

# Thriving WOMEN

BUSINESS, MONEY, MIND, BODY, SPIRIT  
SEPTEMBER 2020

**WHY  
DIVERSITY  
AND  
INCLUSIVITY  
IN YOUR  
STOCK  
PHOTOS  
MATTER**

**Is a  
Scarcity  
Mindset  
Stopping  
YOU from  
Investing  
in your  
Business?**

**Tips to  
get your  
fitness  
journey  
back on  
track**

**THE  
ASTONISHING  
SUMMONING  
POWER OF  
WORDS**

**CREATE A  
STRATEGY IN  
1-HOUR TO  
INCREASE  
SALES**

**UNLOCK  
YOUR CHILD'S  
POTENTIAL**

**NEW MOM  
SURVIVAL  
GUIDE**

by Stephanie Gilmore

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# Welcome

## LETTER FROM THE EDITOR

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

It has been thrilling to read the incredible feedback that we received from our premier issue of Thriving Women Magazine. One of our readers wrote,

*"I just wanted to say THANK YOU. I read the thriving women magazine in its entirety, and I loved every single article that was placed in it. It was so helpful! Inspirational, motivating, and made me realize that I'm not alone. All of my doubts and struggles were covered in the magazine, and I walked away from it, knowing that I have these ideas/thoughts and still thrive as a business owner. ☐ Please let us know when the next one comes out! I'm so excited already for it!"*

- Alex Lopez

In our summer issue, I shared that the magazine was a love letter to the community of women who have inspired me on a personal level. Well, I say, let the love fest continue!

Creating a digital product that engages and provides valuable insights to readers from around the world, while providing a fantastic platform for our Amazing Women community members to share their expertise, has been a dream of mine!

On our cover, we have featured our Woman of Influence, Stephanie Lopez. Check out her article, "New Mom Survival Guide."

Speaking of the Women of Influence, our book Amazing Women of Influence and the third book in the Hope Book Series, You Can Have It All, will be released in the next several weeks, so stay tuned!

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

In this issue, we have introduced a new feature that provides you with a summary of highlights and key takeaways from a featured book that can help you in life or business. The Book Spotlight for this month is The Power of Habit, by Charles Duhigg.

So that you can focus on the areas that are important to you, we have organized our magazine into sections that are aligned to our five pillars of business, money, mind, body, and spirit.

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 hope you enjoy reading the September 2020 issue of Thriving Women Magazine as much as we have loved creating it. Be sure to drop us a line and share what you love about our magazine. With your voice, it will only get better!

It takes a lot of talent to pull off a digital product that is jam-packed with life and career-changing content such as the articles in Thriving Women Magazine. Therefore, we are looking for writers, sponsors, and advertisers.

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

Since we are bubbly over with juicy vibes, we have some great news to share! Author Academy Elite (AAE) has announced that 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). AAE is an award bestowed for literary merit in the writing and publishing industry

Love,  
Serena Carcasole  
Publisher, Editor in Chief

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# MEET THE TEAM

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Isa Martinez is an eCommerce marketing strategist that helps online stores, coaches and service providers to thrive in the online world creating specific, hassle-free systems to sell their products online consistently.

**Serena Carcasole** | Amazing Women Media

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*Serena Carcasole*



*Christine Morrell*



*Sara Glazer*



*Isa Martinez*

## FEATURED WOMAN OF INFLUENCE

# Stephanie GILMORE

Stephanie is a holistic health and fitness coach, who founded Mamma Hustle, a podcast and business networking group for mompreneurs in the wellness and fitness industry.

Stephanie's mission is to create a community that supports moms and their businesses. Being a mom is a full-time job and running a business is not an easy feat. Trying to do both at the same time can be demanding on anyone. As a first-time mom whose business was her "baby" until she got pregnant, Stephanie knew that she needed a strong support system including her birth team, family and friends, her own mom, and her business community. She created the community she needed to thrive in her personal life and business.

She believes that we need to dream big and never give up on our dreams, even if people try to talk you out of it.

Stephanie says: Being a business owner and a mother doesn't define who you are. If you can't remember who you are, think back to the most joyful times you had in your life, what you did before you became a mom, a business owner, a spouse.

Get her FREE Gift, Uplevel your business workbooks at <https://www.mammahustle.com/workbooks>

Contact Stephanie at:

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Instagram: [@mammahustle](https://www.instagram.com/mammahustle)

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# NEW MOM SURVIVAL GUIDE

BY: STEPHANIE GILMORE

Congrats mamma, you birthed a precious baby into the world, and your life will forever be changed!

There is not enough reading, studying, and chatting with friends and family that you can do to prepare for what will happen when you bring that bundle of joy home. Even after reading this article, you will still not feel fully prepared for motherhood.

Here are tips for the first few weeks of motherhood.

## 1) Have a Postpartum Plan

You probably created a birth plan. But, have you created a postpartum plan? Luckily, a friend of mine suggested I write out a postpartum plan, and my doula had one readily available. Postpartum plans are a lifesaver and very similar to a birth plan.

## 2) Catch up on your Sleep

Sleep when the baby sleeps. I'm sure you've heard this a million times, but seriously mamma, sleep when the baby sleeps. This is not the time to be productive, run errands, do work, or any of that stuff. If you are tired mid-day, then by all means rest. My friends would tell me, "you do not look like you just had a baby; you look so rested!" My trick was taking lots of naps!

## 3) Schedule in Self Care

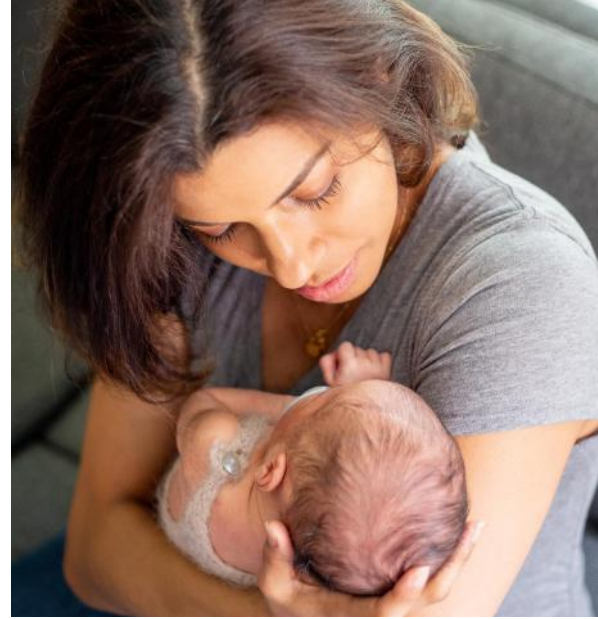
Let's face it, being a mom can be stressful. You have a little human who is dependent on you for everything. These postpartum days are for healing and resting, so find time every day to do one thing for YOU. For me, it was meditating, showering, and going for a walk with Noah and my husband. I would toss in the occasional at-home facial, nail appointment with my friends, brunch with the girls, Netflix, and of course, a healing bath.

## 4) Get SUPPORT

Honey, please, for your sanity, get support ASAP. Now is not the time to be a superwoman and try to do everything on your own - even if you are a single mother. Get support, and do not pass up an offer for someone to care for your child. I have no shame in having someone watch Noah while I sleep or get out of the house. I have no shame in asking someone to pick up diapers before they come to visit or to grab my favorite food on the way over. Ask for help, get help, and do not feel guilty about it.

## 5) Give yourself Grace

This tip comes from the midwife at the hospital. She told me to give myself grace, and I remind myself of it often. Babies are not easy, even my little one who is a pretty good baby has his fussy moments. No matter what I do, he is still fussy at times, and my mind can go down the rabbit hole of feeling like I'm not being a good mother. I need to remind myself to allow me some grace, as things are not easy. It's okay to cry and to mess up.



# Business







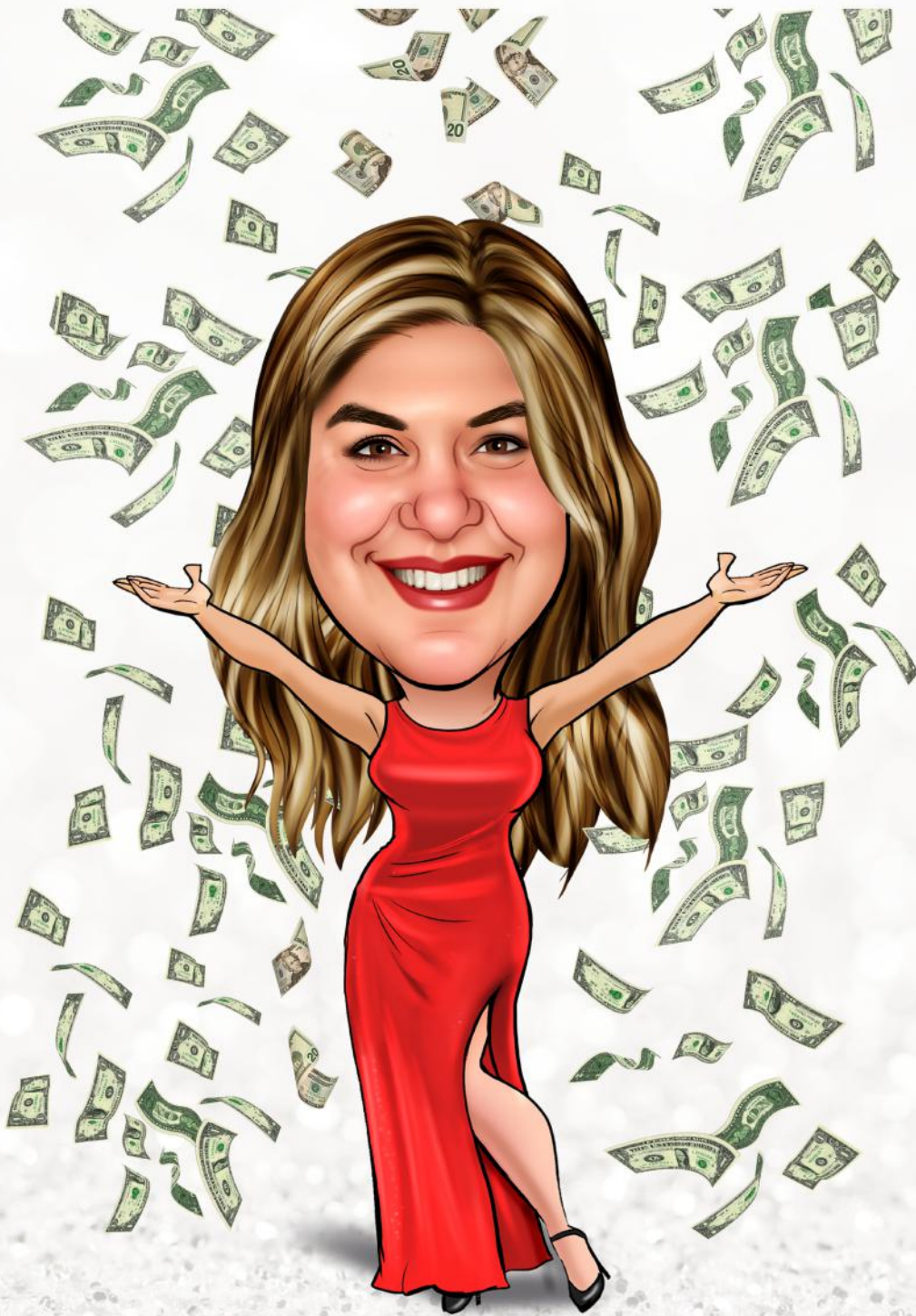
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OF INFLUENCE PODCAST



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Real Stories, tools, and strategic tips for your life and business. Hosted by Business Growth Specialist Serena Carcasole, join us for courageous conversations with fellow women of influence that share their journey into entrepreneurship, the ups and downs, and provide the listener with valuable tips and takeaways to create the business and life of their dreams.

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*Juan* GIDDINGS  
Easy Steps to Simplify Sales and Gain Confidence



*Vicky* SCHETTINI  
How to do WIT



*Laura* SHORTRIDGE  
How to Live Your Passion in a House Full of Dream



*Melissa* JAKUBOVIC  
When to Scale Your Business with Group Programs and Facebook Ads



*Rachel* MILLER  
Doable Tactics to Get Engagement And Grow a Brand to reach 1 Million Fans and Beyond



*Ellen* VIOLETTE  
The Expert's Guide to Planning Your Book



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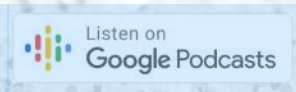
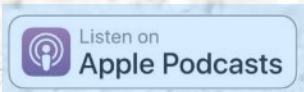


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How to Make Fast Cash with Easy YES Offers



*Kelly* O'NEIL  
The 6 Steps of the Affluent Customer Lifecycle

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# Leadership Through Listening

By Emily Cross

The belief that the power of words stems from the speaker is a myth, which is guarded tightly throughout the West. We hold speakers in the space of esteem and power and view writers as the entrance into fantasy, fiction, or fact.

However, as communicators, it is essential to recognize that authentic power stems from listening. A key strategy to improve your leadership skills is to become an active listener to encourage stronger connections, commitment, and caring between you and the people you lead.

## What Is Active Listening

In the West, we listen to respond. We strategically plan out our responses. Active listening challenges us to do the opposite. Instead of focusing on ourselves and the messages we want to share - we listen intently and intentionally on the person who is speaking.

We move the focus on the interaction to the speaker. We focus on ensuring we are connecting with the core concepts, ideas, and emotions that are shared with us.

A key tip is to listen to understand the other person's point of view before jumping in with a response. Focus on what they are trying to say - not what you think they are going to say.

## Put Your Perceptions In Check

One significant obstacle we run into as listeners is by listening through a filter. We engage with foresight into who we think someone is, what their agenda is, and what our opinions of them are.

This often shadows our ability to listen truly, fully. We get caught up in what we expect their messages to be, instead of listening to understand what they are trying to communicate.

To lead successfully, we must be able to put our perceptions aside. When we do this, we will fully engage with someone and pay specific attention to what they are saying without our preconceived notions obstructing our connection.

## Active Listening Means Asking Questions

Finally, as active listeners, we should ask questions. Questions allow us to seek clarification and dig to a deeper level of understanding of what the other person is trying to tell us.

Plus, this connection lets the speaker know we care about what they are saying, we are interested in what they are saying, and we are committed to the conversation.

It is validating and empowering for your team members to see you do care and are committed to them.

Even better, when we practice active listening as a leader, it showcases we have an open mind and are open to criticism and new ideas.

Successful leaders are flexible listeners and invite discussion with their team by listening to what everyone has to say.

--

Listening is one of the most critical skills a leader can have. Make listening your leadership priority. To learn how you can elevate your leadership skills through listening, contact Dr. Cross at the Wordwell Group: [www.wordwellgroup.com](http://www.wordwellgroup.com)

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# Why Diversity and Inclusivity in Your Stock Photos Matter

by Rhodesia Jackson

Whether we are talking about age, gender, gender identity, size, race and ethnicity, sexual orientation, spiritual beliefs, disability, or anything in between, it matters. All of it.

Representation throughout your public-facing content (including marketing materials, your website, social media, etc.) is key in continuing to help normalize diversity across the board.

To be clear, this is not about diversity and inclusivity just for the sake of being politically correct. It is good for business. Your potential clients want to see themselves represented in your content. Even in—or especially—a subconscious way—seeing someone who looks like you being unashamedly represented, celebrated even, will do wonders to immediately establish trust and a feeling of acceptance and safety, between you and your potential clients.

“A 2019 consumer survey by Google...revealed that 64% of respondents took some action after seeing an ad they considered to be diverse or inclusive.”

This is to say, inclusiveness and diversity in the imagery you share on your website, in blog posts, on social media, and other public facing mediums, will help expand your audience reach and give you an opportunity to “speak up” in the name of underrepresented communities. Even if it feels relatively subtle, it still matters. Big time.

Plus, who doesn't want to give a child or young adult the feeling of “I belong here” when they see your ad or post in passing? It's about time, eh?

“In a survey of 1,000 US consumers...Sprout Social found that most consumers want brands to speak up about social issues, “People want brands to use what they don't necessarily have—power and money—to drive change at scale.”

If you have ever had to source stock photos before you likely know the struggle of finding even a little bit of diversity and the inclusivity among the options.

Thankfully businesses and individuals are doing something to help change this. Check out these fantastic resources, which serve to provide more diverse and inclusive imagery within the land of stock photography:

- Nappy
- PUSHLiving Disability Photos
- Body Liberation Stock
- Vice's Gender-Inclusive Stock Photo Library
- Canva's Natural Women Collection

It comes down to the fact that people want to see imagery that represents them in real life scenarios- using your product, receiving virtual support or consultations. You name it (the industry, the business, the product) and people are more likely to respond, think positively of, and want to work with your business as a result of seeing themselves on your materials.

In a world where we speed read (if at all), swipe quickly in this direction, or scroll past in that direction- photos become essential in helping people quickly determine if they're a good fit for what you do or what you sell.

Simply put, representation through imagery affirms their belonging. And we all want to feel like we belong. It's a basic human need.

The best part of all this is, it is time to get excited. You have a tangible opportunity to, at the very least, demonstrate allyship. Not to mention, start important conversations, land the most amazing clients, and feel good that you are taking part in critical—and even life-saving—messaging today.

**Rhodesia Jackson is a branding and web designer living in Boston, MA with her wife. She spends her time working with feminist business owners to create brands and websites that help their mission and values shine through.**  
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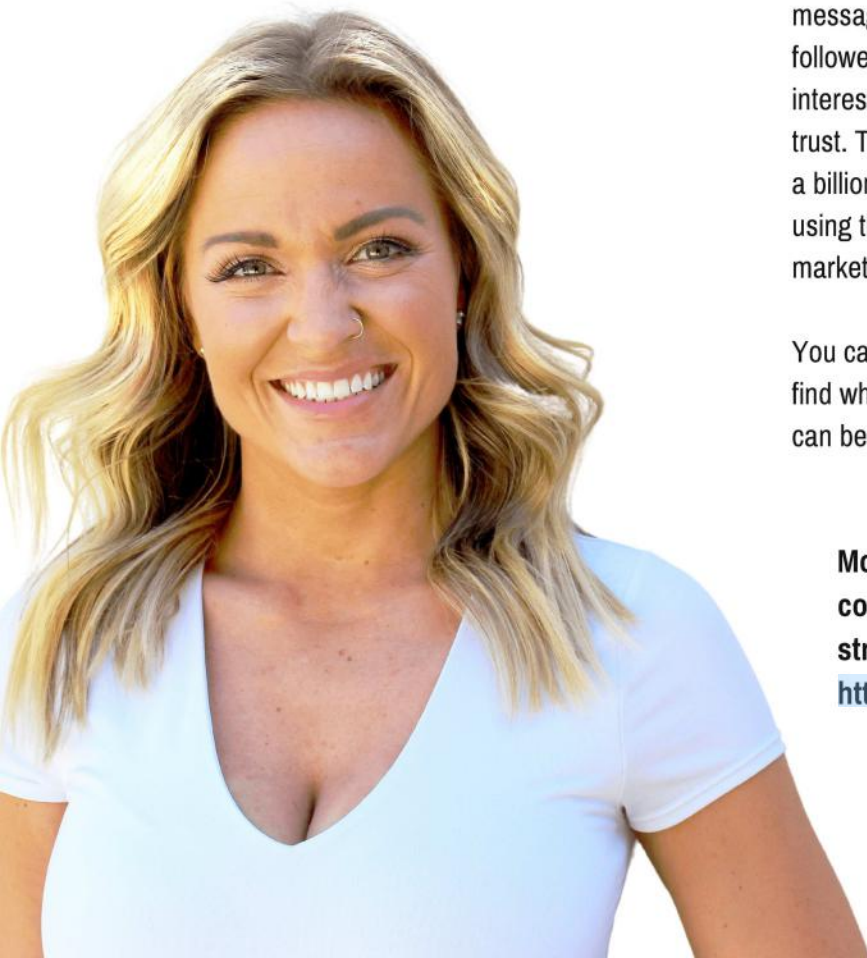
# SOCIAL MEDIA IS YOUR BEST BUSINESS CARD

BY: MOLLY TROTTER

Social media is our new age business card. Specifically, Instagram has led the charge with a savvy, powerful switch by providing us with easy access to billions of profiles with just a few clicks. Branding isn't just something that's a "good suggestion" anymore. It's vital for your professional footprint.

I grew up with the rise of Instagram, and I have been able to create a few different business ventures through the power of my personal branding. Think about it - the more you show people, the faster you can build rapport with strangers from across the globe. If that doesn't entice you, maybe this will - Instagram is a gateway to a 7+ figure business when used efficiently.

Now I want to break down a few simple ways that you can leverage your time on Instagram to grow your brand. The whole point, in the end, is to genuinely connect with others while having a successful business, right?



Therefore, you are shooting yourself in the foot if you aren't using Instagram to build your brand, engage with your target market, and get daily leads.

Let's start with your brand. Most people think it's all about business - WRONG. Building your brand has more to do with who you are personally than what you do professionally.

I like to call it the 80/20 split, with 80% of the time showing people who you are day-in and day-out by and 20% of the time showing your audience what you do for business so they can also see that professional side of you.

Next is being intentional by reaching out to your target audience. You may be thinking, "Molly, I don't have time for this." I understand that it would be challenging, which is why I hired a VA to do this type of work. My VA gets the conversation going, and then I come in to finish building rapport with them and book an offline call. During the COVID-19 pandemic, this powerful system helped our company lock in over \$500,000 in new sales in five months.

Lastly, capturing daily leads. You have five different ways to bring in leads for your business using main Instagram posts, Instagram Stories, Instagram Lives, IGTV and direct messaging. With a brand that's value-driven to your followers, when it comes time to ask them if they are interested in what you do, you will have already built their trust. This will open you up to their entire network. With over a billion users, you have an endless pool of leads by simply using the search bar and hashtags that pertain to your target market.

You can't automate relationships. You must take the time to find where your clients are, what they need, and how you can be of service to them.



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# ARE YOU READY TO GO GLOBAL?

BY LAUREN COHEN



One of the many pivoting possibilities that many businesses are considering is global expansion, especially as the digital world continues to encourage globalization. Global expansion has proven successful for companies of all shapes and sizes around the world and helps them to establish and solidify strategic business relationships that span miles and continents.

Before taking your business global, you need to make sure that you are prepared and know what processes you will need to adopt and apply for such expansion. While the benefits of expansion can be great for your business, you need to understand and be aware of the potential challenges that you may face. Therefore, it's essential to be prepared so that you are not missing closings and deals due to a failure to plan or take proper precautions on your end.

### **Global Preparation**

One of the first things to consider when you start to make the transition to global expansion is to know where you are looking to do business beyond your country's borders. Not all travel, business or financial laws or ways of doing business are the same or even similar in many countries, so a significant level of research is required.

When setting up an international presence, you will need to acquire the appropriate documents to conduct business such as proper business visas and passports for you and any team members that may be transversing borders to do business.

### **Taxes and Financial Obligations**

Before you start conducting business with clients in a particular country, you'll need to become familiar with the business and tax laws of that country. Hire professionals to cover your assets as you go beyond borders.

### **Prepare for the Process**

Preparation isn't as simple as hopping on a plane and heading over to the new country into which you are seeking to expand, and ready to open your doors on day one. The preparation and application process that goes with obtaining the proper Visa and Passport for you and your team members is critical and can take anywhere from a few weeks to several months for approval and delivery – to be “at-the-ready” to execute on your plans.

### **Do You Have Everything You Need?**

If you pursue global expansion without having the right strategy and appropriate documentation, you could find yourself being prevented from conducting business with your global clients and perhaps even detained when traveling for business. Before you start your journey to your intended country of business, you want to ensure that you have packed all documentation and credentials that you will need as you travel. Lacking the proper identification and credentials could put you and your business in a downward spiral of business, with financial and legal challenges that will impact your global expansion.

Don't risk missing out on the real estate opportunity or business deal of your career by being stalled at the airport Customs or Security. Get harmonized legal and business guidance from experts who are familiar with domestic and international laws and regulations, as well as business customs and culture.

*Note: The information is not legal advice and should not be treated as such.*

**Serial entrepreneur Lauren Cohen is an International Lawyer, Realtor, Cross-Border Expert, Best-selling Author and Speaker. Learn Ten Tips To Successfully Expand Your Business & Increase Your Profits Internationally <https://bit.ly/goglobalreport>**



# CREATE A STRATEGY IN 1-HOUR TO INCREASE SALES

BY ANDIE MONET

For those of you who don't know me, my goal is to help you find simple and useful ways to understand, apply, and implement technical and comprehensive business concepts and methodologies in just minutes. What you will learn here is how to:

1. Increase sales
2. Grow your business
3. Improve business recognition

No matter where you are in your business, most owners are looking for ways to increase sales. Typically, the end of year two is the "make or break" point, when owners start to think about hiring consultants (marketing, business plan, sales, etc.). But you don't need any of them - just yet. You can start the process on your own with my Business Development Clustering. Business Development Clustering is a model that I developed. I've nicknamed it the "10-10-S/TE" method. This exercise can be completed in 15-minutes to an hour.

Step 1: Write down your industry.

Example: Let's use "women's athletic wear." (Note that this process works for products and services.)

Step 2: Write down ten ways, methods, or places that you could sell your product. You MUST make yourself think of at least ten ideas, which is Tier 1. The first handful is easy, but you'll think of more later.

Example: for women's athletic wear – you could sell to Workout gym franchises, specialty sports centers like yoga studios, low-end brick-and-mortar retail stores like Walmart, high-end online retailers, triathlon events, and so on.

Step 3: Write down 10 SPECIFIC ideas for EACH of the ten ideas you wrote down for Tier 1. These will be subcategories of Tier 1.

Example: For "Workout gym franchises," think of 10 specific examples such as "workout gym franchises." Ideas could be Gold's Gym, L.A. Fitness, and 24-Hour Fitness.

Step 4: Now here's the fun part. You get to decide which of three areas are most important or relevant to you. The three areas are:

- Effect on your business (will it have a big impact or small impact?)
- The difficulty of effort or implementation
- Time it takes to see results

Business Development Clustering is a model that I developed. I've nicknamed it the "10-10-S/TE" method. This exercise can be completed in 15-minutes to an hour.

Step 1: Write down your industry.

Example: Let's use "women's athletic wear." (Note that this process works for products and services.)

On a scale of 1 to 10 (10 is better), rate each of the 20 ideas. Now pick the top three highest-valued ideas. Voila! You're done. (I did mention that this was the simplified approach.)

This is the 10-10-S method, where "S" stands for "simplified."

This business development exercise guides you in how to implement a strategy and actually get into your top three areas is for another day.

Feel free to contact me for more information and tips.

I am wishing you the very best in your day, your business, and your life.



**Andie Monet is the founder of the "Roadmap to Profitable Growth" course. For 25% discount and additional info:**

<https://andiemonet.biz/31n8g3Y>

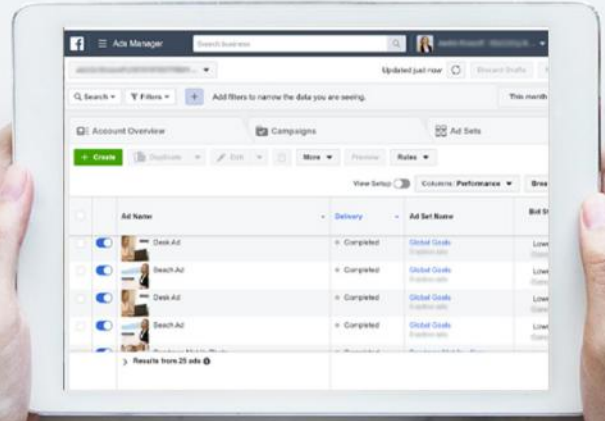




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# Four Steps to Profitable Facebook Ads

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## MILLENNIAL SUCCESS STORIES

with  
*Jackie Kossoff*


 Listen Now!



Let's STOP sugarcoating the Entrepreneurial Experience! **Millennial Success Stories** is a podcast dedicated to sharing the REAL, RAW, and HONEST stories of young entrepreneurs who are building businesses and lives that reflect their own versions of success. Always remember, success has no age requirement!



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

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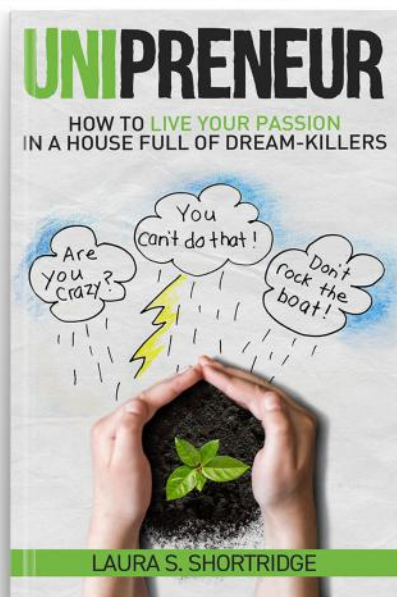
Have you shared your dream with someone you love, only to be laughed at or told you're crazy? Don't let that Dream-killer stomp out your passion or zap it into dormancy. Chances are your loved ones don't want to see you hurt and they don't know how to communicate their caution.

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.**



Be Ubiquitous.

# SPONSORSHIP ROI FOR VIRTUAL EVENTS

BY SHANNA M. SCOTT

Virtual Sponsorships for virtual events could be more lucrative for your business than traditional event sponsorship for your live in-person events.

If you were planning to have a live event and secured your sponsor. Then, COVID 19 caused cancellations and seemingly wreaked havoc in your business, forcing you to pivot to a virtual event model. What do you do? Do you refund your sponsors? Do you renegotiate the sponsorship contracts? Or do you offer your sponsors an even more lucrative proposal with higher visibility and return with virtual sponsorship?

I highly suggest the latter, as virtual events are just as valuable (if not more) to your sponsors as in-person-event sponsorship.

Here is how:

Virtual events are now significantly outperforming live events. For live in-person events your attendees have to invest in airfare, hotel accommodations, possibly childcare and per diem. However, for virtual events, your attendees are having to merely “travel” from their kitchen to home office. What this translates to is that more people will be in attendance at your virtual events as opposed to your live in-person events - if marketed correctly.

The fact that your virtual event attendance numbers are probably now exceeding what was initially promised; is extremely valuable to your sponsors. You can design creative ways of putting together a virtual sponsor deck.

Here are some ideas that you can use to curate a highly valuable virtual sponsor deck that will have a huge ROI, which will be highly engaging to your attendees.

- During your presentation you could always use sponsor recognition and branding before the start of the event, between slides, at breaks, have branded sponsored breakout rooms and/or after your speakers.
- Utilize commercials or video messages from your sponsor at those times as well.
- Another way you could get your sponsor maximum exposure is by promoting sponsors on your social media outlets, on your registration pages and in your event email marketing sequences.
- Put together an online swag bag with your sponsors' links to their website, coupons, downloads, online giveaways, or free trials. This type of sponsorship could be a huge return on your sponsors' investment.

**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.**

[www.shannascott.com](http://www.shannascott.com)





# TIPS FOR DIGITAL MARKETING SALES CALLS

BY JACKIE KOSOFF

WWW.THRIVINGWOMENMAG.COM | 28

Sales calls for marketing services are NOT the same as those for other industries in the online space—particularly coaching.

When a potential client books a sales call with a marketing services provider, she is deciding to give up control of an entire segment of her business and trust the woman on the other end of the line to manage it for her.

In contrast, sales calls for coaching services usually help the potential client feel like she's taking back control of her business and growth trajectory.

Understanding this foundational difference helped me revamp my sales process entirely and explode my business as a result! I've also been able to serve my potential clients on a deeper level, supporting them as they decide to "give up control" of their marketing to my team and me.

To provide a glimpse into what my sales call process looks like now, I'd like to share three tips that have made the most significant difference in my business:

1. There are only two questions I ask on every sales call: "Tell me about your business," and "What are your main business goals?"
2. Share how your services and deliverables will help the potential client reach her specific goals
3. Set expectations, break down your process, and answer all questions honestly, especially money questions. If the client isn't willing to invest what your strategy calls for, it's not a good fit.

BONUS TIP: It's okay to remind the potential client that you're the marketing expert. It's somewhat common on a marketing sales call for a client to say something like, "I heard XYZ is the best strategy, so I want that."

As the marketing expert, it's your job to assess whether that strategy would help the client achieve her goals.



**Jackie Kossoff is a Marketing Strategist & Success Coach for fellow entrepreneurs building their own marketing agencies!**

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# 5 WAYS A MONTHLY TO-DO LIST MANAGEMENT MEETING CAN GROW YOUR SMALL BUSINESS

BY CHELA HARDY

Are you a small business owner? If so, you know that staying on top of your to-do list is essential for the growth of your company. An administrative professional can help you by creating, making sense of, and managing that list for you.

A monthly meeting is more than a dictation of what you need to accomplish in the coming weeks and months. Rather, this interaction is a conversation – a meeting of the minds that includes the admin's expert input on how to prioritize the list and determine what resources are needed, as well as flesh out any details you may not have fully thought through. These meetings bring measurable benefits that leave you with more time to serve your clients.

## 1. Helps you break big to-do's down into smaller ones

This is a savvy admin's superpower! Skillfully asking key questions to help identify and break down the overall details of a project into a checklist of the smaller details enables you to run your projects in an organized way. A strategically crafted and monitored to-do list helps point you in the right direction from the start – keeping you focused along the way.

## 2. Helps you track your progress

Even the most organized entrepreneur can occasionally lose their place on their to-do list. A regular meeting can help you more easily see the status of a project: what's been done, what still needs to be done, and what are the next steps forward. Worth mentioning: the empowerment that comes from ticking items off a daunting checklist permeates every area of your business and leads to increased productivity.

## 3. Reveals where you need to delegate or outsource

Your meeting may lead to the realization that – as impressive as your skillset may be – you simply don't have what's needed to accomplish specific tasks on your own; that you'll need to delegate or outsource to someone who can do it better than you ever could. The upside? More time for you to serve clients or pursue new business.

## 4. Helps you determine if your timeline needs adjusting

Even with a solid team in place, your meetings may reveal that your perception of what it would take to see a project through was woefully miscalculated. An adjustment to the original timeline may be in order – one that will help you deliver the top-line service you promise to each client every time. Course correction can illuminate a much clearer path to a successful outcome.

## 5. Helps you complete the task

Checking off that last box on your checklist as you wrap up each project. That's what keeps you in business and moving forward. Consistent to-do list meetings can help you skillfully navigate any project you take on. It lowers the stress that kills productivity and lessens that awful feeling of always being behind the eight-ball. The resulting work product – and happy clients – can lead to more opportunities.

And that's how you grow a business.

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**Chela Hardy owns AskChela, a virtual assistance firm that supports solopreneurs, authorpreneurs, and speakerpreneurs with the actionable items that grow their businesses. [www.askchela.com](http://www.askchela.com)**



PASSPORT



United States  
of America



# 3 WAYS TO GENERATE LEADS USING VIRTUAL EVENTS

BY STACY BRAIUCA AND PAULA ALLEN

Businesses require new customers and new lead generation to flourish. As entrepreneurs, it is a constant journey to gather these new potential customers.

Let's talk about three ways you can get new leads without being on Zoom all day long. These three different kinds of virtual events have been around for quite a while, but are changing rapidly with innovations, ideas, and creativity.

## Online Challenges

No longer just for the entrepreneurs, *Online Challenges* teach participants a specific concept over a five-day or more period. Each day you give participants a short lesson, a small task to complete, and a way to engage with a group about their new learning or skills. Many of these challenges are held in private social media groups, with daily training videos. They often lead to a larger paid offer.

## Online Giveaways

*Online Giveaways* are usually done over a three-to-five day period on one landing page with 25 to 50 gift-givers. Those contributors have generally paid a fee to the host to have their free "opt-in" item listed in the giveaway. All contributors share in the promotion of the event through emails and social media posts to their followers. This creates leads for givers, as participants often join others' lists and communities. Everyone who participates is eligible to receive all of the free gifts they choose in this type of event.

## Online Summits

What do you get when you combine the awesomeness of online conferences, online events, and online webinars and kick them up with innovation? *Online Summits*. These fun events build your influence, as well as that of your speakers, and grow both your email list and your niche authority. If done well, Summits can be positive for the speakers, attendees, hosts, and the production company. Online Summits are a fast way to build a list of engaged participants who will convert into customers when the event is planned with strategy, appropriate timelines, the right tools, and staff.

## Developing a Full-Scale Plan

There is a wonderful synergy possible with these events. One can lead to another or be combined in succession to create a full experience for your participants and your contributors/speakers. For example, an *Online Challenge* may have five short videos recorded live in a social media group where you give out an assignment done on a simple worksheet. You then listen to the needs of your community and offer them an *Online Giveaway* where others come in and provide their expertise.

These leads that you get from your *Online Giveaway* fuel the synergy to offer a full-scale Online Summit that can be made up of pre-recorded videos or live engagement sessions. You can add in VIP levels, additional gifts or prizes, and or bonuses to the promoters/contributors for opt-in counts. Online Summits can range from one day of speakers live in a Zoom-type call to professional-level audio and video production, swag boxes, and more bells and whistles.

No matter which type of even you choose, all share one simple part...PLANNING

## Success

If you do not prioritize strategy and planning time for your event, you will NOT have a successful event. The best way to have a successful event is to partner with an Event Team from the conception of your event. They will guide you on the big picture strategy and help to manage all the moving parts.

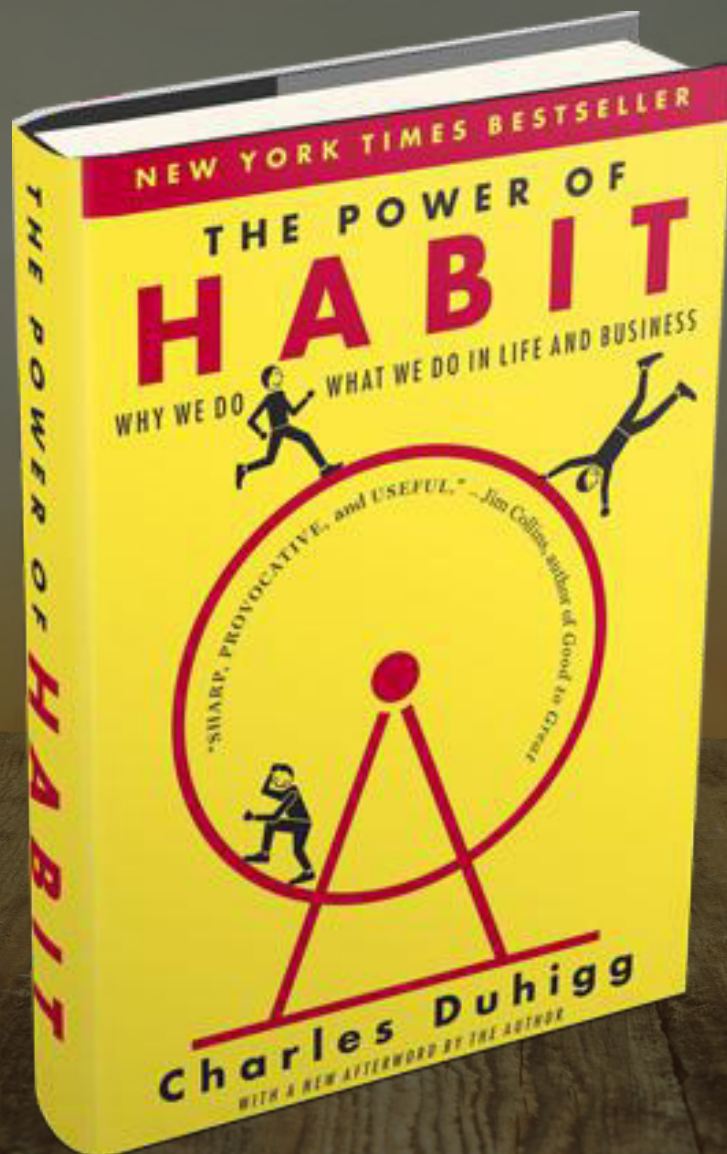
You can be successful in creating an online event and gathering leads for your promotion through all of these avenues: *Online Challenges*, *Online Giveaways*, and *Online Summits*

**Done For You Concierge is a full-service virtual event planning company. Get your free gift Free 10 Key Elements to a "Lead Generating Machine" Summit E-Book <https://rebrand.ly/3Leads>**

# BOOK SPOTLIGHT:

## The Power of Habit: Why We Do What We Do in Life and Business by Charles Duhigg

By Christine Morrell



While it may seem impossible to kick some of your negative habits, according to Charles Duhigg, author of *The Power of Habit*, there is hope!

Whether you realize it or not, people engage in habits every day. It happens because the subconscious mind delegates automatic responses to free up (limited) resources in the conscious minds.

To change a bad habit, you need to understand what a habit is, and more importantly, recognize and diagnose all three parts of your habit loops.

1. **Cue or Trigger** – this could be a location, time of day, emotional state, certain people, or behavioral pattern. The cue/trigger, which always precedes the response, is a result of stimuli such as sight, smell, taste, touch, sound, or thought.
2. **Routine / Response / Behavior** – an automatic response, which could be physical, mental, or emotional.
3. **Reward** – a reward or payoff that creates unpleasant (or pleasant) thoughts, emotions, or sensations, and that programs the brain to expect the reward as soon as the cue occurs.

Following are fundamental concepts that Duhigg shares in his book:

### **THE GOLDEN RULE OF HABIT CHANGE:**

To stop feeling like a victim of your behavior, you need to implement Duhigg's Golden Rule of Habit Change to change your response to a cue. For example, if you find yourself snacking on unhealthy sweets every day at 3 pm (the cue), you need to ask yourself, what happens before you raid the kitchen for junk food (the response). Are you overwhelmed with emails, or are you tired because you didn't have enough sleep the night prior (the cue)?

Try to figure out WHY you have a sweet craving. What you may find out is that you are not craving sweets at all. Instead, you may like the quiet sounds of birds chirping from your kitchen window, which indicates that you want

a quiet, peaceful retreat from your desk—knowing that you could choose to sit outside for 15-minutes, which would give your brain a much-needed break and your body some necessary vitamin D (the reward). In this example, you have changed your response and improved your reward!

**ASK YOURSELF: “What is a new behavior or routine that I could implement instead, that would give me the same, or a better, reward?”**

### **KEYSTONE HABITS - NEGATIVE:**

Not all habits are created equal! Duhigg recommends that we tackle our Negative Keystone Habits first, as these habits have a drastic impact on the quality of our lives. An example of this may be not getting enough sleep. Studies show that people tend to overeat and have difficulty focusing when they are sleep deprived. Can you see the negative ripple effect this might have on your day?

**ASK YOURSELF: “What is one negative behavior that I could change, that would have a positive ripple effect in my life?”**

### **KEYSTONE HABITS - POSITIVE:**

Introduce a Positive Keystone Habit into your everyday life. An example of this is implementing a morning meditation practice into your day. It will improve your general wellbeing, as meditation is known to increase joy and happiness and enhance cognitive function in all aspects of your life.

**ASK YOURSELF: “Which Positive Keystone Habit could I introduce into my life that would have a positive ripple effect?”**

### **SMALL WINS:**

If taking on a Negative or Positive Keystone Habit is too overwhelming, try a smaller habit that will gain you a Small Win that will give you the confidence to try to make a more significant habit change later on.



Charles Duhigg

#### HABITS IN THE WORKPLACE:

As people tend to spend most of their waking time at work, it's essential to get rid of any destructive habits that you may have. Recruit your colleagues and boss to support positive changes that you want to be incorporated. This could be something as simple as swapping unhealthy sweets in the break room to veggies and fruit for staff.

#### BELIEF:

Share your goals with your friends, family, and community, as public accountability is likely to help you stay on track and improve the beliefs that you have about yourself.

#### WILLPOWER:

Many people believe that certain persons are born with willpower, and others are not. The truth is, willpower is a muscle that can be developed with practice. However, like muscles that are used at the gym, they can become exhausted from doing heavyweights. Therefore, it's best to do your habit 'heavy-lifting' in the morning. Implementing your positive habits early in the day will give you the confidence to keep going! Don't forget to track and celebrate your wins!

#### FINAL TIPS FOR SUCCESS!

- Any change requires a conscious decision. Which habit do you want to change most?
- Everything you do is a consequence of the choices you make.
- Negative habits are not something you "are used to." Habits and routines are not part of your core; they can always be changed.
- If you want to have super-powers, you need to control your reactions to outside stimuli. By taking control, you will no longer be a victim of your circumstances!
- Pick a habit, commit to making the change, and do it for at least three months. After a while, your new positive habit will become an automatic response for you.
- Figure out what cues are controlling you and choose to change your reactions.

If you are looking to make positive changes in your life, I highly recommend, Charles Duhigg's *The Power of Habit: Why We Do What We Do in Life and Business*.

**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.**

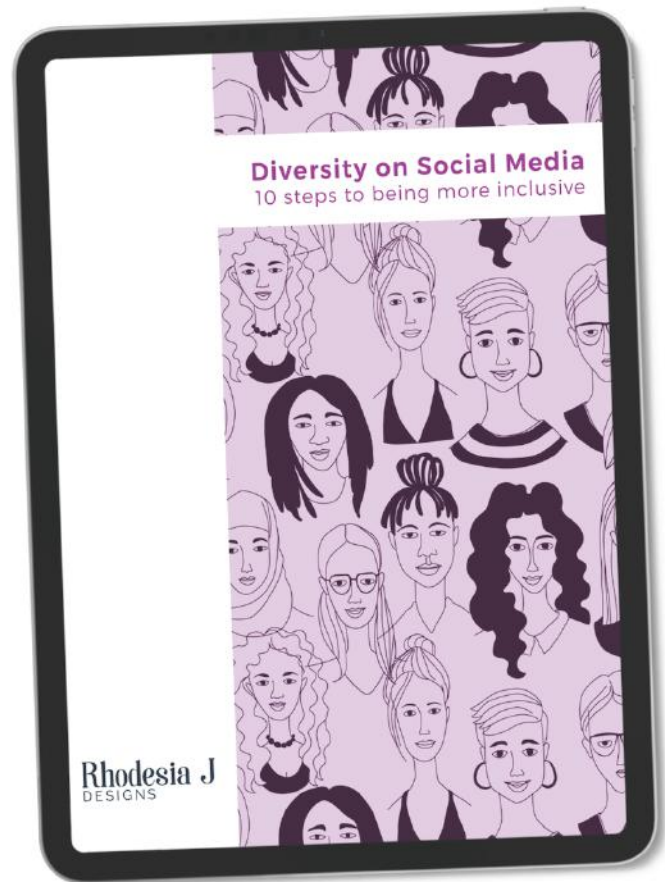
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# Money

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



# IS A SCARCITY MINDSET STOPPING YOU FROM INVESTING IN YOUR BUSINESS?

BY SERENA CARCASOLE

If you are like many solopreneurs with limited resources, you have had to learn to do everything on your own. But to truly grow your business, you will need to invest in the following three key areas: Outsourcing, Automation, and Coaching.

You're probably thinking, "I don't have money for that stuff!" But the truth is, if you continue to run your business with a scarcity mindset – you'll never achieve your business goals. What is a scarcity mindset? It is the belief that there is a lack – of money, time, happiness – the list goes on. A scarcity mindset is born from insecurities and low self-worth. It has us believe that our wants and needs will be unfulfilled. It drains our willpower and energy level. It gets in the way of our ability to make sound decisions. And it ultimately crushes our creativity and dreams.

The good news is that you can change your mindset!

I get it. You have every reason to be proud of how you have taken your business from an idea to something tangible. You have learned a ton of skills to manage and grow your business. You feel super proud of your growing email list and social media following. But, doing everything on your own can cause deficits in other areas of your life.

Working insane hours negatively impacts your health and wellbeing. Not to mention, your likely disappointing friends and family because you never have time for them.

I understand your desire to succeed is what is driving you, and you get personal satisfaction from learning how to do new things. But living in a constant state of stress, poor nutrition, and sleep deprivation will put you on a fast track to burnout!

Therefore, consider investing in your business if you want to attain a higher level of success than you are currently achieving.

## OUTSOURCING

Outsourcing is using a third party to help with tasks that you are currently managing. By far, the biggest objection to outsourcing is thinking that you can't afford it. But the fact is, if you're a serious business owner, you can't afford not to outsource. Ask yourself these questions:

- What is your time worth?
- What is your sanity worth?
- What are your health and wellbeing worth?
- What are your personal relationships worth?

By outsourcing, you'll be able to free up time to work on more important things that can help take your business (and life) to the next level.

- Hone-in on your business strategy
- Create new programs
- Write new content
- Record audio and video content
- Work with clients
- Connect with your audience through emails, social media, and blogging
- Connect with potential business partners (e.g. to speak on their podcast)
- Prospect and close sales
- Have time for a personal life!!

If you are outsourcing the appropriate tasks to the best people (for your business), you should see incredible results with your business. If not, take a look at what you are outsourcing and to whom.





## AUTOMATION

Automation is using a process or solution (e.g. software) that helps to complete the production and delivery of tasks by systemizing them.

If you are like most online business owners, you probably started your business using affordable tools. For example, you may have processed client payments manually using Paypal and then added them (manually) to your mailing list.

Using a manual process can certainly get the job done but it is far from efficient. Manual processes are often very time-consuming and frustrating. They can also lead to human error such as tasks falling through the cracks.

If you find yourself doing a lot of manual processes, it's time to research some potential solutions. Once you automate your processes using smart technology, you will find yourself with an abundance of time and energy!

If you are paying a virtual assistant (VA) to manually perform these tasks for you, you should calculate what's it's costing you (VA hourly rate x # hours), as a software application will likely end up saving you money.

If you are unsure where to start, look into creating a funnel and CRM system to manage your prospects and email list.

## COACHING

What do Oprah Winfrey, Tony Robbins, and Serena Williams have in common? They have all paid for coaches to help develop themselves and build their business/expertise.

Just like with training workouts, our bodies can get used to them. So what we did before (our workout routine) may not net us the same results. At that point, personal trainers have their clients "shake it up," by changing their routine.

You can continue to reverse engineer what you learn from books, podcasts, and online courses. But a coach can help you see past your blind spots and work through them. Coaches can share with you the valuable lessons that they learned so that you don't have to make the same mistakes. More importantly, coaches can help you develop a strategy that will uplevel your business.

In short, coaches will help you bring your business to the next level. So if you feel like your business is stagnant – it's time to hire a coach!

In summary, don't be afraid to invest in your business. If it feels scary, then you are making the right decision for you and your business. You will find that investing in outsourcing, automation, and coaching will pay for themselves many times over.

**Serena Carcasole is a Business Growth Strategist and Money Breakthrough Business Coach. She helps coaches and other online businesses to have standout brands that generates consistent leads and clients on demand. Get her Get Visible Five-Figure Months Blueprint at [www.visibilitymaven.com](http://www.visibilitymaven.com)**



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.

"THERE IS NO FORCE MORE POWERFUL  
THAN A WOMAN DETERMINED TO RISE."

*- W.E.B. Du Bois*

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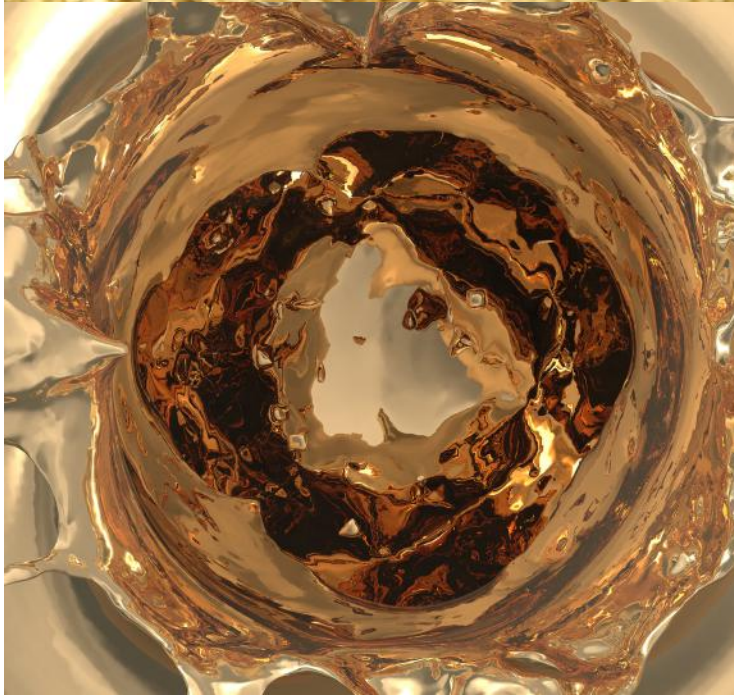
# THE 4 BEST WAYS TO ATTRACT FINANCIAL ABUNDANCE TO YOUR BUSINESS

By Serena Carcasole

Are you a personal growth junkie, trying to use the Law of Attraction to create abundance for your business? Using the Law of Attraction will undoubtedly help you achieve success in life. But you will 10x your results if you combine it with my number one secret to business success – MINDSET.



We know that the Law of Attraction tells us that whatever we focus on grows. If that's true, we need to think something bigger is possible for us. Personally, I like to think about becoming a million-dollar business owner. What is your financial goal? Think BIG! Find an attainable revenue goal (with strategy and hard work, of course) and then stretch yourself by doubling the amount. However, be sure you are comfortable with a financial goal that is comfortable for you. Now that you have decided on what your ultimate revenue goal is – write it down and place it somewhere that you will see it every day.



Creating a strong mindset helps us overcome our negative, self-limiting thinking and expand our minds to what we think is possible. To make space for the vast expanse of your business, you need to first focus on decluttering your brain (and life) to make space for four critical aspects to business success: Environment, Commitment, Money, and Self-Improvement.

Let's tackle the area that often has the most significant impact on our ability to succeed – the environment.

## 1. Environment

Our environment (physical space) has a significant impact on our ability to focus and be productive. Therefore, it's essential to create a workspace where you can prepare, create, organize, deliver, connect, and think!

Carving out a physical space for yourself to work is vital if you are going to be able to create and deliver products and services that genuinely help your clients. What's important is that your space meets your needs. Your workspace should also give you energy and inspire you to want to create greatness.

Think about the type of business you have. Will you be on the phone a lot? In that case, you will need some quiet and privacy.

Now, let's get down to the basics.

- Starting with a clean slate is a great way to build your workspace, which means clearing away any of the physical clutter that could mentally drain your brain and hinder your ability to concentrate and focus.
- If there are a lot of magazines or papers in your workspace area, get them off the floor and stack them into neat piles. You can purge and organize them later when you have more time. For now, you want it to be organized
- Make space on your bookshelf, as you will need this to store some of your office supplies and working files.
- Declutter your voicemail.
- Do the same for your email inbox by narrowing down your five to ten favorite subscriptions – lose the rest.
- Create a physical file system to store physical and digital documents, as it will save you time when you need to find things. You can use a binder or individual folders for each client project that you are working on.



Now that the clutter is gone and your space is functional take a step back and look at it to see if it reflects your personality and business goals. Do you need to purchase organizing products or add some design elements (e.g. new cushions) to reflect your style?

According to the Law of Attraction, we draw people (including potential clients) to us that we believe we deserve. Does your workspace look professional and represent your capabilities to help clients? Would you be comfortable meeting high-end clients in your workspace? If not, write down what changes you need to implement and prioritize them on your to-do list.

## 2. Money

Believe it or not, our wallet says a lot about a person. What does your wallet say about you? If you could describe it in one word, what would it be?

Does your wallet represent your approach to business? Is it old and ripped? Or is it busting at the seams because of the receipts, cards, and small pieces of paper you have inside? If so, it's time to purge!

- If the receipts are for business, move them into an envelope, as you will need them when it comes time to claim expenses for your business on your annual income tax filing.
- If you have unused or expired gift cards, don't leave them lingering around. Use them or toss them. Let the universe know that you are ready, willing, and able to accept new money to come into your life.
- Membership cards can be left at home, as most retail stores can pull up your membership account using your phone number.
- Business cards for people you never followed up with is an energy drain. So decide if you are going to connect with these people. Otherwise, toss them as it's a reminder of potential money that you left on the table. Nobody needs to be reminded of when they screwed up!

This leads us to our next mindset exercise. Just like your money needs a home, so do your clients. Take this time to organize your clients and project work into an easy-to-use digital filing system. To make things easy for yourself, it's best to set up a digital filing system that reflects your physical filing system. Software like Excel (spreadsheets), Trello, and Evernote work well for organizing your digital files.

There are various Law of Attraction exercises that you can do to create abundance. One is to take a piece of paper and fold it in half. Write the following:

- "I am ...." Fill in the blank with an adjective that you find motivating. For example, you can say, "I am powerful," "I am unstoppable," "I am a badass," "I am wealthy," or "I am brilliant."
- Beneath it write your annual financial goal
- Place it somewhere in your office that will inspire you and help to keep you on track



## 3. Self-Improvement

Visualization is another powerful tool for helping you to build the business of your dreams and become the entrepreneur that you long for. Use this mindset exercise to help prepare you for your success.

- Start by lying down (or sitting) in a quiet area
- Close your eyes and do some deep, slow breathing and focus on your breath
- Now imagine you own a million-dollar business.
  - What do you look like?
  - What are you wearing?
  - Where do you live?
  - What does your workspace look like?
  - What type of clients do you have?
  - How do you spend your day?
  - How do you feel?
  - Who is in your life?
- Now open your eyes and write down everything you saw. Remember what it felt like to have achieved that level of success. Now using this tool as much as possible, as our brains don't know the difference from a situation that we imagine or the real deal. The more we can set the stage in our minds for a successful life, the more likely we'll be able to attain our wildest dreams!

Another way to grow yourself is to listen to audiobooks and podcasts or read blogs that will help you to future your business. And if you truly want to move the dial with your business, consider hiring a business coach.



## 4. Commitments

If you've ever heard yourself say that you wish there were more hours in the day, then this section is for you! The goal is here is to make time so that you can create magic.

1. First, you need to clean up your commitments so that you can free up some time to work on whatever is going to help you to grow your business. By eliminating one hour in the day with nominal tasks, you free up seven hours in the week!

- Eliminate tasks that are time-consuming and that don't move the needle forward in your business.
- Get rid of tasks and chores that you personally hate doing. Hire a virtual assistant (VA), house cleaning service, or pay one of your teenage kids to take on these tasks for you. Just think of how much nicer it will feel once you have outsourced the stuff that drags you down.
- Do you waste a lot of time running around from store to store on weekends? Start shopping for your groceries and business supplies online and have them delivered. Every single hour adds up. Not to mention you'll save money on gas and parking!
- Consider hiring a personal trainer to come to your home instead of going to the gym several times a week.



2. Respect your time by saying “no.” you may feel guilty at first, but it will feel freeing after – with lots and lots of practice, trust me!

3. Work with your ideal clients; don't work with people who are not your ideal clients.

If you were responsible for managing the calendar for a highly successful, famous person, would you waste their time on projects or people that don't serve their business? If not, don't waste your time on menial tasks that don't serve you or your business. After all, you are the most important person in your business!

By clearing out your calendar and workspace, you will feel energized and ready to take on new business. It's your message to the universe to 'bring it on!'

Now you have the four steps to focus on mastering your mindset and implementing the Law of Attraction, which will create clear, open pathways for business and personal success.

***Serena Carcasole is a Business Growth Strategist and Money Breakthrough Business Coach. She helps coaches and other online businesses to have standout brands that generates consistent leads and clients on demand. Get her Get Visible Five-Figure Months Blueprint at [www.visibilitymaven.com](http://www.visibilitymaven.com)***





DREAM... PLAN... DO



# WHAT ARE THE STORIES YOU ARE LIVING BY?

By Ann Moir-Bussy

I don't think there is a country in the world that has not been affected by COVID-19. Right here in Victoria, Australia, where I live, our major city of Melbourne has been hit very badly. It is in Stage 4 lockdown, which feels deserted, strangely quiet, and eerily foreboding.

Everyone is experiencing the effects of this virus in countless different ways. What is the story each of us is telling our self about these events?

We are storytelling beings, and every event that happens to us, we tell ourselves a story.

One of my favorite African authors is Ben Okri, who says, "Stories can drive you mad, or stories can heal profound sickness of spirit." Such a contrast!

We are where we are today and who we are today, in large part due to the stories we have been told or have told ourselves. The stories we tell ourselves give meaning to our lives. They can also poison our lives.

Napoleon Hill refers to these stories as the dominating thoughts that we permit to occupy our minds.

These are the thoughts or stories we continue to feed with either love and compassion or with lies and regret and anger or blame. If we were fed stories that were lies that poisoned us as children, then we must stop living with them.

We must stop living without asking any questions, living in the cave of our own prejudices, living the life imposed on us – the codes of ancestors that no longer belong to us.

If we continue to live inside other's realities, we will be imprisoned. And as Ben Okri reminds us, we cannot create a new world until we unearth and destroy the myths and realities, the lies and propaganda that have been used to oppress, enslave, gas, torture and starve human beings of this planet.

So, we begin with ourselves.

COVID-19 is an external virus that eats its way into people's fear and slowly destroys them. Much more insidious is the poison we live with and do not question. As women leaders in business, this is a crucial time to awaken to the stories we live by and ensure that we transform these stories with love and tell the stories that will bring profound healing and transformation for those around us

***Women are as healthy and confident as the stories they tell themselves.***

***And sick storytellers can make others sick.***

In other words, our businesses and each of us are as healthy and confident as the stories we are telling ourselves. We do not want to make the people we work with or the people we serve sick, so let us understand the power of the stories we are telling ourselves and passing on to our people. Let our stories change and turn around these difficult times.

--

Ann is a psychotherapist, life coach, educator, consultant and author. If you'd like a FREE forty-minute discovery session to unearth your stories, then sign up on [annmoirbussy.com](http://annmoirbussy.com)





## Circus of Life

Ladies and Gentlemen, get ready for the greatest show on earth!!!!

Introducing the most wonderful women you've ever seen! They are jugglers, organizers, multi-taskers, planners, facilitators, and promoters. Welcome to the "Ring of Life"! Que the spotlight, please...Hello, is anyone there? Where are they?

Maybe for a while now, this has been your indirect and diluted introduction. As you awake daily, life's exhaustion has crept up on you like asphyxiating carbon monoxide. Its colorless, odorless, and tasteless cocktail devastatingly knocks you off your balance, which is what happens when you're busy taking care of everyone else. But, who's taking care of you?

There are times when you have to provide boundaries. Do you really know the difference between attachments and connections? A leech is an attachment solely seeking a host to extract the life out of the living. Its main goal is to invade. A connection is a work of cooperation. Think about a cell phone being paired or connected to a Bluetooth device. It is a mutual connection.

## Self-Care..... The New "Superpower"

Women have so much to balance in life by sheer default. It's mind-blowing as to how the mark of a "good woman" has been equated to undying, limitless sacrifice. You battle through brokenness while exercising selflessness, almost by having martyr-like mentality and manners. You step into gaps for the sake of the love and wellbeing of family and friends.

Women are continually transforming and transitioning to keep up with the demands of life. How much longer can you attempt to project and maintain this "Superwoman" image to your family, career, business, and all other aspects of your lives? Self-care is not a weakness, but strength-enhancing.

Most importantly, you can support and sustain your life's equilibrium through a self-care regimen by using nine critical aspects, which impact every area of your life. It also provides practical realignment by refocusing and equipping you for success. The Nine Points of Impact are vision, voice, value, options, opportunities, obsessions, words, wisdom, and worship. Embedded in these nine points are three essential goals:


- Enlightenment - to awaken and sharpen your insight
- Empowerment - to take action and be proactive
- Encouragement - to keep moving forward and be progressive

Women possess a powerful, dualistic multiplicity; however, can maintain a healthy state of balance through self-care. When practicing self-care, consider the safety guidelines of the airlines: "In case of an emergency, secure your oxygen first in order to be able to assist others." Once you truly get a revelation about how vital it is for you to breathe, then self-care will become your new normal.



**T.L. Blythers is a dynamic educator, consultant, master trainer/facilitator, author, entrepreneur, host/emcee and transformational speaker.**

**T. L. Blythers' Free gift-5(P)inciples to Transform Your Life's Landscape <https://adobe.ly/31sZa6b>**

A composite image of a woman's profile, facing left. The interior of the profile is filled with a landscape scene. In the upper portion, a large, leafy tree stands in a field under a bright, golden sky, suggesting a sunset or sunrise. The lower portion of the profile is filled with a field of tall grass and small purple flowers. The overall color palette is warm, dominated by yellows, oranges, and greens.

*"Yesterday I read, today I  
learn, and tomorrow I lead."*

*- David Benedict Zumbo*



# ACHIEVE HAPPINESS AND SUCCESS THROUGH PERSONAL DEVELOPMENT

by Carina Casuga



I sat on my chair in my room and knew I was back in my hole again. It would come in waves, the feeling of being stuck, tired, bored, sad, and frustrated. I could not figure out how to get out of the rut. I could not even cry because I was just too tired.

Historically, I have always enjoyed reading and came across the concept of personal development. I explored it further and discovered that it equipped me with the tools I needed to get out of the metaphoric rut I was in.

Personal development essentially leads you to improved skills, awareness, and potential.

It allows you to be better prepared and able to handle difficult or challenging circumstances. It adds value and improves your relationships, living conditions, and decision-making capabilities, which ultimately will lead you to live a healthier, happier life, and purposeful life.

It is sad how much time is wasted on unnecessary dispositions like resentment, insecurities, and division. Sometimes we are our own worst enemy or critic. Life and time is a gift that is too precious to be wasted.

There are numerous areas of development that one could focus on, such as spiritual, mental, emotional, relational, etc. All of these are important. Each has its own merits based on the individual's core values and goals.

Here are tips on effective personal development execution:

## 1. Set a Direction to your Destination

Too many times, we get stuck in mundane, predictable and busyness of daily living; we forget life, and time is limited and fleeting. Therefore, be crystal clear on your vision, purpose and goal. Ask yourself these questions:

- Who is this for
- Why is this important?
- What do you need to accomplish it?
- What does it look like fulfilled?
- What impact or value will it have?
- What do you stand for or against?

## 2. Unwavering Focus and Accountability

Take a step forward and keep going. Eliminate excuses, blaming, complaining and disengagement. Learn from feedback but don't let it eat you up. Don't let fear, perfectionism or procrastination paralyze or beat you.

## 3. The Power of Belief

Have faith that God is with you, is for you, and not against you. You are fully equipped to accomplish what you set out to do. You won't be able to influence anyone if you do not believe it yourself or your vision.

Investing in a personal development coach provides you with a safe space to pause, focus on a specific development goal, guide you in discovering your potential, and exploring opportunities.

Could you use a boost of encouragement, direction, or new skill? Wouldn't it be fantastic if you accomplished your dreams and had an accountability partner spurring you on your journey?

Feel free to connect, explore, and discover your next steps at [www.carinaspeaklife.com](http://www.carinaspeaklife.com)--

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A woman with shoulder-length brown hair, wearing glasses and a blue quilted jacket over a patterned sweater, is smiling warmly at the camera. She is standing in a wooded area with bare trees and a path in the background. The lighting is soft, suggesting late afternoon or early morning.

# UNLOCK YOUR CHILD'S POTENTIAL.

BY REBECCA WHITEHALL

The world is recruiting a new type of teacher, parents. Educating your child doesn't begin the day they enter school. It begins much earlier than that. The moment a child is born, there is someone there to educate them. From the toys dangling over the crib to attending to their cries, children are always learning and growing. Guess who their first teacher is? YOU, the parent. Whether the child is taking in positive or negative information they are still learning from their environment.

A child's environment is the key to their achieving success in life. Do you realize the massive impact you can create for them? By adding enriching activities to your child's day-to-day experiences will create a powerful shift in your child's life. It may mean, for some parents, the child will attain good grades in school, which eventually leads to a great career.

### Young Child

A toddler learns the concept of IN and OUT by dropping clothesline clips in a bowl. As your child gets older, you can use the same clips and have them practice their colors. Once the child can say the colors introduce them to the color's written words. All this done with a package of clothesline clips you may have around the house. If you don't have clothesline clips then use paper clips, round colourful candy, or even crayons are great alternatives. Fun, enriching activities like this will give your young child a head start before they enter school.

### Older Child

Many of your daily activities can be used as learning opportunities for your child, as they will boost their academic skills and instill a love of learning. Let's take a simple trip to the grocery store. If coupled with the following Learning Through Life Experiences, techniques and activities could have a massive impact on your child's early development.

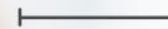
For example, try implementing these activities during your next shopping trip.

- WRITING - a shopping list
- READING – signs and packaging to find the correct item in the store
- MATH – adding up the cost of the items to purchase
- COMMUNICATION – discussing what to purchase

This learning process helps to “lock in” the educational gains into long-term memory, which is easily transferred to paper and pencil activities in the classroom. All this with an added benefit, bonding with your child.

### Keep Learning in Mind

Does shifting the way you approach day-to-day experiences change the way a child performs academically? YES! Now it has become paramount that parents step up to the plate and help their child achieve academic success while building inner resolve. All it takes is making your home an enriching environment where that flame is ignited so that you can unlock your child's potential.



**Rebecca Whitehall**

**Free Gift: 5 Core Factors To Shift Your Child's Success** <https://bit.ly/5CoreFactors>



# HOW PERSONAL DEVELOPMENT SAVED MY LIFE!

By Deb Cantin

My husband committed suicide.

There, I said it! As a young, widowed mother of two with no life insurance, I always worked two-to-three jobs to keep a roof over our heads and food on the table. I had very little time for grief or dealing with my feelings of guilt, so I buried them until 12 years later, as they refused to be silenced. I became a rageaholic, which lost my relationships and self-respect. Worse, my kids were afraid of me, and I was dying on the inside. I felt worthless.

Thankfully, I had a great friend who encouraged me to do personal development. I learned to:

- Forgive me and deal with my deep sadness
- Stop being a victim
- Respond, not just react
- See my true value

And, I began to think about my dreams & goals – what did I want? Dreams cost MONEY!

As an employee, my dreams were shrunk down to the size of my paychecks! What were my options? This is what my research told me:

## Employees: the majority of us:

- Our employers control our lives – decide your worth by how much they pay you. This determines the type of home you live in, the car you drive, vacations you go on, etc.
- Help someone else's dreams come true
- Most people live paycheck to paycheck
- Indoctrination! As children, our lives are simple. We get up, go to school, eat meals (mid-morning break, lunch, afternoon break) and go home – just like a JOB

## Entrepreneurs:

Being an entrepreneur is the best way to reach your goals and dreams. However, not all businesses will get you there. With the **right business** you can:

- Set your own schedule
- Never miss important family events
- Take vacations when you want to
- Work the hours you want· Write your own paycheck and pay less tax
- DREAM AGAIN!

## SUCCESSFUL PEOPLE HAVE

### 1. Belief in:

- Products and services
- The company
- Themselves – MOST IMPORTANT – without this, success is unlikely

### 2. A personal growth plan

- Car university – listen to good audiobooks as you drive
- Take courses – need to spend money on your future

### 3. Mentorship – get advice and training from someone who has been there and done that.

--

A powerful woman who mentors and trains other women in the financial services industry, Deb Cantin knows that empowering women to create the life they've always dreamed of strengthens families, communities, our country, and ultimately our planet. She brings a lifetime of experience to her passionate talks and hopes to inspire women of all ages to see that they, too can live the life they have imagined if they just have faith, fortitude, and a little bit of courage to say YES!

**If you're ready to say YES to your life, please take advantage of Deb's offer of a complimentary 1-hour consultation at <https://www.Calendly.com/debcantin/call-to-action> Value: \$400**



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# Body

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

- Jess C. Scott





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# TIPS TO GET YOUR FITNESS JOURNEY BACK ON TRACK

BY BRITTINIE WICK

When the pandemic hit earlier this year, it shook up our lives in more way than one, and it especially shook up how we continued our health and fitness journeys. Now that gyms are slowly opening back up, and at-home equipment is becoming more available again, here are some key tips to help with getting your fitness back on track.

When starting your journey, start with your “why”, “what”, and “how” so you can have a clear vision of your goals. By having a vision, you can always remember why you’re working so hard. Break down your goals into skills, and those skills into practices.

Think of working out and eating healthy as an act of self-care. All too often, I hear women feel guilty about making health a priority but it’s important to remember that being healthy is another form of self-care.

Have a support network, like friends and family. If they are aware of your goals, they may be more prone to keep you on track or give you a pep talk when you’re feeling unmotivated! If you don’t have an immediate support system, having a coach in your corner will help!

To avoid injury and burnout, start slow and be realistic about how much time you can commit at first. Making the commitment to start a new journey is hard enough, and if you’re not honest about your physical fitness level and go too hard, you’re setting yourself up for potential burn out and discouragement.

To avoid injury and burnout, start slow and be realistic about how much time you can commit at first. Making the commitment to start a new journey is hard enough, and if you’re not honest about your physical fitness level and go too hard, you’re setting yourself up for potential burn out and discouragement.

Prioritize consistency over intensity. Life can get busy and sometimes we cannot dedicate an hour to a workout. I’ve been there, done that. Even if you only have 20 minutes to spare, go for a walk or set your timer and see how many rounds of exercises you can do!

Accept that you will have setbacks, and results don’t happen right away, and that’s ok. Be patient with yourself and your progress! There will be days that you aren’t 100% on your game, and THAT IS OK! The key is to be persistent and keep moving forward. Remember, stopping progress will not get you to your goals any faster.

Don’t compare your journey to someone else’s! Everyone’s journey is different. Don’t focus on what others are doing. The goal is progress, not perfection!

Lastly, enjoy the journey! Be grateful for where you are, right now. Get out of the mindset of “I’ll be happy when...”, because getting too caught up in where you want to be can rob you of your happiness, today!



**Brittinie Wick is a health and fitness coach that empowers women through fitness and nutrition.**

[www.brittiniewick.com](http://www.brittiniewick.com)



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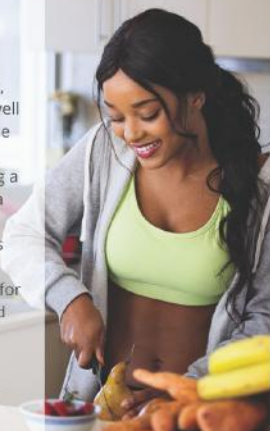
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## POTENTIAL

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.



# Want to be Healthy? Try Earthing!

BY LENA THOMPSON



Everything in our universe is made up of energy that vibrates at different frequencies. Matter is no other than energy condensed into a slow vibration. So when our body's overall charge is off, it may cause some chemical reactions, which may wreak havoc with our health.

The surface of the Earth acts as a conductor, as it receives endless supply of electrons from the sun and even lightning, distributing energy to all its inhabitants. Walking barefoot or just connecting with the Earth enables our bodies to tap into this powerful energy field.

Until the last few hundred years, people spent a lot more time in contact with the Earth, either walking or sleeping on the ground without anything blocking the transfer of electrons. But now, wearing shoes or walking on asphalt, prevents us from getting many gifts from the Earth.

Scientific research over more than a decade indicates that our bodies can be protected and helped when we electrically reconnect to the Earth. This research was published by the Journal of Environmental & Public Health: "Emerging evidence shows that contact with the Earth—whether being outside barefoot or indoors connected to grounded conductive systems—may be a simple, natural, and yet profoundly effective environmental strategy against chronic stress, ANS dysfunction, inflammation, pain, poor sleep, disturbed HRV, hypercoagulable blood, and many common health disorders, including cardiovascular disease."

Through grounding, we connect energetically to the Earth. It allows us to be more in the present moment and receive nourishing energy. Through grounding, the electrical currents transmitted from the Earth help to neutralize disease and inflammation. Simply put, when our skin comes into contact with the ground, our bodies receive an extra boost of vital energy.



Being un-grounded makes it harder to create and achieve our desires as it keeps us unfocused, easily distracted, and overwhelmed with feeling anxious, powerless, and unsafe.

#### How to Ground:

The most straightforward way is to simply make contact with the ground by taking your shoes off and walking on grass, sand, dirt. Even sitting in your backyard without shoes if you are short on time or have other challenges stopping you from getting out will have a lot of health benefits.

“The Earthing” movie on Netflix, features first-hand accounts of individuals who have used earthing techniques to heal. Those suffering from chronic pain, insomnia, and other conditions show improvements after practicing grounding.

Behind the Earthing movement is a new industry of products which are listed below:

**Earthing Shoes** - These shoes have a small conductor in part of the sole, usually the ball, providing an electric path to the ground. These are as popular as casual shoes, and they provide an all-day grounding or as minimalist exercise shoes to increase endurance.

**Earthing mat** - All electronic devices emit EMFs which can disrupt your charge. You can use an Earthing mat under your forearms or under your bare feet when you're working on your computer

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**EFFECTS OF EARTHING**

Wearing shoes: + 300 volts  
No shoes: 0 volts

Earthing & Grounding Refers to Contact with the Earth's Surface Electrons by Walking Barefoot Outside - Earthing & Grounding can Also be Done Indoors by Connecting to Devices or Systems that Transfer Energy from the Ground into the Body

For more information on Earthing Card and more grounding benefits please contact me on [thompson.lena@gmail.com](mailto:thompson.lena@gmail.com)



# PLAYING SMALL IS NOT AN OPTION

BY: BRENDA LANIGAN



Do you have big goals and dreams?

Do you have fears that are stopping you from realizing your goals and living the life of your dreams?

If you said yes, (I hope you did!), you are likely being completely honest with yourself, which is essential to grow, develop, and transform. It is also imperative to know that you are not alone in your fears, as we all have them.

Even the most successful people have had their fair share of fears and uncertainty. The difference is what you choose to do. Do you let fears (False Evidence Appearing Real) stop or limit you from living an amazing life?

The majority of fears are created in our minds. Our ego loves to think of all the “horrible” things that could happen. I am sure you could recall a dozen negative thoughts that you experienced today. Maybe even within the last hour!

Thoughts like, “what if they don’t like me? What if I fail?” On and on it goes.

What if you were to consider instead what it would be like if you succeeded? For example, what if you were the exact person that people (potential clients) are looking for? How would you feel?

You are here to do amazing, wonderful things! Playing small is not an option. If these fears are getting in the way of your happiness, well, it is time to take control.

YOU are in the driver’s seat. Only YOU can break through the barriers you have created within yourself. It is also you that stretches and expands your comfort zone to grow and transform. Creating goals that feel scary and uncomfortable are the best, as they stretch you the most!

Yes, it feels uncomfortable at the beginning. Just think of when you learned to ride a bike. First, with training wheels, gaining your balance. Then the training wheels came off. I can guarantee things did not go perfect the first, second, or even the third time you tried.

Falling, scraped knees and elbows were likely part of the process.

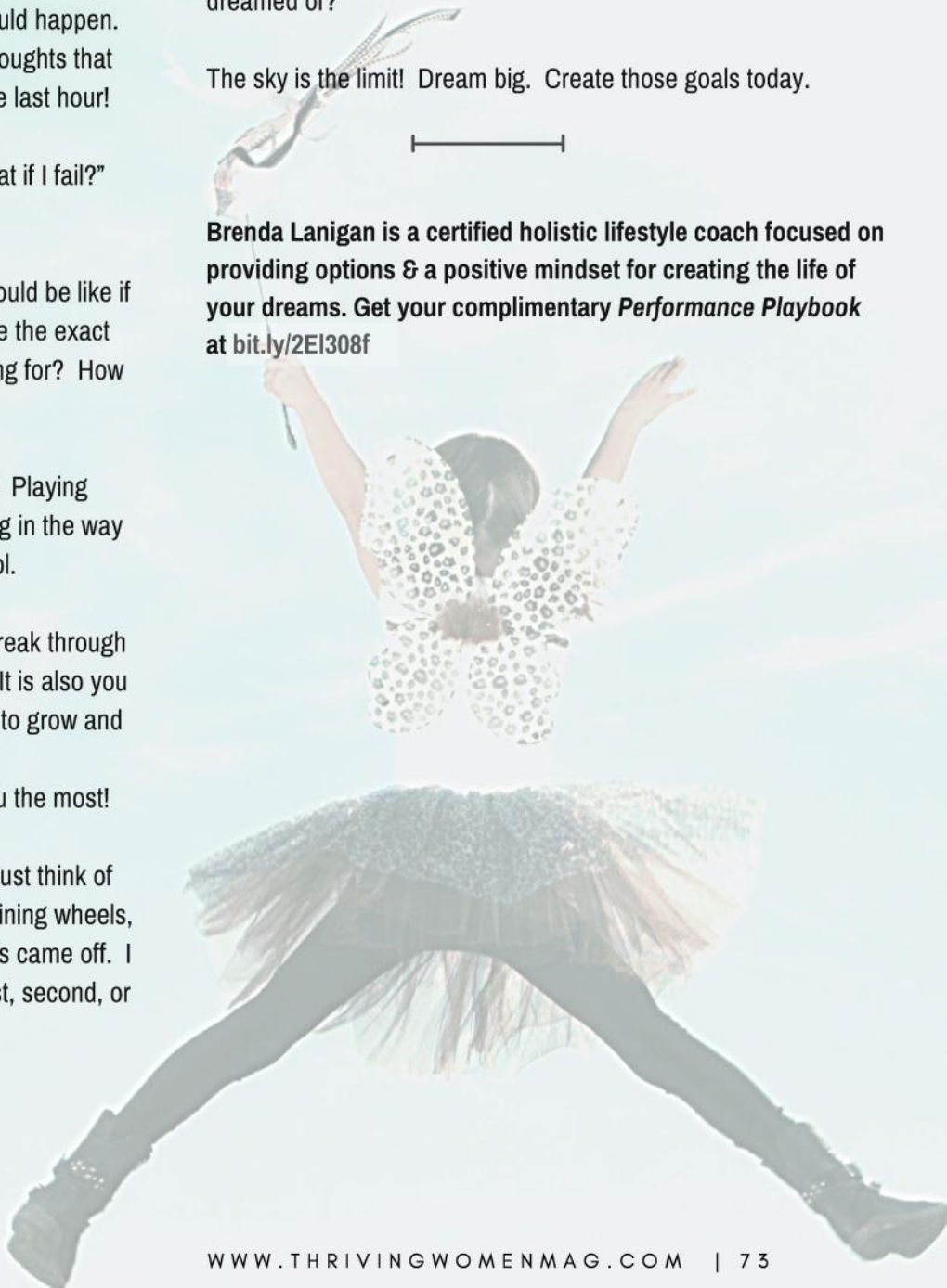
knees and elbows were likely part of the process. The important thing to remember is you kept trying until you succeeded! You stretched your comfort zone so that you could be able to ride a bike.

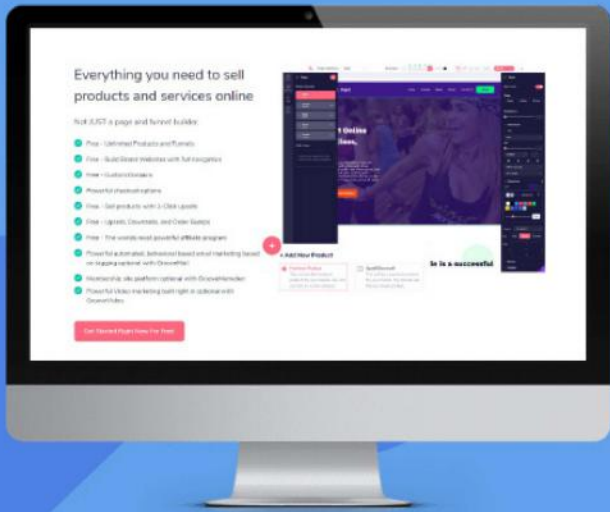
The same applies to your goals. There are bound to be those “scraped knees and elbows.” But you will get back up and keep trying until you succeed because the scarier and bigger the goal, the more amazing the results and the success will be.

So, as we move into fall and another season, what are your goals for the months ahead? How will you expand and stretch your comfort zone? How will you succeed in ways you have only dreamed of?

The sky is the limit! Dream big. Create those goals today.

**Brenda Lanigan is a certified holistic lifestyle coach focused on providing options & a positive mindset for creating the life of your dreams. Get your complimentary *Performance Playbook* at [bit.ly/2EI308f](http://bit.ly/2EI308f)**






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# Spirit

Connect with you inner soul  
for a better quality life!







# SEPTEMBER TAROLOGY™

Happy Birthday to Virgo and Libra! September starts off with one of the big transits of the year. The planet of action, excitement, passion, and bravery turns retrograde. We experience a Mars retrograde every couple of years. The last one was in 2018. During a Mars retrograde, we get to take a good, hard look at how we go about getting what we really want. If you find yourself doubting or second-guessing your direction, check-in to see if what you have been driving toward is really what you want. Make changes and reassess areas where you keep hitting the wall. Mars is in Aries, so think about what it means to you to be first, be ahead of the crowd, where you may be striving for a level of perfection that you can't attain. Mid-month Jupiter wakes up after a 4-month retrograde giving you a chance to ignite your dreams. And at month's end, Saturn wakes up after 5-months of retrograde and matters related to work and other responsibilities begin to move forward again.



**Aries** (March 21-April 20) **King of Wands:** Your ruling planet steps on the brakes, but that doesn't stop you. A slow and steady pace will keep you ahead of the game. Think inspiration, not exasperation, as you learn a new way of life. Get clear on what success looks like to you.



**Taurus** (April 21-May 20) **8 of Cups:** If you feel things aren't moving enough in your life, just wait. There's a lot more going on under the surface than you may recognize, and it's helping you let go of useless habits and thoughts. You're spiritually prepared for a fascinating new challenge. It takes a minute for Taurus.



**Gemini** (May 21-June 20) **Page of Wands:** Lack of follow through in the past has cost you, but this time you're going to do it differently. Keep in mind all of the people who will benefit from your work in the future, and you'll find the energy to see the most tedious chores through to the end. Put on some kickass music and knock it out of the park.



**Cancer** (June 21-July 22) **8 Of Swords:** Ask yourself, what am I afraid to embody? Seriously, do you really enjoy feeling "stuck" in your job or relationship? Of course not. Now ask yourself what you're most afraid of if you make the change. Be honest. This is a turning point for you, and courageous action is called for.



**Leo** (July 23-August 22) **The Star:** Everything is kind of working out for you now. Your persistence and hard work seem to be paying off. You'll reach a place of synchronicity as long as you stay in the moment where the good stuff is. It's a kinda magical month for Leos where your spirituality grows, and you're able to help others shine their light.



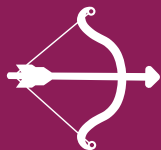
**Virgo** (August 23-September 22) **Ace of Pentacles:** Financial goals and investments pay off now. If you're buying or selling a house you'll find the perfect place at a great price or buyers for your property may get into a bidding war, netting you more than you asked. Overall this the month you want to look at the long-term goal for your financial future.



**Libra** (September 23-October 22) **3 of Pentacles:** Your relationships experience tremendous growth as you finally focus on resolving issues instead of ignoring them. Deep talks, truth, and willingness to take responsibility for your part opens up a whole new level of intimacy. If you're in a relationship, Mars in your 7th means the make-up sex is transcendent!



**Scorpio** (October 23-November 21) **Death:** What routines and habits do you need to "kill off" in your life? Transformation is at hand, and you're not going to be able to avoid the change. Say goodbye to useless practices and take care of potential health problems before they become serious. You're the master of self-examination, so dig deep and see where the resistance is.



**Sagittarius** (November 22-December 21) **2 of Pentacles:** Multitasking is one of your talents, and this month you get to push it to the max. However, as you dip in and out of one fun project to the next, handle them all very nicely. You'll need to remember that at some point you need a break. So schedule some serious downtime for the end of the month and reflect on how you can work smarter, not harder going forward.



**Capricorn** (December 22-January 19) **3 of Wands:** For Caps this month, I'm reminded of how a captive snake will only grow as large as the container he's kept in, but in the wild, he can grow to his ultimate length. While that may only be a myth, your situation is reflective of this concept. You can't go farther if you're in a small-cage mindset from a negative family belief about success. Cut the ties with that bs and expand your influence now.



**Aquarius** (January 20-February 18) **Knight of Cups:** Fall in love with love. Fall in love with your neighbors, in love with your local book store, and coffee shop. I know that sounds silly, but here's the deal. You'll find inspiration spending time in your neighborhood, and having conversations with strangers if you just choose to see everything from a curious heart. Get out of your head and greet the world.



**Pisces** (February 19-March 20) **2 of Swords:** Ah, the ever-present battle between logic and intuition. Blocking and clearing. Also known as the denial card. While it's true that taking no action is a choice this month, you will want to at least take one step in a direction towards financial freedom. Ask yourself how the path you're on will impact you materially...see that clearly...and if you didn't like that thought, allow yourself to see a different picture in your mind and see where you can make one teeny-tiny move toward it.

**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 ASTONISHING SUMMONING POWER OF WORDS

BY: CHRISTY WHITMAN



The words you speak have a tremendous impact on your power to manifest your highest good.

With every word you speak, you are summoning, invoking, and magnetizing a version of reality into being. Like Tibetan or Sanskrit mantras, which are used to focus the mind around a particular intention, our choice of words set the wheels of manifestation into motion.

### **The Energy Behind Your Words**

Every word you formulate in your mind, whether you ever speak it out loud, is a mantra. But most of the time, the mantras we use end up focusing our mental energy in opposition to – rather than in support of – the things that matter most to us.

Here are some common examples of things people say that create negative energy in your body: “This is hard.” “Life isn’t fair.” “No matter what I do, it’s never enough.” Notice what happens to your energy and enthusiasm levels when you make statements like these. The words you use can lift your spirits into a higher realm where new possibilities exist, or they can send your mood and vibration crashing.

Here are a series of statements you can begin to use daily to keep your energy clear and aligned:

#### **Mantra #1: *What I focus on expands.***

What you focus on, you will draw into your life, because where your attention goes, energy flows. As the old cliché goes, you can see every proverbial glass as half empty or half full. Focus your mental and emotional energy on looking for evidence of wellbeing and abundance. When this is your focus, your energy will be clear and one-pointed, and you’ll easily manifest your highest good.

#### **Mantra #2: *The universe has my back.***

How you perceive life is everything. If you perceive the world as hostile, you will find evidence of hostility. If you perceive the universe as a friendly place, that’s what you’ll attract.

The universe holds a bird’s eye view of your life and can orchestrate far greater outcomes than you can envision for yourself. Believing, “the universe has my back,” will restore your faith in the unseen when things don’t seem to be working out.

#### **Mantra #3: *I relax and allow my highest good to unfold.***

Look into nature, as you’ll notice that creations don’t come about through hard work and willpower. They’re orchestrated, effortlessly, through forces of attraction and allowing. By relaxing and allowing our highest good to unfold, we summon the power of the Law of Detachment. The fastest way to manifest any outcome is to relinquish our attachment to it.



**Christy Whitman is an energy healer, celebrity coach, and the New York Times bestselling author of *The Art of Having It All: A Woman’s Guide to Unlimited Abundance*.**

**Visit [www.watchyourwords.com](http://www.watchyourwords.com) to gain access to a free 30-day program that will support you in using the power of your words to shift the trajectory of your manifestations.**





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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



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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](https://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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# CARBLESS BROCCOLI AND CHEESE EGG MUFFINS

BY SERENA CARCASOLE

Having these on hand in the fridge for a quick on the go breakfast or snack will not only save you from eating bad but it will fill you up longer.

## Ingredients:

- 4 cups broccoli florets
- 4 whole large eggs
- 1 cup egg whites
- 1/4 cup reduced fat cheese,
- 1/4 cup good grated cheese like parmigiano cheese
- salt and black pepper to taste
- Cooking Spray such as Avocado Oil or Olive Oil

Optional: ½ cup of diced onion, ham, pepper, etc.

## Directions:

- Preheat oven to 350°.
- Steam broccoli with a little water for about 6-7 minutes.
- When broccoli is cooked, crumble into smaller pieces and add olive oil, salt and pepper. Mix well.
- Spray a standard size non-stick cupcake tin with cooking spray and spoon broccoli mixture evenly into the muffin tins.
- In a medium bowl, beat egg whites, eggs, grated cheeses, salt and pepper.
- Pour into the greased tins over broccoli until a little more than 3/4 full. (add optional ingredients also)
- Top with more grated cheese and bake in the oven until cooked, about 20 minutes. Serve immediately.
- Wrap any leftovers in plastic wrap and store in the refrigerator to enjoy during the week.



# POACHED EGGS IN SAUCE

BY SERENA CARCASOLE

## Ingredients:

- 4-6 Eggs
- 1 can of Diced Tomatoes or Crushed Tomatoes
- 1 Chopped Onion
- 1 Chopped Red Bell Peppers
- 2-3 cloves of Garlic chopped or crushed
- Salt and Pepper to taste
- Optional: Chili Flakes
- Chopped Fresh or Dry Parsley
- 3 Tbsp of Olive Oil

## Directions:

1. In a large skillet, soften the onion and red pepper in the oil.
2. Add the garlic and spices and cook for 1 minute.
3. Add the tomatoes and bring to a boil.
4. Season with salt and pepper.
5. Simmer for about 20 minutes or until the sauce thickens.
6. With a ladle, shape four or six wells in the tomato sauce. Break an egg in each well
7. Cover and simmer gently for 5 to 6 minutes or until the egg white is cooked. Sprinkle with the parsley.
8. Serve with toasted bread, tortilla, or pita bread.



# TOMATO, AVOCADO, CORN AND BLACK BEAN SALAD

BY SERENA CARCASOLE

## Dressing

- 1/3 cup olive oil
- 1 Lime Juiced
- 1 clove garlic minced
- Salt and pepper to taste

## Salad

- Grape Tomatoes cut in half
- English Cucumber diced
- Purple Onion diced
- Avocado
- Black Beans
- Frozen Corn
- Fresh Cilantro
- Olives sliced, optional

## Instructions

Mix together the dressing ingredients for the dressing in a jar. Shake to combine and then set aside.

In a medium bowl add the salad ingredients and toss to combine.

If serving the salad immediately add the dressing and once again toss. If not serving right away refrigerate and wait to add until later.

# YUMMY IN THE TUMMY PITA PIZZA

BY SERENA CARCASOLE

No need to pre cook pizza dough the pizza is ready in as little as 5-10 minutes.

## Ingredients:

- Large Pita Bread
- Pizza Sauce
- Your Choice of Toppings
- Cheese of choice (I like Mozza Cheddar or Fresh Mozzarella Cheese or Bocconcini)

Some of my favorite toppings: Artichoke hearts, sun-dried tomatoes, olives, tomatoes.

I also drizzle at the end before going in the oven a home made dressing of olive oil, garlic powder, crushed chili flakes, salt, and pepper to taste on the pizza before putting it in the oven.

## How to Make It:

1. Preheat broiler to high with oven rack in middle position. (or use your toaster oven)
2. Spread the pizza sauce on the pita evenly,
3. Cover the Pita with your choice of cheese and then your toppings on top of the cheese.
4. Drizzle the olive oil mixture lightly.
5. Broil 4 to 5 minutes or until cheeses are melted or cook it in the toaster oven until the cheese melts and starts to turn a light golden brown.



# CINNAMON CHIPS

BY SERENA CARCASOLE

## Ingredients:

6 flour tortillas (7 inches)  
3 Tbsp. butter, melted  
3 Tbsp. sugar  
1½ tsp. cinnamon

## Cinnamon Chips Preparation:

1. In a small bowl, mix the cinnamon and sugar together.
2. Next, brush both sides of the tortilla with melted butter.
3. Sprinkle both sides of the tortilla with the cinnamon and sugar mixture.
4. Cut tortilla into chip size wedges (approximately 6 per tortilla). Place wedges on an ungreased baking sheet.

Bake at 400 degrees for about 6-7 minutes on each side or until chips are crisp.

Alternate method: Broil on high for 1-2 minutes per side, checking often to avoid burning.





# ROASTED CARROTS WITH BROWN SUGAR AND BUTTER

BY SERENA CARCASOLE

This is a simple and sweet carrot recipe. You can do all the preparations besides the roasting in the oven ahead of time.

## Supplies Needed:

- 2 pounds carrots
- ¼ cup butter
- ¼ cup brown sugar

Also, keep on hand vegetable peeler, sharp knife, cutting board, measuring cup oven-safe dish and foil.

**Step 1: Prepare the Carrots.** Peel and cut the carrots into desired length and size. I like to do them in strips.

**Step 2: Get Ready for Roasting.** Add the carrots to an oven-safe dish and also add the butter. Next, add the brown sugar.

You can prepare the recipe up until this point ahead of time. Just cover the carrots and ingredients with foil and refrigerate. When you're ready, take them out and bake covered at 350 F for about 30-40 minutes depending on size of carrots.



# BAKED SALMON & ASPARAGUS

BY SERENA CARCASOLE

Salmon is very easy to make. A lot of people get scared to cook it but the truth is, there isn't much faster food, that tastes delicious around. The trick is getting the right Salmon. You want wild salmon bought from a good market. You can buy fillets or steaks. It should not smell fishy at all.

## Asparagus Ingredients and Instructions

- 1 LB Fresh Asparagus Spears
- 3 Cloves Garlic, minced
- 1 TSP Himalayan Sea Salt
- 1/4 TSP Fresh Ground Black Pepper
- 2 TBS Olive Oil
- 1/4 Cup Butter

## Preparation:

Trim asparagus spears by breaking off the hard end and carefully peeling the hard layer off the stems with a vegetable peeler. In a large skillet, melt butter over medium heat, turn up to medium high stir in olive oil, salt, pepper and garlic but don't allow to brown. Add in the asparagus and cook for 10 minutes turning often to ensure that asparagus is evenly cooked and coated with seasonings.

## Baked Salmon Ingredients and Instructions

- 4 3 ounce Salmon Fillets
- Pink Himalayan Sea Salt
- Fresh Ground Black Pepper
- Paprika
- Garlic Powder
- Olive Oil to Drizzle

On a non stick baking sheet place seasoned fillets skin side down. Drizzle with olive oil. Bake at 450 degrees for 12 to 15 minutes until fish flakes easily. Serve with asparagus on the side.







# CHICKEN ALLA PIZZAIOLA

BY SERENA CARCASOLE

- 4 chicken breast fillets, butterflied
- 2 tablespoons (40ml) extra virgin olive oil
- 1-2 clove(s) garlic, crushed
- 1 onion chipped
- 1 can of diced tomatoes, drained
- 1 teaspoon of dried oregano
- 1 teaspoon of fresh or dried parsley
- 4 slices mozzarella cheese or swiss cheese
- 3 basil leaves, torn into pieces to serve
- pinch of pink himalayan salt
- freshly ground black pepper

## Optional:

- chili pepper flakes
- white wine

## Preparation:

Step 1: Heat the olive oil in a large frying pan over medium heat Add the garlic and onions and cook until onions are slightly translucent,

Step 2: Add the chicken and cook approximately 1-2 minutes on each side.

Step 3: Add optional ingredients and cook for an additional 2 minutes then add the can of diced tomatoes. Season well with salt, pepper, and paprika. Cook until the liquid of the tomatoes have reduced into a thick chunky sauce.

Step 3: Add the mozzarella or swiss cheese on top of each chicken breast. Cook for a further 3 minutes or until cooked through and melted.

Step 4: To serve, sprinkle the basil leaves over the Chicken alla pizzaiola, add it on pasta or a bed of rice or eat it as is on a plate with salad or vegetables. Super delicious - buon appetito!



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