.

- * When you have moments where the monkey mind is going crazy, take a couple of deep breathes, write down what you hear yourself say.
- * Ask yourself if what you are thinking is true, with no judgment, be the investigator, the observer.
- * Once you realize they are NOT true, then question who or where it's coming from
- * Then reframe the thought into a positive one.

Most of our thoughts and beliefs are NOT true....

This personally blew me away.

Well, I have come to realize that these negative thoughts have been told to us, or we drew a conclusion based on a situation as a child – and we since continue to find "evidence" to back up our negative thoughts and theories. And then we repeat it again and again.

This habit of thought became a belief.

So when your monkey mind questions what you are doing, or puts you in a place of doubt, worry or fear, this can be your ego trying to do its job, which is to keep you safe from harm. The "harm" you fear used to be predators back in the prehistoric era, but now it translates into anything that pushes or stretches you outside the comfort zone.

Happy unravelling!

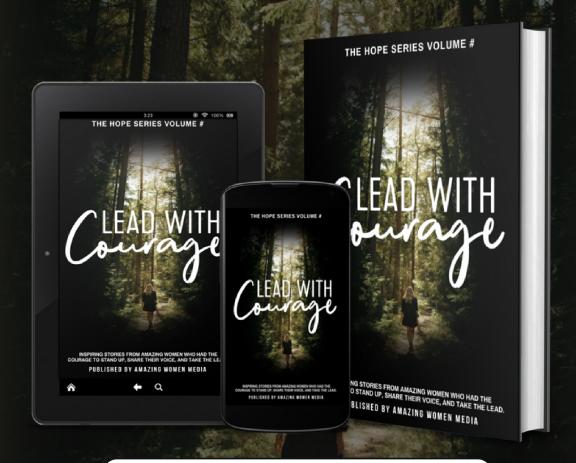
Tina A. Hull, Mindset Coach, Intuitive Energy Healer & Akashic Records Consultant https://bit.ly/mindsetaffirmations

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5 SPOTS REMAINING



LEARN ABOUT COAUTHORING THIS BOOK

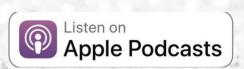
"When the whole world is silent, even one voice becomes powerful."

- Malala Yousafzai

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Money.



"The money you make is a symbol of the value you create."

IDOWU KOVENIKAN

7 Ways to Manifest More Money

BY SERENA CARCASOLE

There are countless ways to manifest more money, the trick is to find the methods that work best with your core belief system and values. Here are seven steps to help kickstart manifesting more money.

Let Go of Everything that No Longer Serves its Purpose

If you want change to happen, make room for it. Get rid of old clothes, furniture, knick-knacks—even your old car.

What you are doing when you declutter is letting the Universe know you are ready for better things. Even better, you're literally making room for abundance.

De-clutter Your Emotions

It's all well and good de-cluttering your closet or your office, but be sure to spring clean other areas of your life. What habits and thoughts have you been clinging on to that no longer serve you? Let them go. Fire them. Give them permission to leave.

• Be Grateful for the Smallest Sign

Remember that when it comes to manifesting, sometimes the smallest action can cause the biggest paradigm shift.

For example, picking up a dime and thanking the Universe for the beginning of money being attracted to you can be the start of more flowing in. But don't overlook that dime!

Watch Your Words

Words can be powerful. Words can create your reality, so eliminate words that dis-empower you, like 'someday', or 'one day' or 'in the future'.

Instead, substitute phrases like 'I am going to ...' (as in "I am going to the Bahamas on July 15"). Once you make a clear plan and commitment, you will find all sorts of ways to move toward that goal, and it will become a reality.

Have Fun Becoming Wealthy

Too often money and finances are sources of grim stress and despair. It doesn't matter how much you've got—or lack—right now. It doesn't matter how much you need to grow your net worth—fast.

Taking a few moments to have fun with becoming wealthy takes away its power to paralyze (and helps keep you in touch with your creative, spiritual side—essential to prolific manifesting). Pay for the next person's coffee. Get yourself the super-deluxe Frappacappamochaccino, once in a while. Buy yourself a bunch of roses instead of that single carnation you usually purchase. Better yet, buy a bunch of roses for someone else and surprise them.

Buy those ridiculous sunglasses with dragonflies on each wing. Spend a couple of hours making a folk-art decorated Money Box to keep small change in. It doesn't matter if the treat is big or small; for you or for someone else. Take the time to have fun with your money: That's the way to help it become your New Best Friend.

• Be Specific

This is such a basic tenet that we hesitated to include it, but it's also one of the most important things to remember when getting ready to manifest, so here it is.

Setting a specific deadline for a step to be completed by (or a goal to be reached); specifying to the Universe that you want a brand-new car this time; looking for a specific type of VA to take care of specific needs. This sort of thinking and planning will move you toward your goal without back-tracking, stalls, or hitches

Use Physical and Energy Healing to Boost Manifestation Power

Not just exercising or having a morning smoothie: Incorporate some form of hands-on healing that releases those stubborn hidden blocks that nestle deep within our bodies into your manifestation strategy. Reiki, Yoga, EFT, massage, interpretive dance classes—all of these modalities help to release physical and energy blockages, some as deep-seated as childhood; many of which we're not even aware of.

Be kind to your wounded inner child and take her out for a play date by booking a physical or energy healing session. Finally, remember that merely wishing you had more money is called 'day-dreaming'. Desire, naming your goal and taking action is what starts the journey towards the finish line.





Take the Stress out of Sales with Automation

BY SERENA CARCASOLE

Sales is a numbers game. The more prospects you approach with your offer, the more likely you'll get sales. But this also means that you're juggling several balls in the air at once.

One thing that helps to take the stress out of sales is automation.

Since so much of what we do is now online, automated tools can take some of the work off your shoulders so you can focus on communicating and building strong relationships with your customers.

Keeping Track of Customers with CRM

You're going to talk to a large number of prospects about your offer. You need to keep track of all of them and where you are in your relationship with them. A great automated way of doing this is to use a CRM (Customer Relationship Management) software program. You can enter all your data about each individual person here, as well as every interaction you've had with them.

Many CRM systems have other features as well that allow you to track results, schedule meetings, and more.

Automate Emails with an Autoresponder

Another automated solution is to set up email sequences with an autoresponder program. Email is a great way to build and maintain your relationship with your audience. You can set up an email service where you send out educational emails that offer tips to help potential customers solve their problems. An autoresponder is a program that does this for you. All you need to do is write the emails, load them into the program, and schedule them out.

Scheduling Sales Appointments on Autopilot

How about staying on top of your busy schedule? Automated scheduling tools can help here. You'll have initial meetings and follow-ups to put on your calendar. You'll also need a calendar you can take with you everywhere you go so that you can set up appointments. The great thing about webbased calendars is that you can access and edit them from anywhere.

Tools to Automate the Purchase Process

There are many places along the customer's journey where you can automate the sales process. One example of this is the shopping cart. Mobile purchasing offers another way to put buying on autopilot. Which aspects you can automate depend on the nature of your business, but when setting up your purchasing system, look for tools you can use.

Hang on to the Human Touch

At the end of the day, you can't automate everything. Since sales today is all about building strong relationships and opening up two-way communication, you're always going to need the human touch. But if you can automate wherever possible, you can save your time and resources for what matters: meeting and getting to know your customers.

Want to learn more?
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www.amazingwomenmedia.com/rise



BOOK Spotlight BY CHRISTINE MORRELL

AUTHOR OF THE INTERNATIONAL BESTSELLER THE WILLPOWER INSTINCT KELLY McGONIGAL, PH.D. THE UPSIDE WHY STRESS IS GOOD FOR YOU, and HOW TO GET GOOD AT IT

The Upside of Stress

BY KELLY MCGONIGAL

What if I told you everything you've learned about stress being harmful (and even deadly) is not true?

And what if how you think about stress impacts your longevity more than exercise?

In The Upside Of Stress: Why Stress Is Good for You, And How To Get Good At It, author Kelly McGonigal teaches us how being positive about stress can help rather than harm us.

If you believe stress will cause you harm – then it will.

How you feel about stress is a self-fulfilling prophecy. Think of it positively, and it will benefit you. But view it as harmful, and it will be just that. To understand McGonigal's theory, let's look at two significant studies:

- In a 2006 American study, researchers found the risk of death increased by 43% in people who believed stress was harmful. However, study participants who didn't believe stress was harmful had the lowest risk of death. Therefore, researchers concluded stress is harmful only when you believe it is.
- Yale University had a study that demonstrated participants who thought of aging positively lived 7.6 years longer, which was a higher rate than the four years they would have earned by exercising and not smoking.

Having a positive mindset is so powerful that it can affect how you think, act, and feel. It can shape your attitude toward stress, influence your body's health, and inform the decisions you make.

For example, if you think of stress as being harmful, you are likely to want to avoid it at all costs. But, on the other hand, if you see it as helpful, you are more likely to come up with strategies to help cope with stress, making you feel more confident to handle life's ups and downs.

You have a range of stress responses that can help, not hurt, you.

You've heard of the body's fight-or-flight response. Well, McGonigal introduces you to other stress responses.

The challenge-response is similar to the fight-or-flight response. However, it releases cortisol and adrenaline, generating a feeling of self-confidence and motivation that allows you to learn from challenging experiences (that do not threaten your survival).

Another type of positive stress response is the tend-and-befriend, which causes the release of the hormone oxytocin. Oxytocin is often referred to as the love molecule, as it encourages you to connect with close friends or loved ones when feeling stressed.

Of course, having a fight-or-flight response is still needed if you find yourself in a situation that can cause you harm.

If your life is stressful, consider yourself lucky.

Do you consider your life meaningful? Do you feel lucky for your blessings – such as the people and experiences you've had in life?

It's not surprising, as your greatest sense of purpose often comes from the relationships, responsibilities, and roles you've had in life - despite the stress they may have caused you.

Countries with higher levels of stress have improved quality of living and longer life expectancy than countries with high levels of poverty, hunger, violence, or corruption.

McGonigal says this is an example of the stress paradox whereby people with happy lives have stress, and those with stress-free lives don't guarantee happiness. Her theory is consistent with a 2013 Stanford and Florida State University study that found, people who reported the greatest number of stressful events in their past were most likely to consider their lives meaningful.

This theory is also consistent with the risk of depression, which is increased by 40% with retired people who are less busy (than when they were working in a job or career) and who experience less stress as a result.

Change the way you think about stress if you want to cope better.

Have you met someone who seems to breeze through life, unaffected by stress? How do they cope better than everyone else?

McGonigal says it's simple. It's how you think about stress. If you accept life will include your share of stress, you will see challenging times as "opportunities" for growth and change. Seeing it as a normal part of life, you are less likely to see it as an impending disaster.

Accepting that life goes on despite the amount of stress you are dealing with will better prepare you to make decisions during tough times. Stress won't be able to wreak havoc in your life and your body. Instead, you will get stronger and become more resilient, often drawing on hard times that you experienced in the past.

In fact, those with a traumatic past will likely find stress easier to handle, as the horrors they experienced as a child enable them to see the bigger picture. The expression, "don't sweat the small stuff," is something they can practice with ease - because they have experienced "big stuff."



If you want to thrive, embrace your anxieties.

I'm sure you have experienced sweaty palms and a pounding heart whenever you are nervous. What do you say to yourself when it happens?

If you criticize yourself, you are going about it all wrong. The next time you need to perform or prove yourself to others, instead of telling yourself to "calm down," tell yourself you are "excited."

By saying, "I'm excited," you will feel more confident and be able to handle the pressure better. By simply shifting your mindset, you can channel your performance anxiety into positive energy and strength to boost your performance. This approach will also prevent you from falling into a cycle of anxiety avoidance.

Connecting authentically with others can transform your stress into bravery, confidence, and wisdom.

Stress can help you learn to care, cooperate, and show compassion to others. Not to mention, the release of oxytocin during the tend-and-befriend response and the release of dopamine, which activates the reward system, causes you to feel confident and optimistic about your abilities, thus increasing your motivation decreasing your fears.

This entire experience fires your social caregiving system, helping you practice being brave and people-smart and increasing your connection and empathy to others.

If that's not enough, your attunement system gets switched on by the neurotransmitter serotonin, enhancing your perception, intuition, and self-control. And you will be able to easily understand what actions and decisions you need to take to get the best results.



Having a positive mindset about stress will make you more resilient.

If you look back at times in your life where you experienced the most growth, you will find your positive changes or growth followed stressful periods. That's an example of what McGonigal calls the stress paradox.

We know that stressful past experiences create adversity, which helps us to learn and grow. That's why raising children in a sheltered environment does them more harm than good. It's necessary for us to learn from our experiences and especially experience consequences due to our choices.

Your attitude toward stress will shape the outcome of your current situation and future challenges that you will encounter. By seeing the positive side of things, you will dramatically improve your coping abilities.

So, instead of relying on ineffective avoidance strategies, embrace the stress so you can effectively deal with it. In addition to helping you at the moment, your body will have a healthier physical response to stress with faster recovery times. Further, you will also have a reduced risk of depression, heart attacks and diseases.



Final summary

As you can see, stress isn't always bad for you. If you approach it as a learning experience, you will learn from it. What's more, your biological responses to stress will help you grow your relationships, increase your confidence, and improve your resilience.

So, the next time you find yourself experiencing something stressful, try to see the benefits in the experience. Then, ask yourself how you can put it to good use and learn from the experience. By considering your responses, you'll be open to seeing the positive benefits of dealing with stress. And you will become better able to overcome the current and future stressful situations.

The upcoming holiday season can be quite stressful for people, which is why I encourage you to read Kelly McGonigal's book, The Upside Of Stress: Why Stress Is Good for You, And How To Get Good At It.





Christine Morrell

Christine Moon Morrell is a published ghostwriter, copywriter, and copyeditor with 21 years of content creation and professional communications experience working in the corporate, public, and non-profit sectors. Christine is passionate about helping female entrepreneurs create authentic, intuitive, and captivating content that attracts their soul clients. Christine has her Bachelor of Arts degree in Professional Communications.

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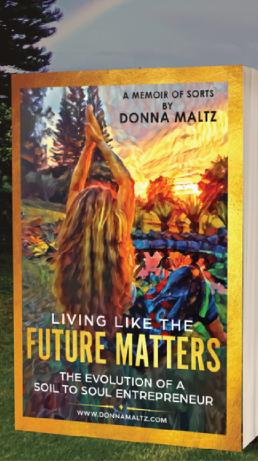


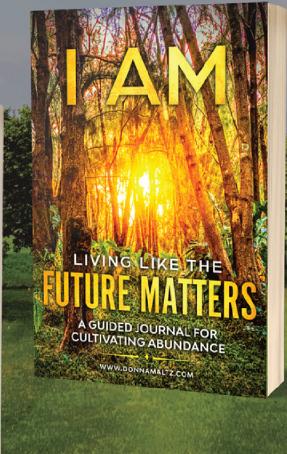
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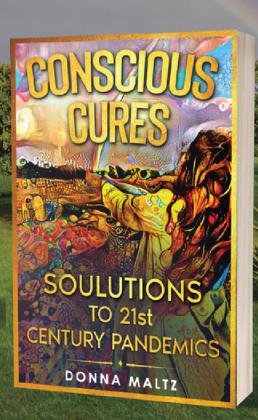
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Unfold your story

Get activated on your sacred path

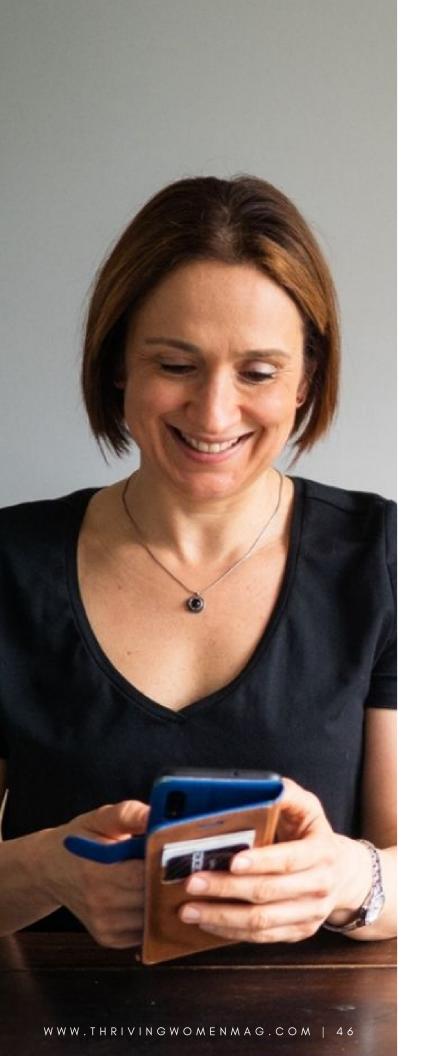






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3 Practical Steps To Activating Your Intuition & Re-connecting To Your Soul's Purpose

BY LENA THOMPSON

Imagine a day of your life where you feel fully engaged.

Where you realize how important and vital you are.

You take care of yourself and set firm boundaries.

You trust and value yourself.

You make decisions so that each action you take produces desired results.

You feel deeply connected to the Source and have all the resources to fulfill your potential.

You KNOW who you are.

All this is possible, but only when we stop being prisoners to our thoughts.

When we make time to sit in contemplation, relaxing our logical mind for the higher senses to open up.

It is not possible when our days are filled with countless things to do.

It is not possible when we push, force, and use our willpower to get things done just because we promised ourselves (or someone else) that this will be our next success story.

For most of my life, I was told to always use my mind and find logical answers.

I tried so hard and often pretended to be certain, even when I wasn't.

It was hard for me to be certain about many things, as I could not hold onto a concept or an idea for long enough for it to stick.

Learning how to get out of my own way and follow my intuition has completely transformed the way I run my business and live my life.

Here are three things I did to activate my intuition and get into alignment with my purpose and my inherent strengths:

- 1.I stopped sacrificing my personal time and energy. When we get stuck in the self-sacrifice mode, we send out the energy of lack, showing the Universe that this is all we are capable of and inevitably get more of the same in return.
- 2.Cleared up my diary creating more space in my day and letting go of old energies that kept me stuck. This process created more space for new opportunities to manifest in my life.
- 3.Realizing that there is no past and future as everything exists in the now. This higher version of me already exists, just on a different frequency. By working on my energetic alignment, observing who I am being rather what I am doing, has created a powerful energetic shift and opened my intuitive senses even more.

For me personally, Human Design is the most powerful tool that helped me discover how to truly live my Life Purpose and navigate through any challenges with more ease, grace, and flow.

The secret to our life and soul's purpose is encoded in our Human Design.

If you want to discover your own personal design, you can begin by visiting

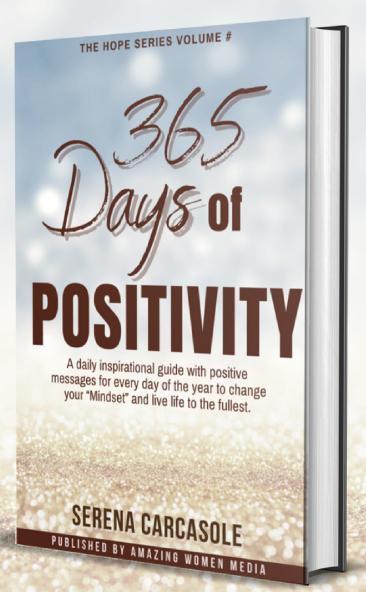
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Fighting FOR YOUR SOUL AND WINNING

Like everyone else, I work, take care of myself and my family, go to church, shop, and even manage a few side hustles. All was good until it was not.

BY CARINA CASUGA

Life happens. I was unmotivated, exhausted, and sick most of the time. I suddenly found myself unable to function.

I could not make decisions, could not get out of bed, and had random crying episodes. I was medically diagnosed as suffering from panic attacks and depression.

I felt guilty for taking personal leave, but I had no choice, as I was not functional or of value to anyone.

I stayed in bed for a while, then came across the book Battlefield of the Mind by Joyce Meyer. The book talked about worry, doubt, anger, depression, fear, and how to stop the negative thoughts and live a better life.

I would also recommend Winning the War on Your Mind by Craig Groeschel, and Fervent by Pricilla Shirer. These three books helped me fight my spiritual and mental battles.

Here are three things I learned in this battle:

- 1. Faith in God is life-giving reflect on one verse at a time, focus on verses that speak life to verses on peace, grace, and joy. Take time to pray and take to heart one verse at a time. I spent one week on "Be joyful in hope, patient in affliction and faithful in prayer" Romans 12:12 NIV
- 2. Get up and help yourself no one can help you get better until you decide to get better. Dig deep into your soul and find the inspiration to live a fruitful life, so when you look back, you will be proud you did it. Resolve to eat right, exercise, and take medication and supplements, etc.
- 3. Reach out and get help speak to a certified coach, counselor, or medical professional. Get non-judgmental, safe support to achieve breakthroughs and increase the quality of your life.

I am aware these are not easy steps for people who suffer from mental and spiritual attacks, but remember there are people around you that you have influence over; there are people that care and love you. You need to move from victim to victor. Your thoughts and perspective directly affect your health, emotional, spiritual, financial, and behavioral wellbeing.

Get up daily and make a choice to look to the future with optimism and faith. Stop and intentionally see the goodness around you, be part of that goodness, and help someone else.

Remember, everyone is fighting their own battles at different times in different intensities.

I am a certified personal development coach; I help equip professionals live an engaged and purposeful life through personal and professional development coaching and training.

Feel free to connect with me at info@carinaspeaklife.com.

Download a free affirmation postcard on my website:

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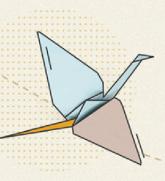
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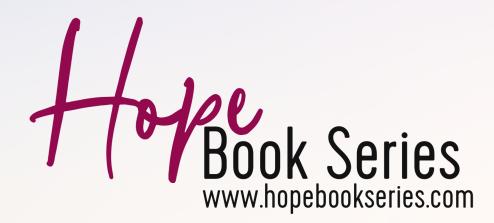
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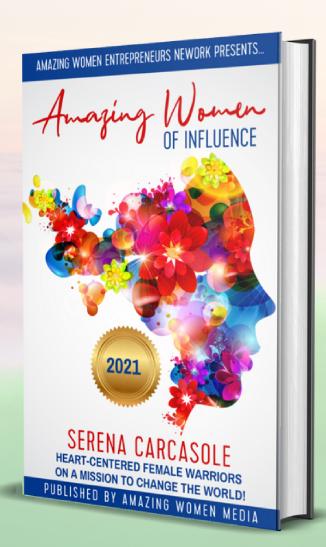
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Inside, you will learn about incredible Women of Influence, celebrated for their contribution to helping others be the best versions of themselves.

Each of these Women of Influence has overcome adversity and triumphed by creating a life she loves. They have used their personal transformation to start businesses or practices that help others improve their lives. As a result, they have become visionaries and authorities within their respective fields.



These extraordinary women are entrepreneurs, coaches, teachers, influencers, educators, speakers, bloggers, writers, artists, physicians, healers, and practitioners.

If you are ready to flip the script on your life and feel in control again, this is a must-read! You'll:

- Be encouraged and motivated to make healthy changes.
- Feel alive inside, inspired to make choices that are aligned with your true self.
- Learn practical tips and advice provided by women just like you.
- Gain the confidence to create your own business that makes a difference.
- Be armed with mindset tips and tools to overcome your fear.
- Have access to a network of women with the expertise to help you on your own journey.
- Be able to transform your life from surviving to thriving.
- Be in awe of the women who have overcome insurmountable odds.

This book can be read at any time—even if you are running short on time.









Sweet Potato Casserole

Recipe from: https://www.foodnetwork.com/recipes/food-network-kitchen/sweet-potato-casserole-3364945

Ingredients:

FILLING:

- 1/2 stick (4 tablespoons) unsalted butter, melted, plus more for buttering the baking dish
- 3 to 4 large sweet potatoes (about 1 3/4 pounds), peeled and cubed
- 1/2 cup milk
- 1/4 cup brown sugar, packed
- 1 teaspoon pure vanilla extract
- 1/2 teaspoon kosher salt
- 2 large eggs

TOPPING:

- 1/2 cup all-purpose flour
- 1/2 cup brown sugar, packed
- 1/2 stick (4 tablespoons) unsalted butter, melted
- 1/4 teaspoon kosher salt
- 3/4 cup chopped pecans

Directions:

SPECIAL EQUIPMENT: a 2-quart baking dish

- For the sweet potatoes: Add 1 3/4 pounds peeled and cubed sweet potatoes to a large pot of salted water. Bring to a boil over high heat, then lower the heat to a simmer and cook until the potatoes are very tender, 15 to 20 minutes. Drain and cool. Mash the sweet potatoes.
- For the filling: Preheat the oven to 350 degrees F. Butter a 2-quart baking dish.
- Whisk together the butter, mashed sweet potatoes, milk, brown sugar, vanilla, salt, and eggs in a large bowl. Transfer to the prepared baking dish.
- For the topping: Combine the flour, brown sugar, butter, and salt in a medium bowl until moist and the mixture clumps together. Stir in the pecans. Spread the mixture over the top of the sweet potatoes in an even layer. Bake until mostly set in the center and golden on top, 25 to 30 minutes. Serve hot.





Level: Intermediate

Total: 3 hr 20 min

Prep: 30 min

Inactive: 20 min

Cook: 2 hr 30 min

Yield: 8 servings

Ingredients:

- 1/4 pound (1 stick) unsalted butter
- 1 lemon, zested and juiced
- 1 teaspoon chopped fresh thyme leaves
- 1 fresh turkey (10 to 12 pounds)
- Kosher salt
- Freshly ground black pepper
- 1 large bunch fresh thyme
- 1 whole lemon, halved
- 1 Spanish onion, quartered
- 1 head garlic, halved crosswise

Directions:

- Melt the butter in a small saucepan. Add the zest and juice of the lemon and 1 teaspoon of thyme leaves to the butter mixture. Set aside.
- Take the giblets out of the turkey and wash the turkey inside and out. Remove any excess fat and leftover pinfeathers and pat the outside dry. Place the turkey in a large roasting pan. Liberally salt and pepper the inside of the turkey cavity. Stuff the cavity with the bunch of thyme, halved lemon, quartered onion, and the garlic. Brush the outside of the turkey with the butter mixture and sprinkle with salt and pepper. Tie the legs together with string and tuck the wing tips under the body of the turkey.
- Roast the turkey about 2 1/2 hours, or until the juices run clear when you cut between the leg and the thigh. Remove the turkey to a cutting board and cover with aluminum foil; let rest for 20 minutes.
- 4

Slice the turkey and serve.



Vampire

Recipe from: https://www.livinglocurto.com/halloween-vampire-ice-cream-floats-recipe-2/

It's time for Halloween treats and we're making Vampire Ice Cream Floats! Get ready for Halloween parties with this Easy Kid Friendly Halloween dessert.

INGREDIENTS

- 1 cup red soda
- 2 cups Vanilla Ice Cream
- 1/2 cup strawberry syrup
- 1 Can Whipped Cream
- · Red Decorating Gel
- Plastic Vampire Fangs
- **Straws**

- Fill a cup 3/4 full with vanilla ice cream.
- · Slowly pour red soda over your ice cream.
- · Top with whipped cream and drizzle with strawberry syrup.
- · Add a straw and garnish with plastic vampire teeth.
- Add red gel to the teeth before serving. Enjoy!



Peanut Butter Crunch Bites

Recipe from: https://tasty.co/recipe/peanut-buttercrunch-bites

INGREDIENTS

- 2 cups candy corn(400 g)
- 1 ¼ cups creamy peanut butter(300 g)
- 1 bag chocolate chips
- white chocolate, or orange candy melts for decorating (optional)

- 1. In a microwave-safe bowl, microwave the candy corn for
- 2.90 seconds, stopping to stir every 30 seconds, until smooth.
- 3. Immediately add the peanut butter and mix together.
- 4. Using a teaspoon, form mixture into little balls and place them on wax paper.
- 5. Freeze for 15 minutes.
- 6. Melt the chocolate chips in a microwave-safe bowl for 90 seconds, stopping to stir every 30 seconds, until smooth.
- 7. Roll the cooled balls in chocolate and return to wax paper.
- 8. Decorate with additional chocolate, candy melts, or melted candy corn (optional) and place in the fridge to firm.
- 9. Enjoy!



JACK O'LANTERN CHIPS AND DIP

QUESO

- 1 tablespoon butter
- 1 clove scallion clove, chopped
- 2 cups cheddar cheese(200 g)
- 2 cups monterey jack cheese(200 g)
- ½ cup milk(120 mL)
- 1 tablespoon cornstarch
- 4 oz mild green chillis(115 g), 1 can, with juice

GUACAMOLE

- 3 avocados, halved and pitted
- 1 lime, juiced
- · 2 roma tomatoes, diced
- ¼ cup red onion(40 g), chopped
- ¼ cup fresh cilantro(10 g), chopped
- 1 clove garlic, minced
- 1 teaspoon salt
- ¼ teaspoon chili powder

PUMPKIN SERVING DISH

1 pumpkin, whole

- For the guacamole: Mash avocados with lime juice. Add the rest of the ingredients and mix thoroughly.
- For the queso: In a pot over medium heat, melt 1 Tbsp. butter and sauté scallions. Add cheese, milk, and cornstarch, and mix until melted and smooth. Add green chiles and mix until combined.
- Serving: Draw eyes and carve a sad mouth on a small pumpkin. Hollow out the inside and insert a bowl. Pour queso in the bowl and top with chopped tomatoes. Spoon guacamole coming out of the pumpkin's mouth. Serve with chips!
- Spoon guacamole coming out of the pumpkin's mouth. Serve with chips!
- Enjoy!





SOUP IN A PUMPKIN

INGREDIENTS

- 1 large pumpkin
- 1/2 cup butter + 1 Tbsp divided
- 1 cup white onion diced
- 1 1/2 cups Italian bread crumbs
- 1 cup flour
- 1 Tbsp celery seed
- 1 lb Italian sausage cooked and drained
- 1/2 cup Swiss cheese grated
- 1 cup cheddar cheese grated
- 2 quarts chicken stock or broth
- 1 tsp thyme dried
- 1 tsp salt
- 1/4 cup parsley dried
- 2 cups kale fresh
- 1 cup heavy cream

Recipe from: hhttps://www.favfamilyrecipes.com/soup-ina-pumpkin/

- Cut lid out of the pumpkin. As you are cutting around the stem, angle the knife towards the stem so the ring on the inside of the pulp is smaller than the ring on the outside of the pumpkin. This will make it so the lid won't fall in when it is replaced for baking.
- Remove seeds. Rub the inside of the lid with 1 Tbsp butter. Preheat oven to 400.
- In a skillet, melt 1/2 cup butter and sauté onions in the melted butter until tender.
- Add bread crumbs, flour, and celery seed. Stir until coated and cook for 3 minutes.
- Remove from heat and pour into the pumpkin. Add sausage, grated cheeses, chicken stock, thyme, salt, parsley, and kale. Put the lid on the pumpkin and bake for 1 1/2 hours.
- Remove from oven. In a medium saucepan, bring cream to a simmer. Add to contents of pumpkin. Stir well. When serving, scrape the sides of the pumpkin with the ladle or a spoon so that bits of pumpkin is added to the soup.



Blood Orange Sangria

Recipe from: https://www.howsweeteats.com/2013/ 02/blood-orange-sangria/

INGREDIENTS

- · 6 blood oranges
- 2 (750ML) bottles of pinot grigio
- 1 cup club soda
- 1/2 cup brandy
- 12 ounces of strawberries, sliced
- 1 pint of raspberries
- 1 apple, chopped
- 1/2 cup sugar, for glass rimming

- Zest one of the blood oranges and combine it with the sugar in a small bowl. Rub the sugar and zest together with your fingers until fragrant. Juice four of the blood oranges (I simply did this by hand), discarding any seeds or pith. Chop the remaining blood oranges into pieces.
- In a large pitcher, combine the wine, brandy, blood orange juice, club soda, apples, strawberries, raspberries and blood oranges. Stir well to combine.
 Place the orange sugar on a plate, then run a lemon, lime or orange slice around the rim of each glass. Dunk each glass in the sugar, coating well. Fill each glass with a few ice cubes, then add some of the fruit from the sangria. Pour the sangria into each glass and serve!

Apple Cider Mimosa

Recipe from: https://www.wellplated.com/applecider-champagne-cocktail-recipe/

INGREDIENTS

- Apple Cider. Apple cider goes well with alcohol and especially champagne and brandy (and bourbon in this Apple Cider Cocktail). Its signature flavor makes this the perfect easy fall cocktail.
- Champagne. The kind of champagne you use for mimosas is up to you. I recommend choosing something dry (look for "Brut" which is actually drier than even "dry" or "extra dry") that you enjoy but save the top-shelf choices for drinking by themselves. Prosecco, cava, or another sparkling wine would also be great here.
- Brandy. In addition to apple cider and champagne, I added a bit of brandy to the recipe. It balances the apple cider's light, juicy flavor and gives the cocktail the heft it needs to transition from midmorning spritzer to evening cocktail sipper.

- Rim the glasses with sugar and cinnamon.
- Pour brandy, apple cider, then champagne into each glass. Garnish as desired and ENJOY!

















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