

# Thriving WOMEN

BUSINESS, MONEY, MIND, BODY, SPIRIT  
SUMMER 2020

TIPS FOR  
CREATING  
THE PERFECT  
POWER  
PITCH

Avoid  
these  
financial  
mistakes  
when  
owning a  
business

5 WAYS TO  
BUILD A SMALL  
BUSINESS  
THAT FIGHTS  
RACISM

DREAM CATCHER  
*Cathy Domoney*

LOWER YOUR  
STRESS  
LEVELS AND  
BOOST  
*your sex drive*

Say  
I LOVE  
YOU  
Without  
Actually  
Saying It

QUICK and  
EASY SUMMER  
RECIPES THAT  
EVEN THE  
PICKIEST  
EATERS WILL  
LOVE



# Thriving WOMEN

BUSINESS, MONEY, MIND, BODY, SPIRIT  
SUMMER 2020

**TIPS FOR  
CREATING  
THE PERFECT  
POWER  
PITCH**

**PG. 20**

**Avoid  
these  
financial  
mistakes  
when  
owning a  
business**

**PG. 40**

**5 WAYS TO  
BUILD A SMALL  
BUSINESS  
THAT FIGHTS  
RACISM**

**PG. 12**

**DREAM CATCHER**  
*Cathy Domoney*

**PG. 6**

**LOWER YOUR  
STRESS  
LEVELS AND  
BOOST**  
*your sex drive*

**PG. 82**

Say  
I LOVE  
YOU  
Without  
Actually  
Saying It

**PG. 58**

**QUICK AND  
EASY SUMMER  
RECIPES THAT  
EVEN THE  
PICKIEST  
EATERS WILL  
LOVE**

**PG. 102**



# Welcome

## PUBLISHER'S NOTE

Welcome to the premiere edition of ***Thriving Women Magazine***.

As a Certified Money Breakthrough Coach, with an extensive background in marketing, I have always loved women's magazines for what they represent – the empowerment of women. Expressly since I've always known that my passion was to help other women grow, as I believe there is nothing more powerful than a community of women supporting each other.

Let's face it, men are great and all, but it is women who create real change in the world. Doesn't it make sense that we become the most authentic and powerful versions of ourselves? Hell ya!

I mean, we all know that women have an innate strength that is unmatched. Afterall, we're the ones pushing babies out of our incredible bodies!

But, to witness us lift each other up and watch each other soar – now that is a beautiful thing! Right?

Throughout my career, I have founded several organizations that have enabled me to live out my vision of empowering women. From women's membership networks, community groups, a coauthored book series, and my newest baby – the Amazing Women of Influence Podcast, the time has come for our voices to be read and celebrated around the world!

Which is why I knew that the natural evolution of our community, was to create a digital magazine that could provide learning and inspiration to readers and global exposure for the women in our community of AMAZING WOMEN. Not to mention, being a published writer provides unbelievable credibility and authority for contributors to Thriving Women Magazine.

Some of the powerful, talented, and successful entrepreneurs in our tribe have shared their voice and their brilliance in this premiere summer edition. Other women will be showcased in future monthly editions of the magazine.

As you will see, we have organized Thriving Women Magazine into sections according to our five foundational pillars of business, money, mind, body, and spirit. We have also added an astrology piece and some recipes!

The five pillars are essential, as we create our personal and professional educational programs around them. We want women to thrive in all five areas because we believe if one pillar is broken (or running on empty), it negatively impacts the other pillars, thus throwing our balance out of whack. And we all know that balance is key to a happy and successful life (and business)!

My hope for the magazine was to provide an opportunity for the women in our community to share their stories and promote their businesses and, of course, to inspire and share with the readers, what they have learned while building their businesses.

So, I like to think of this magazine as my love letter to the women who continue to inspire me personally and who have contributed to the growth of our thriving community. I know in my heart, that together, there will be no stopping us!

I hope you enjoy reading 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!

I want to thank the fantastic and incredibly hardworking people who contributed to the Thriving Women Magazine. To the writers, editors, graphic artists, collaborators, advertisers – thank you! You all know who you are. xoxo

Love,  
Serena Carcasole  
Publisher, Editor in Chief  
[www.amazingwomenentrepreneurs.com](http://www.amazingwomenentrepreneurs.com)  
[www.visibilitymaven.com](http://www.visibilitymaven.com)

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



## ISSUE 1

# Summer Edition

### 11. BUSINESS

Scale your business

### 39. MONEY

Achieve Financial Freedom

### 53. MIND

DREAM... PLAN... DO

### 74. BODY

The Greatest Wealth Is Health

### 91. SPIRIT

Connect with your Inner Soul

### 102. RECIPES

Easy Meals and Snacks for Busy People

## STAPLES

03 Publisher's Note

06 Featured Woman of Influence

05 Meet The Team

### Coming Soon In Future Issues

Books We Recommend

Business Directory





# MEET THE TEAM

## PUBLISHER

**Serena Carcasole** | Amazing Women Media  
Business Growth Strategist and Money  
Breakthrough Coach  
[www.amazingwomenentrepreneurs.com](http://www.amazingwomenentrepreneurs.com)  
[www.visibilitymaven.com](http://www.visibilitymaven.com)

## EDITOR

**Christine Morrell**  
Christine 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. [cmorrell@mail.com](mailto:cmorrell@mail.com)

## LAYOUT & FORMATTING

**Sara Glazer** | Instagram Business Strategist  
[@empoweredwomenceos](https://www.instagram.com/empoweredwomenceos)

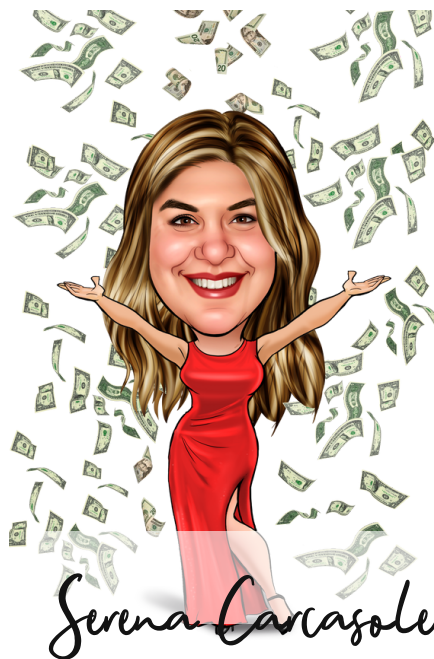
Sara Glazer is a social media strategist  
specializing in helping female service-based  
entrepreneurs to cut through the noise on  
Facebook & Instagram and attract their ideal  
clients to them with their authentic voice and  
without chasing or being salesy

**Isa Martinez** | eCommerce Marketing Mentor  
[www.ecommercebloom.com](http://www.ecommercebloom.com)

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

Business Growth Strategist and Money  
Breakthrough Coach  
[www.amazingwomenentrepreneurs.com](http://www.amazingwomenentrepreneurs.com)  
[www.visibilitymaven.com](http://www.visibilitymaven.com)





# Cathy DOMONEY

Cathy is on a mission to empower women through a combination of her formal training (sociology, psychology, counselling, hypnotherapy, teaching, life-coaching) with the law of attraction, to get female leaders to the next level in all areas of their lives. She also helps amazing women create freedom-based businesses around their lives/careers/families. It is okay to want to be a successful businesswoman, mother, or wife in any combination thereof if that is what you want to choose for yourself. It is normal to have challenges yet still be successful. Not everything has to be perfect for you to succeed. Cathy knows this first-hand as she juggles three auto-immune diseases and six kids with her husband away working on the mines! She quickly realized that a massive chunk of time was not just going to fall into her lap for her to chase her dreams anytime soon! At age 40 she started her business and she used specifically crafted techniques (that she now teaches) to launch her business and very quickly was recognized as an international leader.

Through her very successful 'Positive Mindset For Kids' inspirational book series, she also empowers children to create a mindset pre-programmed for success in all areas of their lives moving forward so they can grow into happy, empowered, successful, miracle-manifesting adults.

Cathy is a woman of influence because she is out there, actively chasing her dreams, despite and because of the challenges that she 'dances with' every day.

Learn more about Cathy at [www.cathydomoney.com](http://www.cathydomoney.com)





# DREAM CATCHER

BY CATHY DOMONEY

***“DON'T DIE WITH YOUR MUSIC  
STILL INSIDE YOU.”  
- DR. WAYNE DYER***

At the point that I nearly died, I figured it was time to take stock of my life. I reflected on all the opportunities I had declined, and all the excuses I had made, which postponed the chapter of my life, where I chased my dreams. My missed opportunities and excuses looked something like this:

When I have lost the weight

When I am more qualified... just one more course...

When the kids are older

When I have cured my auto-immune disorders

When things settle down, and I have more time

When life calms down a bit

When I've taken that marketing course

When I've read all the books/watched the webinars/attended all the classes on the subject

When hell freezes over...

Do any of these excuses sound familiar to you?

Facing my mortality forced me into taking stock of my life and what I had envisioned for it. Although I had an amazing husband, incredible kids, a fantastic home, and an awesome community and friends, I was suffering from depression. What? Wait! That cannot be true? How can you be depressed when you are blessed with such a wonderful life?

It confused me for the longest time, as it did not make sense. But, I then realized that I was not pursuing my personal and professional dreams and goals. Therefore I was experiencing joy incomplete.

Outnumbered with six kids in the house, for most of the year alone while my husband works away on the mines, I realized that this elusive chunk of time that I was waiting for was not coming any time soon.

I had so much to give, I thought about all the things that would have been left undone had I have died giving birth to my last baby. The thought was excruciating. This was the catalyst I needed to kick me into action!

Having been a magnificent manifestation queen and wielder of The Law of Attraction all my life, I set to work on building my business from my living room, with all my kids around me. I opened myself up to receive all the gifts that I wanted in my business, and then the magic began to happen!

I set up a workspace so that when the planets aligned, and I had some spare time, I would be able to jump into my work, picking it up where I left off. This allowed me to effectively use any available time that I had to pursue my ambitions actively. It was amazing how much all those daily minutes added up over the weeks and months, as it resulted in a multi-income-stream business, which continues to provide me with flexibility and freedom.

#### **My business allows me to:**

- Be recognized internationally as a Transformational Leader
- Find total joy for a complete lifeWork from wherever I want
- Work the hours that I choose
- Create a freedom-based business and help others to do the same
- Be here for my kids
- Earn money while I sleep
- Work with industry leaders and millionaires all over the world (from my living room!)
- Start my business at age forty, and in just two short years, watch it skyrocket in influence!

I now live my blissful purpose coaching female leaders with powerful mindset hacks combined with the Law of Attraction to propel them to next level success in all areas of their lives.

As an award-winning author, I empower children to empower themselves through my Positive Thinking for Kids picture book series.

I LOVE my life now on ALL levels, and I have found my joy complete!! Pretty impressive for a hobbit from the shire who hardly leaves her house!

To all the women out there who have that nagging pull towards their bliss, my message to you is this:

Do it now! Imagine getting to your last day on earth, and as you reflect, you are bombarded with dreams unrealized!

Want to write a book? Please Start TODAY!

Want to create an online freedom business like me? Launch next month!

Want to start consulting? Start contacting leads!

You are worthy! You do not have to be perfect. Not everything will need to be in place immediately. Just start and grow from there.

#### **Here are some rules to live by:**

Be authentic

Add value to people's lives and be of service

Carve time out for your dreams

Get up earlier

Watch less TV

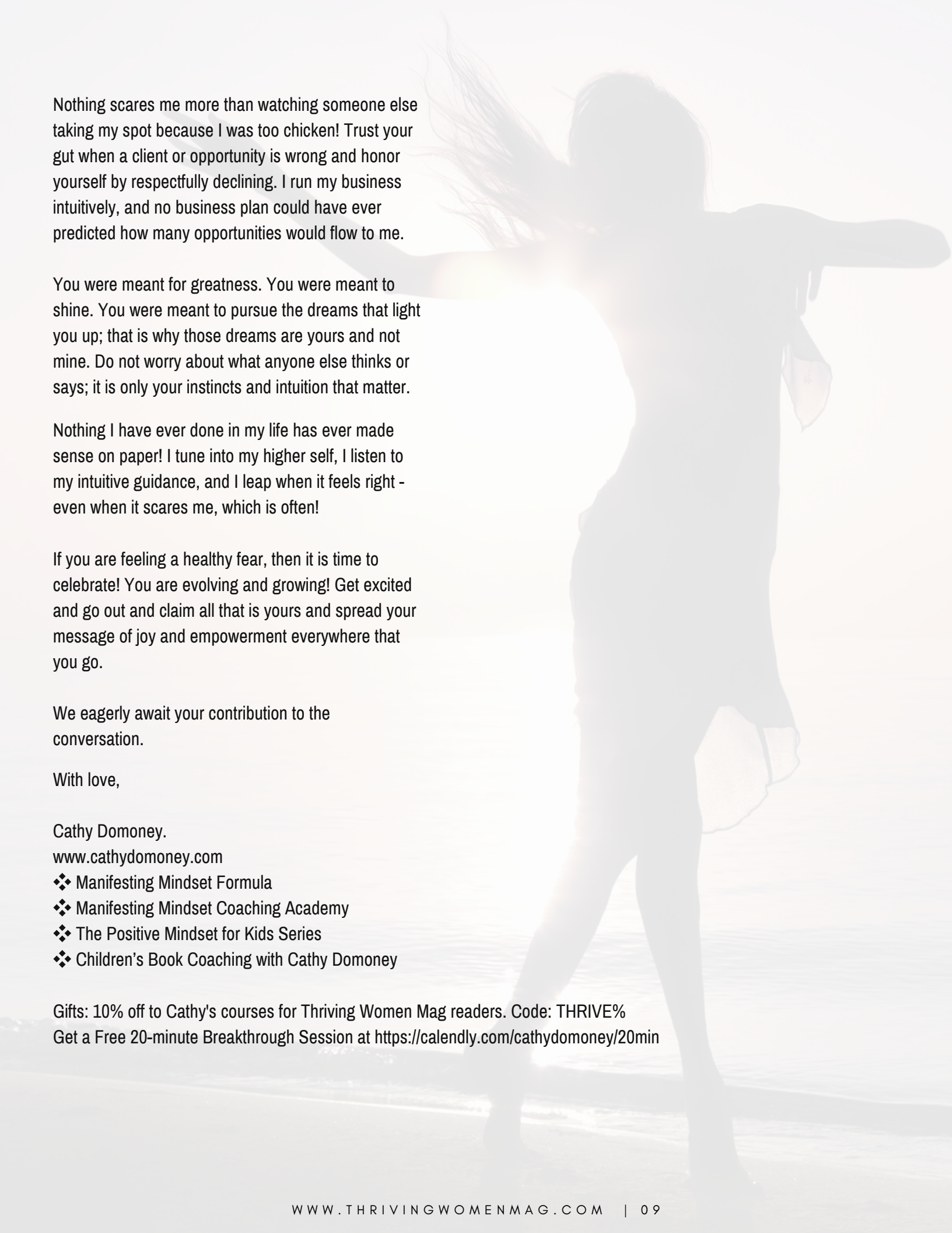
Listen to Podcasts while traveling or running errands

Grab every minute and make it count! If not now, then when? if not you, then who?

As my business began to grow to new, exciting, and unexpected levels, I have offers rushing in.

Be confident enough to follow your gut and say yes, even when you feel you are not ready. By taking on these challenges, your business will grow like mad!





Nothing scares me more than watching someone else taking my spot because I was too chicken! Trust your gut when a client or opportunity is wrong and honor yourself by respectfully declining. I run my business intuitively, and no business plan could have ever predicted how many opportunities would flow to me.

You were meant for greatness. You were meant to shine. You were meant to pursue the dreams that light you up; that is why those dreams are yours and not mine. Do not worry about what anyone else thinks or says; it is only your instincts and intuition that matter.

Nothing I have ever done in my life has ever made sense on paper! I tune into my higher self, I listen to my intuitive guidance, and I leap when it feels right - even when it scares me, which is often!

If you are feeling a healthy fear, then it is time to celebrate! You are evolving and growing! Get excited and go out and claim all that is yours and spread your message of joy and empowerment everywhere that you go.

We eagerly await your contribution to the conversation.

With love,

Cathy Domoney.

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

- ❖ Manifesting Mindset Formula
- ❖ Manifesting Mindset Coaching Academy
- ❖ The Positive Mindset for Kids Series
- ❖ Children's Book Coaching with Cathy Domoney

Gifts: 10% off to Cathy's courses for Thriving Women Mag readers. Code: THRIVE%  
Get a Free 20-minute Breakthrough Session at <https://calendly.com/cathydomoney/20min>



# JOIN THE SAPPHIRE CLUB

- Instant access to income accelerating bundles that include step by step Guides and Planners
- Monthly Business Acceleration Masterclass
- Bi-weekly Laser Networking Events
- Private Members Area to showcase your expertise and connect with other like-minded AMAZING members!
- New eBooks, Training Guides & Planners delivered to your email inbox monthly
- Be a Founding Member with Beta Launch Pricing for LIFE!
- and more perks to come!

[www.amazingwomenmedia.com/sapphire](http://www.amazingwomenmedia.com/sapphire)





*Business*

SUCCESS IS THE ONLY OPTION







# 5 Ways to Build a Small Business That Fights Racism

By Rhodesia Jackson

While it is clear racism has forever been alive and well in the United States—and in the entire world—the real question is: what are we, as business owners and entrepreneurs, going to do about it?

The wonderful thing about building and leading a small business is the freedom to take a stand, do what's right, and lead by example. Here are some ways to ensure your business is designed to not only be anti-racist, but fight racism.

## 1. Acknowledge & Affirm

No matter how qualified you believe you are, to lead your businesses in the fight against racism, the important thing is that you begin by acknowledging racism is real and needs to be changed. Stand strong in calling out and unequivocally naming white supremacy for what it is.

It's also the responsibility of a leader to ensure that your employees, business partners, and fellow leaders know they can count on you to prioritize their personhood, protection, and safety. You can do this by holding space for meaningful discussions around what's happening nationally and globally. Not everyone may feel comfortable speaking about controversial and potentially upsetting topics, but the important thing is that they have the chance to do so, in a supportive and safe environment.

Kyana Wheeler, a strategist for Seattle's Race and Social Justice Initiative who also trains corporate and nonprofit leaders, knows the conversations can be a lot. "Start where you are, and do what you can," she says, invoking tennis great and activist Arthur Ashe. For white people unaccustomed to addressing race, it will likely be uncomfortable, and that's okay. "Anti-racism is a journey," she says. "Justice is the goal."

## 2. Be Deliberate & Define Your Values

This is not just a case of saying what your company currently does or is committed to doing, but that the company values are demonstrated in the everyday actions of those in leadership, in the company's human resources practices, and in its marketing.

It may be time to revisit or create your company value statement to include the priorities and values that define the backbone of a company. By incorporating inclusivity and anti-racism into your company values, you are helping to center future conversations around a person's humanness over their race.

Deliberately and consciously choosing to build anti-racism and inclusivity into the company—beyond company policies—and into supporting people as individuals instead of lumping them into groups of race is a great place to start.

## 3. Take Meaningful, Inclusive Action

There is typically a lot of talk around "diversity" in the workplace. The problem with this is that it tends to be centered around checked-boxes and targeted numbers.

***"Inclusivity means removing barriers that keep all employees from participating equally in the workplace...making sure that their voices are heard, valued, and recognized accordingly."***

This could mean transparency around salaries and benefits packages, ongoing mentorship opportunities, or collaborating with folks outside of your typical network. The goal here is to promote a world that allows for everyone to feel comfortable, safe, and as though their voice and presence matters.

#### 4. Support Change Makers

Whether it's through making financial contributions to organizations that have got their feet on the ground; organizing company-wide volunteer days; offering time off to attend events, protests, or educational classes; or inviting in leaders of color to host meaningful discussions, amplifying black and brown voices—you can't go wrong with simply starting, from wherever you are. The key is to do your research and then begin.

Lead by example and show your employees that the importance of anti-racism is not just company policies but something that the business is actively contributing to changing outside of the office as well.

#### 5. Remain Diligent, Keep Going

We have got a long way to go. Racism is deeply and systemically embedded into the history and culture of the United States, and other parts of the world. We cannot afford to act only when the cyclical “tipping points” occur every now and then, but we must remain steadfast in our commitment to creating change and abolishing racism. We are fighting centuries and generations of embedded racism. This is why your leadership matters more than ever. There will always be more to do.

Please note that public accountability does NOT look like, “Look how amazing we are at not being racist.” It looks more like publicly taking a stand, making company values public on your website, and providing anti-racism resources both internally and externally.

This is how you can stick to your values and goals, even after news has died down about the latest injustice.

**Yes, it can be overwhelming to know where and how to start. Facing the discomfort that can bubble up from time to time can also feel like a lot to work through. But, the important thing is that you're trying. Keep going, keep listening, remain open to the fact that you might get it wrong sometimes but you are willing to do better the next time. The fight against racism in the workplace is, of course, not a “one and done” deal. The journey will be ongoing. What's important is that you keep going.**



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.

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





#### 4. Support Change Makers

Whether it's through making financial contributions to organizations that have got their feet on the ground; organizing company-wide volunteer days; offering time off to attend events, protests, or educational classes; or inviting in leaders of color to host meaningful discussions, amplifying black and brown voices—you can't go wrong with simply starting, from wherever you are. The key is to do your research and then begin.

Lead by example and show your employees that the importance of anti-racism is not just company policies but something that the business is actively contributing to changing outside of the office as well.

#### 5. Remain Diligent, Keep Going

We have got a long way to go. Racism is deeply and systemically embedded into the history and culture of the United States, and other parts of the world. We cannot afford to act only when the cyclical “tipping points” occur every now and then, but we must remain steadfast in our commitment to creating change and abolishing racism. We are fighting centuries and generations of embedded racism. This is why your leadership matters more than ever. There will always be more to do.

Holding yourself accountable is key to creating change. And public accountability on behalf of the company is just as critical. This could look like using the company's public-facing platforms, like social media or event attendance, to regularly talk about racial inequality, injustices, and what others can do to work on these things.

Please note that public accountability does NOT look like, “Look how amazing we are at not being racist.” It looks more like publicly taking a stand, making company values public on your website, and providing anti-racism resources both internally

and externally. This is how you can stick to your values and goals, even after news has died down about the latest injustice.

**Yes, it can be overwhelming to know where and how to start. Facing the discomfort that can bubble up from time to time can also feel like a lot to work through. But, the important thing is that you're trying. Keep going, keep listening, remain open to the fact that you might get it wrong sometimes but you are willing to do better the next time. The fight against racism in the workplace is, of course, not a “one and done” deal. The journey will be ongoing. What's important is that you keep going.**







ALONE WE ARE *Strong...*  
TOGETHER WE ARE  
*Stronger!*





# THE BEST WAY TO BECOME A PROFITABLE NICHE EXPERT

BY: ASHLEY "WRITERGAL" DOAN

Are you smart? Do people like you? In business, if someone doesn't like and trust you, they are NOT going to buy from you. PERIOD!

If you want to sell more and make more money, you need to become a trusted niche expert - and let the world know you are that expert. How? Well, I believe the best way to show the world your expertise is through content marketing.

In this article, we are going to dive into how your business can use content marketing strategies to show the world your expertise and help lead your ideal clients to fall into your lap.

## WHAT IS CONTENT MARKETING?

Content marketing is any content that you use to market your business! It is that simple! It includes your website content, blogs and article writing, social media, lead magnets, online courses, videos, podcasts, and so much more! Content marketing provides many different ways to show off your knowledge and expertise to the world.

Before we go too far, I need to clarify two types of content used in your business:

- Content marketing: sharing pure value and knowledge

- Promotional Content: created purely to make a sale.

So, in this piece, we are focusing on value-based content. This type of content should not be full of your "marketing-speak" and hard-sells. While most, if not all, content marketing pieces should have a call to action, the purpose of these pieces is mostly for education and knowledge sharing.

## TYPES OF CONTENT

The most popular and easiest-to-create content includes blogs and social media. I could go on for DAYS about each of the different content types, but here are a few of my favorites. I have also provided some tips and brief suggestions for each type of content:

- **BLOGGING:** Publish at least 1-2x per month (or weekly if possible) on your website. Each blog post should be at least 400-500 words..
- **SOCIAL MEDIA:** Pick a couple of channels that you want to post to and use a social scheduler like Hootsuite or Buffer to preschedule content in advance. But, don't forget to post more live and in-the-moment content as well.



- **LEAD MAGNET:** I suggest that your business create at least one downloadable resource for people to access after they submit their email address for your mailing list. If needed, have a couple of lead magnets that specifically lead to funnels for different areas of your business.
- **VIDEOS:** Consider doing live videos or pre-recorded videos of you talking about your expertise. If you fear being on camera, you can record audio to a slide deck and post that online instead.
- **PODCAST:** These take a little more work because you require some specialized equipment if you want it to sound professional. But you can start up your own podcast for as little as \$100-\$200!

The most important tip I can share here is that you do not need to create ALL types of content! Pick a couple that makes the most sense for your business, and test drive them for several months to see how they perform. If you are gung-ho and have the time and resources, do not let me stop you from producing more...just make sure you have created a sustainable plan and have help to execute everything.

## GETTING STARTED WITH A CONTENT MARKETING PLAN

You can create content ad-hoc, but that is an inefficient, reactive practice. Instead, be proactive and create a plan. With the correct, comprehensive plan, you can be efficient with your time, resources, and budget. Additionally, check for possible cross-over opportunities where you can repurpose or recycle your content in different ways to reach a wider audience of potential customers.

Your content marketing plan is essential to getting clarity and focus on who your ideal customer is, what they want, and what type of content you can create for them.

Your content marketing plan should include:

- **An audience profile and analysis:** This will help you get clarity on the content needs of your target customer.
- **Budgets and resources:** Before you can start, you need to know the financial resources you have available, as well as who you have (internally or externally) to help you create and share content, and how much time you personally have for this plan.
- **Content types:** You do not need to create every type of content. Your plan should analyze which types you will focus on for the upcoming 6-12 months.
- **Content calendars:** Your plan should be a strawman (or strawwoman!) of themes and content ideas for the next year. Posting frequency should also be planned well in advance.
- **Content recycling plan:** Create a plan for what types of content you will be repurposing into other formats and how/when you will be creating them.
- **Analytics and goal analysis:** You should also be setting weekly, monthly, or quarterly content engagement and sales goals that you can quantify.

Once you have a plan, don't be afraid to ask for help from freelancers, copywriters, designers, and social media experts to execute.

Ashley helps entrepreneurs use blogging and content marketing to show the world their expertise and grow their business. Meet her for coffee at [www.writergal.ca](http://www.writergal.ca)



# 3 C'S TO MAKE SMARTER DECISIONS

BY: EESHA PATEL

As Business Owners - the final decision on everything is ours. While it can be incredibly difficult and often scary that we make the right choice - we have to do it in the hopes that we can grow to the next level, increase our profits, and of course, help our customers in some way!

How is it that we can optimize our decision-making abilities?

After helping over 10,000 business owners make decisions with greater clarity and alignment, when used correctly and frequently, 'The Alignment Map™' results in choices that have a greater impact with more efficiency and effectiveness.

Firstly, what not being in alignment looks like:

You could be doing 'all the things' and burn out and have no growth, even though you work 80+ hours a week. It might also feel like taking two steps forward, one step back. Ultimately it feels exhausting and heavy, like wearing chains on your feet.

On the flip side, being in alignment is having the right doors open - seemingly like magic. It could be 'being in the right place at the right time.' It also looks like synchronicity and feeling like everything is flowing perfectly.



Here are the three critical steps of 'The Alignment Map™':

## Step 1: Calm

In today's fast-paced society, our bodies can still feel like we are in a constant state of fight or flight. Back when a lion was chasing us, we needed these skills to survive. But, in the modern world, our bodies have not yet adapted to cope with this. Therefore, in our business, if we are feeling stressed, our mind makes decisions to survive the moment rather than enable us to make well thought out plans for long term success.

I find the best way to come back into a state of calm is by having a daily meditation practice.

## Step 2: Connection

I believe a higher power or 'Higher Self' is guiding us the whole way. It has an excellent overview of our lives, and when we learn to connect with our Higher Self, we can gain wisdom from a more worldly and objective point of view. Connecting to your Higher Self allows you to make decisions from intuition rather than logic. Although they do not always make sense at the time, decisions made in this way are often the ones that lead to the quantum leaps and effortless growth.

## Step 3: Clarity

This is the part where you ask your Higher Self, your inner wisdom, to give you the next steps to take, and then act on it. I find actions taken from this space of connectedness are much more fruitful than sporadic efforts that are not backed by that higher connectedness.

When you follow this three-step process, you can make decisions with ease, efficiency, and flow. Actions taken from this space will lead you closer to being in alignment with the universal flow.

---

To get you started with the calm, connection, and clarity, I am gifting you this free meditation to help you connect to your Higher Self. Do try it out and let me know how you go. [www.eeshapatel.com](http://www.eeshapatel.com)





# SHOW UP AND *shine* ONLINE

BY DR. EMILY CROSS

The expanse between who you are online and who you are in 'real-life' once was vast. Today, our favorite social media platforms allow us to live in a space where boundaries are non-existent, and self-expression is limitless. This freedom can be a significant obstacle for those of us who are online entrepreneurs. This begs the question; how do we show up and shine online without sacrificing our personal or professional visions?

## I Don't Have Two Identities

I often hear the comment, "I don't have two identities. I am always me." Yes - partially. However, when we are tucked safely behind a computer screen, with access to filters, video editors, emojis, and can hide, block, and delete, we tend to be bold.

In fact, we are very bold! We push boundaries online. From how assertively we comment, to the edited images, we flood our pages with to showcase our intentionally formulated, idyllic life. Everything we post may reflect ourselves - but it is merely an edited snapshot.

## Is It A Limiting Mindset?

It can be difficult and uncomfortable to accept that our digital identity may not be an accurate depiction of who we are, what we do, and what we believe. A quick review of social media often shows off a vastly different person than we are selling to customers.

Just as you can review your activities on Facebook and Instagram, other people can, too. Having a mindset that allows you to assess yourself objectively is vital. The more willing you are to take a few minutes to review, analyze, and adjust your social media behaviors, the more quickly you can modify your feed to represent the version of yourself you want the world to see.

## Be Your Ideal Client

We can no longer argue that our social media feeds are private, or that there is a difference between who we are professionally or socially. We live in a world where our identities have merged.

Worlds colliding means we must showcase who we are to our ideal clients online, to attract new clients. From images, posts, engagements, and comments, it is imperative that we show the world precisely what we want them to see. This does not mean hiding bad hair days or daily blips and blunders. It means you understand that how you present yourself online is the first-person people will see, which can have devastating effects if it goes unchecked.

## Balance, Practice, and Honesty

Social media is not new. The learning curve is. How can we balance our personal and professional identities without sacrificing honesty and integrity?

We must continually self-assess and review our digital presence to ensure we are introducing ourselves as we want to be seen. It is not a simple balance, but with practice and honesty, we can learn how to show up and shine. We will have the confidence to put our best self forward for the world to see.

---

Reach out to Dr. Emily Cross at The Wordwell Group and schedule your free strategy session.





# TIPS FOR CREATING THE PERFECT POWER PITCH

BY PRECIOUS WILLIAMS

Your pitch is the single thing that could either get your business off and running or plunge your idea into eternal depths extinction. In other words, it matters.

By definition, a “pitch” in the business world has nothing at all to do with an amazing fastball; rather, it describes the way that presenters “throw” or deliver information at prospects.

Timing is everything. Keep your ideas clear, concise and brief. A brilliant idea means nothing unless you can deliver it in a few moments of raw power. The more concise you can be, the more effective you will be. It is important that when you have written the content of your presentation, you take the time to map out how it will be delivered. When practicing your presentation, attempt to replicate the actual delivery as closely as possible.

Literally, tell a story. Storytelling is an essential aspect of sales pitches. It paints a picture of what life could be like with your product. Use your story to dramatize, build engagement and elicit emotional responses to seemingly emotionless objects and catch the attention of your audience.

Be enthusiastic. Pitching is about having the charisma, allure, and passion to get other people excited about what your presenting. Be cautious not to take it overboard to the point where you seem arrogant. A good technique for increasing your energy level is to add about 50 percent more energy than you feel comfortable with.

Be prepared for objections. Understand that objections are usually nothing more than a mechanism that we use to get comfortable with what others are proposing us before agreeing with it. When people have an interest in what you are saying they will certainly have questions. By formulating skillful and persuasive answers to these tough questions, it will help you demonstrate the array of abilities and traits that investors want to see.

Offer a solution. Your product may come with many wonderful features for customers to explore. It's obvious a lot of time and effort went into creating it. However, prospects are truly most interested in what your product can do for them. How exactly does your product solve their biggest problems? How much money will they save by using your product? And will using your product free up their time or improve their lives for the better?

Following up is critical. Be consistent, reliable and follow through on your word. Continue to follow up until you either get a yes or a definite no. Do not interpret a lack of response or any other kind of message as a no.

## The Takeaway

Being able to express your business idea in a clear, concise and coherent way is how entrepreneurs attract investment, new partners and talent.

A lot can ride on your ability to pitch your product or service in a presentation. It's important to remember that all of the passion, pervasiveness, and power are already within yourself. It just takes practice to unleash that power.

---

As a 13-time national business elevator pitch champion, Williams has been on top television shows and publications for her pitching skills.

<https://www.perfectpitchesbyprecious.com>





ECOMMERCE FOR SERVICE  
BASED BUSINESSES

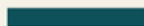
ENHANCE YOUR COACHING BUSINESS

# SELLING PRODUCTS ONLINE

BOOK A VIP DAY AND GET A HASSLE-FREE SYSTEM TO

## ADD ANOTHER STREAM OF INCOME

**Without adding another business to your business!**



Contact me at [isa@ecommercebloom.com](mailto:isa@ecommercebloom.com) to book a discovery call, mention this ad and get \$100 discount for AWEN Magazine readers.



**Ignite YOUR  
fire within!**



*Dr. Dene*

**Success Coach**

♦ Speaker ♦ Trainer ♦ Coach

 **541.554.7155**

 **DrSuccessCoach@gmail.com**

*The Green Rush Endopreneurs*®  
PRESENTS

# GET HEALED, NOT HIGH

- ▶ 100% CBD From Whole Flower
- ▶ Water Soluble & 0% Additives
- ▶ Unique & Patented!
- ▶ Just Two Drops!

Facebook.com/GreenRushLove  
Twitter.com/GreenRushLove  
GreenRushEndopreneurs.com





A woman with curly blonde hair is smiling at the camera. She is wearing a black top and large hoop earrings. The background is a beach with sand and the ocean under a blue sky.

## ALL OVER THE PLACE? TAKE BACK YOUR CLARITY AND FOCUS

BY JACKIE KOSSOFF

Daily life as an entrepreneur in the online space can resemble an exercise in information overwhelm! We are constantly bombarded with different tips, messages, offers, opportunities, and seductive stories of success-made-easy.

It's no wonder most entrepreneurs, myself included, seem to find themselves feeling like they are all over the place - over and over again. The minute we finish one project, we are on to the next.

It becomes a never-ending cycle of go, go, go until we inevitably burn ourselves out (reminder: entrepreneurs are humans, too). A few weeks or months later, we are back at it again, convinced this time will be different.

If you are ready to stop the cycle and start seeing meaningful results in your business, read on!

First things first, start with a content cleanse. This is where you take a break from unnecessary content consumption, mainly on social media (i.e., scrolling mindlessly through Facebook or Instagram, thinking about how amazing everyone else's lives and businesses look). For some, a weekend to content cleanse will suffice, but others may need to spend a month or more on their cleanse.

While you are enjoying your cleanse, reconnect with your WHY and your VISION for your business. Get crystal clear on what drives YOU and what goals YOU are working toward in YOUR business (rather than the goals of everyone else on social media).

Journal about it. Meditate on it. Create vision boards. Whatever you do to connect with your why and your vision. Do it! Before you know, you will be well on your way to getting your clarity back!



Once you feel confident and excited about the clarity of your why and your vision, choose one primary goal to focus on for the next 90 days. This goal should move your business forward. It can be an independent goal or a significant milestone on your path to achieving a bigger goal.

Next, write down all the individual tasks that you will need to complete to accomplish this goal. It is okay if you do not know every single detail, yet. One of your tasks could be to do more research about what is required to reach your goal. What is important is that you are creating a list of items to focus on!

Journal about it. Meditate on it. Create vision boards. Whatever you do to connect with your why and your vision. Do it! Before you know, you will be well on your way to getting your clarity back!

Now, all that is left to do is to prioritize your list of tasks and start with number one! To stop feeling like we are all over the place, let us review the process to take back our clarity and focus:

1. Start a Content Cleanse Reconnect with your WHY and your VISION
2. Get clear on YOUR business goals
3. Choose one primary goal to focus on for 90 days
4. Start with task #1

Now that you've taken a break from content overwhelm, taken the time to journal and reevaluate what's important to you by connecting to your purpose (why, vision, and goals), and you've taken the time to plan out what your primary goals are for the next 90-days, you are well on your way to achieving meaningful results in your business!

---

Jackie Kossoff is a Marketing Strategist & Success Coach for fellow entrepreneurs building their own marketing agencies!  
[www.jackiekossoff.com](http://www.jackiekossoff.com)







# BEING A WOMAN OF COLOR BUSINESS OWNER IN 2020

By Stephanie Gilmore

My father, a strong black man, told me that I would have to work twice as hard to prove my worth in this world, and that opportunities would simply pass me up because of the color of my skin. It's a hard lesson to learn but I am glad he warned me. All my life I dealt with stares, people passing comments here and there, and feeling like I did not belong. My second-grade teacher did not help me to learn, as she told me I had a speech problem simply because I was bilingual. I came home and cried to my mom, begging her to immediately stop my Spanish.

The following year I dealt with racism from my own classmates. I was outcasted on the playground for not being white and not being "black enough." Racism is learned because many of these students were my friends a year prior and saw no problem with the color of my skin, the texture of my hair, or my accent.

Growing up Black and even Biracial in this world is tough, as you quickly learn to have a thick skin and to sensor your speech so you do not upset anyone or call attention to yourself. Basically, you are not allowed to be your true self around others because of the fear of being judged. If you are a Women of Color (WOC) reading this article you know exactly what I mean about being judged.

This year has brought a ton of things to the surface and for once in my life I am starting to see that people are demanding change. WOC are speaking out about their first-hand experience of racism.

White women are being asked to step back and listen and ask us what they can do to support us. It's a beautiful thing but there is also so much work that still needs to be done.

In mid-June, I received numerous emails from business about them standing in solidarity with me. This is a great first step but I questioned a lot of them. If they truly stood in solidarity then they would have included us on their boards, in their marketing, as instructors, panelist, and guest speakers.

In other words, we would have been invited to the table in the past and not just now because we are the topic of the month. That is what standing in solidarity looks like. And for those who have not done it in the past, my question is what are they planning on doing now to change? Saying and doing are two separate things.

Here are my tips for those looking to make lasting change:

1. When doing anything in your business consider having diverse people involved early on, especially with projects and initiatives. Also, it's best to have more than one representative from a racial or ethnic group represented, otherwise we are considered the "token" person(s), which is not cool.
2. Read up on white privilege, it has nothing to do with your economics but opportunities.
3. When hosting diversity trainings for your business please hire a Person of Color (POC) to lead the training.
4. Most importantly, when you see injustice SPEAK UP!!

---

Stephanie is a health coach turned business coach and founder of Mamma Hustle grab her free workbooks by going to: [www.mammahustle.com/workbooks](http://www.mammahustle.com/workbooks)





# THE TWO KEY QUESTIONS TO ASK YOURSELF IF YOU WANT A SUCCESSFUL BUSINESS.

**By Samantha Touchais**

Have you ever dreamed about leaving your 9 to 5 to start your own business? Do you wonder what it would be like to be your own boss, be in charge of your own time, and do things your own way?

I have seen so many women over the years who have a great business idea, or a passion, that they want to turn into a profit, but they end up abandoning the idea not long after starting. Things never get off the ground because they are unclear as to who they serve and how to serve them.

Without being crystal clear on why it is you are in business, who you are targeting with your products or services, and why they should buy from you (and not from someone else), you honestly stand little chance of success.

I have the privilege and the honor to help women transition from their day job to their dream job. I help them get clear on their niche, their own story, and how to connect with the right clients for them and their business.

However, when I first started out as a coach, I was too broad with my offering; I am a published author, so I wanted to help people publish their own books, I have more than 20 years in key marketing and business strategy roles in major multi-national corporations. I have launched four of my own businesses. So, I also wanted to help others on their entrepreneurial journey.

I was afraid that if I niched down too much, I would lose money, as I would not have enough of a client pool from which to gain business. But I soon learned that by trying to serve everyone, I was serving no-one as my offer was not clear to potential clients.

I was not able to sum up, what I did in one sentence or pinpoint who I was serving, and so my dream clients could not find me. So, I asked myself these two key questions:

- 1. What is it that you do better than anyone else?**
- 2. Who exactly do you serve?**

I spent weeks going over these two questions, trying to combine my answers into one sentence that summed up what I did. I would get excited when I thought I had found the right words, and then I would realize that again, I was too broad. I made a list of 50 things I could offer potential clients and narrowed it down to one main area, and I wrote out an extremely detailed description of my client avatar, including their pain points.

All the best coaches seem to have their own story to tell, and it is this story that helps them connect with their audience and find their dream clients. They use their own journey to help others on their journeys, which is when I realized that I had a fantastic experience to share. Once I was clear on what I could offer better than anyone else, it became clear as to how I could move my business forward.

Before taking another step in your business, I highly recommend you take the time to answer the two questions I provided and then sum your answers up into one short, concise sentence. This sentence will guide you in all your communication efforts and will help you to connect with the right clients. I would love to hear how you do!

You can find me at [www.samanthatouchais.com](http://www.samanthatouchais.com) or on Facebook at <https://www.facebook.com/samantha.touchais.92>



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

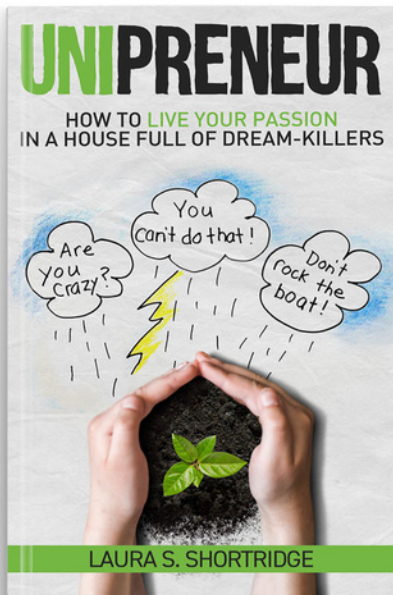
Have you shared your dream with someone you love, only to be laughed at or told you're crazy? Don't let that Dream-killer stomp out your passion or zap it into dormancy. Chances are your loved ones don't want to see you hurt and they don't know how to communicate their caution.

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

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

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

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



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



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



# COAUTHORS WANTED

## HOPEBOOKSERIES.COM



PITCH. PRODUCE. PROFIT.



# READY TO TELL YOUR STORY?

JOIN TODAY

[PODCASTPROACADEMY.ORG](https://podcastproacademy.org)

A MONTHLY PODCAST ACADEMY TO HELP YOU WITH ALL THINGS PODCASTING.

SPECIAL RATE FOR AMAZING WOMEN:  
\$17/MONTH WITH CODE "AMAZE"



BRITTINIEWICK™

**YOUR HEALTH & WELLNESS TRANSFORMATION BEGINS HERE**

*Brittinie Wick Fitness helps women to become more self-confident, lose weight, and celebrate feeling strong and sexy.*

*Start your journey to developing an inner confidence to make you feel strong, sexy, and UNSTOPPABLE!*

## ENERGIZE YOUR BODY & ENERGIZE YOUR LIFE!



### ★ ENERGIZED EARTHING CARD ★

INTRODUCING THE EARTHING CARD WITH ADVANCED ENERGETIC HEALTH & WELLNESS TECHNOLOGY DESIGNED TO NATURALLY ENERGIZE & ENHANCE YOUR HEALTH, WELLBEING, FOOD & MORE!

**MAY ENHANCE\***

- ★ Water & Other Beverages
- ★ Perishable Foods
- ★ Beauty & Cosmetics
- ★ Body Strength & Energy
- ★ Mental Clarity & Focus

**MAY REDUCE\***

- ★ Stress Response
- ★ Body Discomfort
- ★ Body Weakness
- ★ Mental Fatigue
- ★ EMF Radiation

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.





# Top 9 Rules to Become a Successful Woman Entrepreneur

By Heidi Albarbary

---

***"On my own I will just create, and if it works, it works, and if it doesn't, I'll create something else. I don't have any limitations on what I think I could do or be."***

- Oprah Winfrey,  
Talk Show Host, Producer, Philanthropist.

From all the women entrepreneurs in the world, Oprah's quote speaks to me the most. She is a woman who believed in her own road to success and strived against all hardship to make her dreams come true without allowing anybody to define her.

As a native Egyptian woman in a society that is still overwhelmingly male dominated; I grew up in Egypt and Kuwait, was raised by parents who valued tradition—yet also had high expectations for their daughter. Since the age of 15, I had a dream for myself to break ground and become a woman of influence without allowing anyone to define me!

I had the courage to start a challenging chapter in my life, leaving behind my family and a life to build a new life in foreign land of dreams where I could discover my full potential. Today, I am a proud business professional, an author and a mompreneur.

Through my journey, I became aware that successful women entrepreneurs are all very different even if they work in the same field. Nevertheless, there are specific traits that they all seem to possess. For any woman to become a successful entrepreneur, she will need these specific traits that will lead her towards the road of success.

## Top 9 Rules to Become a Successful Woman Entrepreneur

1. Set a resolute and clear goal.
2. Be relentless and wake-up every day with a purpose.
3. Believe in yourself.
4. Accept failure whole-heartedly and do not be afraid to fail (because you will).
5. Avoid negative people at all cost.
6. Work smarter, not harder.
7. Build a network.
8. Manage your time effectively.
9. Be grateful (Gratitude is a powerful Law of Attraction exercise).

A good start is to always be on the lookout for an inspirational book as you prepare to become an entrepreneur. There are plenty of amazing inspirational books in the market, written about, and by, women who found success and started their businesses. Books like these can provide you with a wealth of information, ideas, and inspiration. Check out the Hope Series Books by Serena Carcasole and Successful Women Entrepreneurs, to get you started.

Nowadays it is easy to start building an online network of mentors and peers covering almost every niche in the world thanks to social networking. The internet and social media have made this easier to do than ever before. The hard part is knowing where to start.

As a business mentor myself, I am inviting you to attend a 90-minute on-demand FREE workshop to learn how to be an entrepreneur, lay out the tools needed to get set up, and leverage the online space. Register your spot at: [www.HeidiEtHeidarLive.com](http://www.HeidiEtHeidarLive.com).



# HOW TO FIGHT THE SATURATION SITUATION

BY JANA SHORT



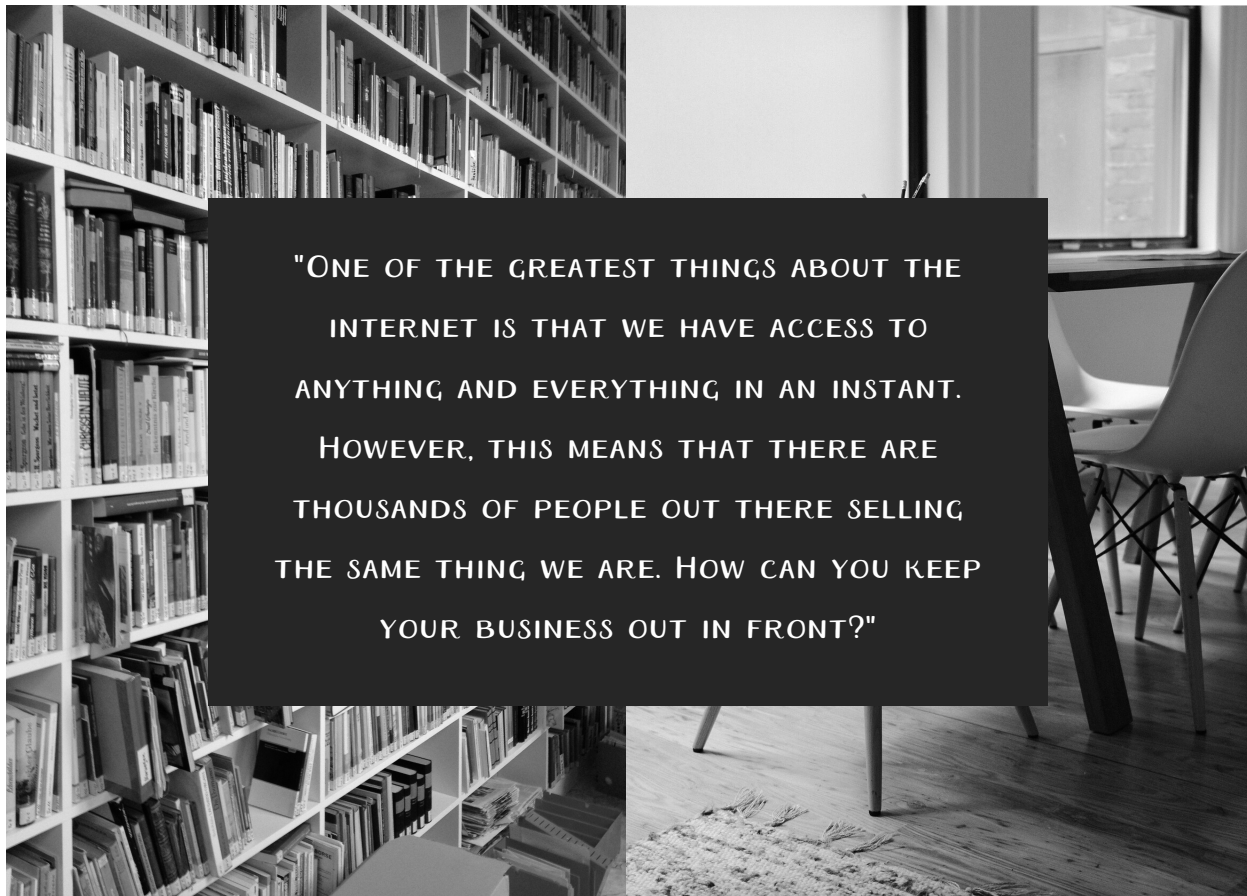
Now more than ever before, businesses are expanding to the online market. While having your business online can come with unlimited benefits, it can be easy to get lost among the sea of competition. One of the greatest things about the internet is that we have access to anything and everything in an instant. However, this means that there are thousands of people out there selling the same thing we are. How can you keep your business out in front?

The answer may be easier than you think. It all boils down to, what is the one thing that sets your business apart from others? I will give you a hint, it is without a doubt your greatest asset, and almost every one of my clients was underutilizing it. It's you! That's right; you are the one thing that no one else can offer or have! Because we are all different, we can bring our own unique twist to everything that we touch. With that in mind, it is vital to get out in front of your product or service.

I often tell my clients that it is like a dating game. You wouldn't walk up to some random stranger and ask them to marry you, would you? Well, unless it is Chris Hemsworth (Hollywood heartthrob), then I would not do that.

The point is, you want to get to know them and allow them to get to know you too. The truth is, people are far more likely to invest in you and re-invest when they know they can trust you. If you are having trouble figuring out how to build that level of trust, then you have come to the right gal.

One of the first things I teach my clients to do is to tell their personal stories. Again, people want to know who you are and why you do what you do. I find myself constantly telling my clients just how powerful their stories are. Your story not only exposes your true passions, it also opens a line of communication between you and your audience.



"ONE OF THE GREATEST THINGS ABOUT THE INTERNET IS THAT WE HAVE ACCESS TO ANYTHING AND EVERYTHING IN AN INSTANT. HOWEVER, THIS MEANS THAT THERE ARE THOUSANDS OF PEOPLE OUT THERE SELLING THE SAME THING WE ARE. HOW CAN YOU KEEP YOUR BUSINESS OUT IN FRONT?"

One of the best ways to get people to tell you about what is going on with them is by leading by example. When you make yourself vulnerable, people often feel compelled to respond in kind by leveling out the playing field with their own story.

There are so many amazing, simple, and easy things we, as business owners, can do to help beat the online saturation issue. I know times right now are tough, and we all could use a little refresher course on how to improve our global influencer game. This is why I have decided to pay it forward during this crisis with my online Premier Group, as not everyone can afford to join my amazing Health Influencers Mastermind program. So, rather than leave you without an alternative option, I found a way to make it more affordable for everyone. For just \$24.97 a month, you will have the ability to learn from me on how to expand your global reach right from the comfort of your own home. As my gift to you, I am offering the first month for just \$1!

I hope you are all staying safe and positive during everything that is going on.

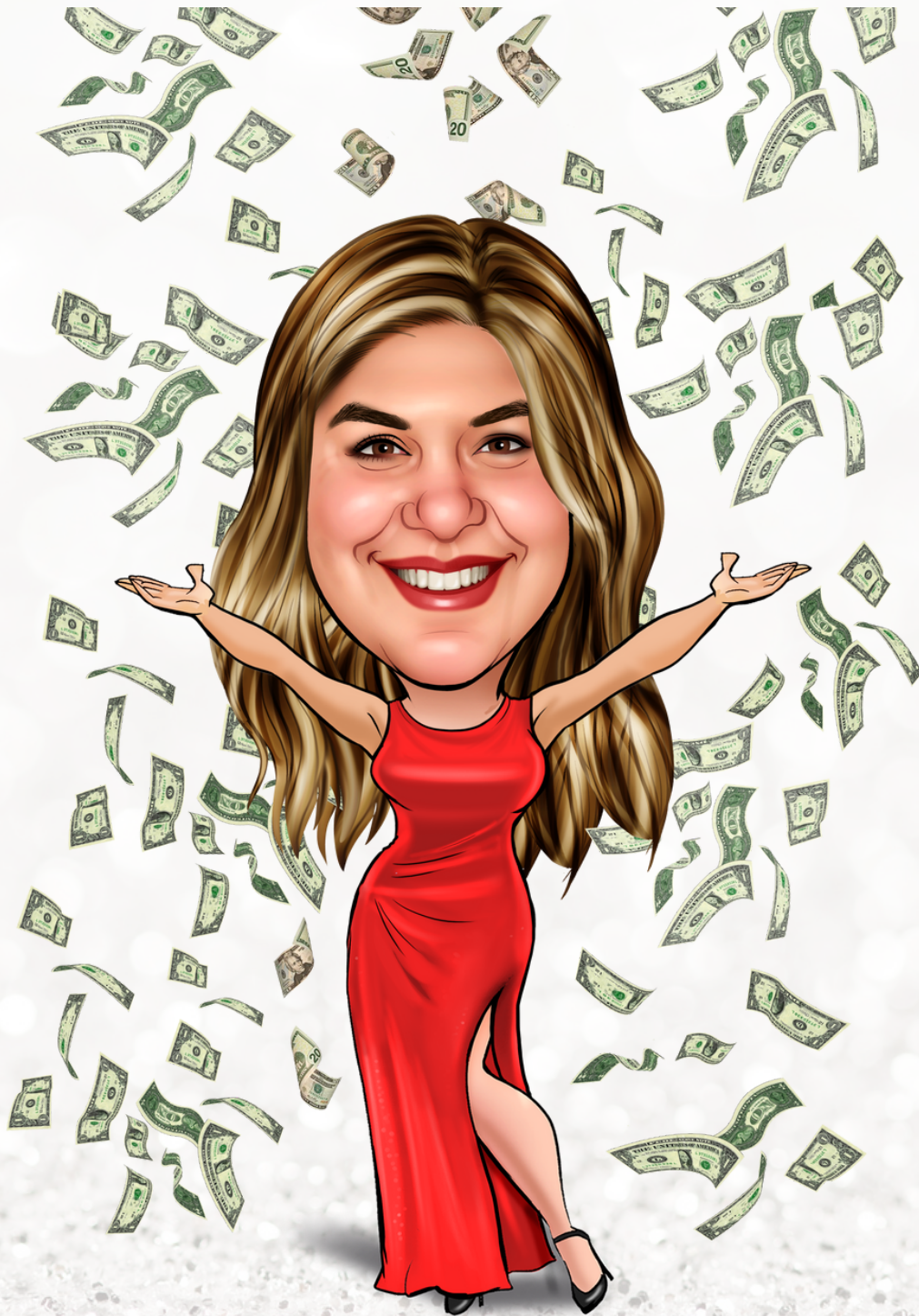
Find Jana at [www.bestholisticlife.com](http://www.bestholisticlife.com)



AVAILABLE ON ITUNES, GOOGLE PLAY, AND OTHER FAVORITE PLAYERS.

# Amazing Women

## OF INFLUENCE PODCAST



AMAZINGWOMENOFINFLUENCE.COM



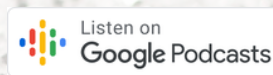
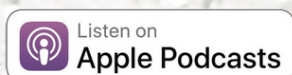
# AMAZINGWOMENOFINFLUENCE.COM

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.

CLICK PLAY BUTTON TO LISTEN TO EPISODE SNIPPET



CLICK TO LISTEN SUBSCRIBE AND LEAVE A REVIEW







**Join our Community with 47,000+  
Women Entrepreneurs**

[www.facebook.com/groups/amazingwomenentrepreneurs](http://www.facebook.com/groups/amazingwomenentrepreneurs)

**Get Free Goodies**

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





Money

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





# AVOID THESE FINANCIAL MISTAKES WHEN OWNING A BUSINESS

BY SERENA CARCASOLE

Managing your money correctly is very crucial when it comes to not only owning your own business but also succeeding in it. In fact, managing money poorly is one of the root causes of why businesses fail.

Money is always a tricky subject, and it is no different when it comes to your business. Most times we assume we know what we're doing financially in our business, but the fact is, we need to know a lot more than we do on how we can go about managing our finances properly if we want to have an existing business.

Therefore, let's stop assuming we know what we're doing when it comes to spending and saving in our business. Rather, let's look at some money mistakes business owners typically make, and how to manage our finances in a way that will help our businesses survive.

## Falling for Shiny Object Syndrome (S.O.S.)

All Entrepreneurs fall for "Shiny Object Syndrome," an act in which a business owner falls for every shiny and exciting offer the business world gives out. Shiny Object Syndrome is a very dangerous thing for a business owner to experience, as it can suck your business dry of money.

It is so easy to fall prey to every "perfect" offer, every "last chance for this business-changing" course, every "all successful business owner needs" program. So many new programs and courses are out there daily, and their pull is very heavy, which can be tough to avoid and resist.



---

Do not let these shiny, exciting offers deter you from what you need to do in your business. Instead, apply these essential tips:

### **Focus on Your Goals**

Keep the focus on where you truly need to invest in your business, and where your money needs to be saved. Keeping your focus can be as simple as unfollowing online ads and business pages that constantly promote enticing offers, directing your attention elsewhere! Be aware of what your goals are and make sure that whatever you DO, invest in programs that are in full alignment with your goals!

### **Consider Your ROI**

Return on investment is significant when it comes to managing money wisely. Therefore, you need to ensure that your business receives a solid ROI! You are going to come across offers that sound too good to be true, and that's where you need to do the math to see if you will get your ROI with the program or service being offered. And, make sure that their 'perfect price' is really worth it to you and your business.

### **Deceiving Yourself with Sunk Costs Fallacy**

Just because you invest in something for your business, does not necessarily mean you **have** to stay committed to it if it's not working for you anymore. This behavior is called Sunk Costs Fallacy. You may have invested in a program, course, or coach that you really believed would help grow your business, but you eventually find out that your investment is not doing anything for your business. A lot of business owners would continue to fork out the investment because they feel since they already paid for it, they need to continue to do so, but this is not the truth at all!

Yes, you may have initially invested in something for your business, but if it is no longer working for your business, there is no need to continue to pay for it. It's okay to let it go and look elsewhere. While letting go of something you invested in may seem like a waste of money, it really isn't because you learned something and you gave it a shot!

An example, of sticking with the sunk cost fallacy, would be to brave the roads in a snowstorm, because you paid for a conference and had your heart set on attending. Putting your life at risk is not worth it – just because you paid a lot of money!

Just because you paid a lot of money for something, does NOT mean you need to stay enslaved to it! You need to use wisdom when it comes to spending your money - and your time.

In cases where you experience sunk costs fallacy, do yourself and your company a favor by either writing up a business plan that allows you to make the investment work better for you or to just unsubscribe/cancel what you invested in, where possible. You still have the choice and power to spend wisely next time. Never let money own you!

### **Don't Under-Spend**

While it is not great for a business to overspend, under-spending can be just as bad. There are a lot of free or cheap courses and resources out there that may be able to help you in your business, but there are a few things to consider that show that free or cheap isn't always best:



---

### **Free = Laziness**

When you go with a free or cheap resource, your brain gets a signal that since it's free or low-cost, you don't have to work as hard, so you become lazy with the program you are taking - or you quit it altogether. Spending little to none does not allow you to grow in your business! When you invest in a program or service, you can feel your money leave your bank account, and it signals your brain that since you've just spent a lot of money on something, you have to put all of your grit and hard work into it to make spending that amount of money worth it.

### **Free = Shiny Object Syndrome**

When you fall for all of the free, affordable, shiny offers out there, you burden yourself and your business with too many programs and courses. Instead, invest in something that meets your business goals, and that you will put your heart and soul into.

### **Free = Time Wasted**

When we look for free or cheap resources to help us in our business, we are never satisfied, as these kinds of courses or programs offer you little value and little training. They offer what is called "nuggets" because their own business can't afford to give you everything you need to know for your business for free.

### **That's no way to run any business!**

Besides, these businesses are giving you value and nuggets for free or cheap because they intend to reel you in to invest into their paid programs, which isn't a bad thing unless you keep jumping from free courses to free courses, not investing in anything substantial for your business!

It is also no way to run your business when you keep searching for the next free course to help you with what you didn't learn from the first 20 programs and courses you tried out! You end up wasting so much time watching different webinars, participating in various training, programs, etc when you really should have invested wisely into one or two excellent programs that could give you the value and training your business sincerely needs!

### **Be Wise in Spending**

Instead of wasting time spending little to no money investing in your business, do your business a kind favor and determine what you can afford to pay in your business, and then invest in a high-quality coach or program that will best benefit your company! Make a financial plan that suits your business, and that can bring you ROI. Spend your time, as well as your money, wisely.

Owning your own business always comes with risks, including financial risks, but once you know the risks and know that you can fall prey to them, you can plan around them by making wise choices. Do not let spending too much money, or not enough money, destroy your business. Do not allow fear of investing deter you from growing and thriving in your business! As long as you plan, choose, and invest **wisely** with your time and money, your business will have an excellent shot to succeed and be the best business you need it to be!



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

You've only got three choices in  
life: Give up, give in, or...  
*give it all you've got!*





# POWER OF YOUR PAY CHEQUE

BY: CARINA CASUGA

Have you ever looked at your pay statement and realized that you were underpaid? Could you wait another two weeks for the correction to your pay?

Working as a payroll manager for over 10 years, I have come across missed or inaccurate payments, which was unpleasant for all involved parties. The role of finance and payroll professionals is to pay employees accurately, efficiently and on-time, but sometimes unexpected things happen.

When incidents occur, some employees are understanding, while others behave with belligerence. I understand the frustration and stress that comes with a missed or inaccurate pay; I also understand that some cannot afford a delay in payment due to mounting financial obligations.

A recent survey from the Canadian Payroll Association shows that more than half the population lives pay cheque to pay cheque. One out of four Canadians are unable to come up with \$2,000, within a month, in an emergency situation. These stats highlight the magnitude of people with overwhelming financial burdens and the need for financial literacy and wellness.

What would financial freedom mean to you?

If you got laid off today, how long would you be able to meet your financial obligations?

If you died today, what financial legacy would you be leaving for your loved ones to deal with?

Improving your financial literacy and wellness results in reduced stress, less sleepless nights, better control over your life, and the ability to be prepared for emergencies and unexpected life events. You would also have the ability to help others, give to charity, and leave a positive legacy.



## HERE ARE FOUR PRACTICAL TIPS TO CREATE SAVINGS AND LEAVE A POSITIVE LEGACY:

1. Pay yourself first - when you get paid, set aside a certain dollar amount or at least 10 percent of your net pay into a savings account. It is never too late to start saving. However, it is best to save early and save as often as you can, as you may need this money for emergencies or to achieve a certain goal such as buying a house or putting your children through college or university
2. Know your financial situation - understand your compensation, benefits, tax credits, pre-tax and post-tax benefit, and options at work. Do not be ungrateful for what you have. And do not blame your employers for taxes, inflation, or circumstances, as these are out of their control. Instead use that energy to figure out a way to make things better in your current job. Or be clear on what value you provide to an employer and seek out a higher-paying job. Luck is not a game plan! Proverbs 14:23 states that work brings profit, but mere talk leads to poverty.

3. Have a game plan – set a financial goal that aligns with your values and create a monthly personal income statement (to monitor your income and expenses), create a budget, and follow it! Your ability to save is not solely dependent your income; it is dependent on your expenses and your discipline

4. Invest your time in financial literacy and wellness. It will take time and discipline, and it could be difficult. However, your growth in this area is essential for progressing to your next level. Invest in a coach, advisor, or experts. Proverbs 11:14 tells us that without the aid of counsel you will fall.

I am passionate about helping professionals live an engaged and purposeful life by providing coaching, financial literacy, and faith-based growth mindset. Feel free to download a vital tool (PDF) from my website, as it will help you to organize your financial information, which will be helpful during challenging times. [www.carinaspeaklife.com](http://www.carinaspeaklife.com)







# NOW IS THE TIME TO STOP IGNORING ONE OF THE GREATEST WEALTH BUILDING TOOLS

## WHY STAYING OUT OF THE STOCK MARKET IS TOO BIG A RISK TO TAKE

by Tanya Gail Taylor, CPA, MBA

Have you checked the interest rate on your savings account or certificates of deposit (CDs) that you have invested in over the past decade? There is a very high likelihood that your return has been less than the rate of inflation. No kidding! Historically, the stock market has outperformed bonds, CDs, and other types of investments in the long run. Yet, many women are afraid to invest. The reason often cited for not investing includes lack of time, lack of confidence, and lack of willingness to engage.

Many women are becoming the breadwinner of their families, either by choice or circumstance. Therefore, it is imperative for them to take an active role in investing. This is especially true since, on average, women outlive their male counterparts.

Over the past decade, the transfer of wealth in the stock market has been significant. However, since the stock market crashed in March 2020, due to the COVID-19 crisis, the S&P 500 (considered the benchmark of the stock market), has regained over 40% of its value. Therefore, the current market continues to present an excellent opportunity to begin investing.

Women can no longer afford to sit on the sideline. To sit out of this excellent wealth transfer is a risk you cannot afford to take. Those who invest in quality companies over the long term will see their wealth grow.

History is on your side, showing you that the myth of "I can lose all my money in the stock market" is just that— a myth. Whether you are a conservative or aggressive investor, there is room for you to create wealth and change the trajectories for you and your families' lives.

Being a huge advocate of investing, I have invested a sizable portion of my savings in the stock market, as it has paid me huge dividends.

My investment decisions were not because I was brought up by parents who taught me the benefits of investing. On the contrary, I grew up poor and wanted to change my life. For me, keeping my money in a savings account was too big of a risk.

Investing in the stock market has provided me with a cushion if the unexpected arises, such as if I lose my job. It has also allowed me to save for my children's college expenses.

I have met many professional women who are dominating their field, but when we speak about personal finance, primarily investing, their knowledge tends to be limited. My mission is to shake up the status quo. It is to empower women to demolish their debt and create a sound financial plan for their future through investing and other risk management strategies. The risk of not changing is too significant.

**To learn more about how to get started investing, grab my "Five Steps to Investing in the Stock Market" eBook. It will take the mystery out of investing and put you on a journey to creating a life of financial freedom.**

**[www.personalwealthroadmap.com/smip-lp1/](http://www.personalwealthroadmap.com/smip-lp1/)**



THE HOPE BOOK SERIES VOL. 1

INSPIRING STORIES FROM AMAZING WOMEN WHO  
TOOK ACTION IN FULFILLING THEIR DREAMS.

*Your time is*  
**NOW**

**SERENA CARCASOLE**

Ashley Doan, Christi Davis, Cyndi Walter, Deni Carruth, Denise Threlfo,  
Dez Stephens, Elizabeth Otis, Jackie Kossoff, Jana Short, Julia Daubaras,  
Lauren Cohen, Melanie Pigeon, Michele Pariza Wacek, Michelle Clark,  
Rania Loughnan, Sheila Galligan, Susan Tillery, Teagan Hintze,  
Tamica Lloyd, Tracy Meguire, Trish Collyer



PUBLISHED BY AMAZING WOMEN MEDIA





# Rise

INNER CIRCLE  
with Serena Carcasole

## FROM INVISIBLE TO VISIBLE

Your Journey to becoming a STAND-OUT BRAND!

Join RISE INNER CIRCLE if you want to... get clarity on your message, tell your story, create a signature system that sets you apart from your competitors, create packages that sell themselves, charge your worth, grow a big email list, launch multiple income streams, host virtual events, have a highly sought after Facebook group with targeted leads ready and willing to buy, launch your funnel, become a best selling author, and scale your business to six-figures and beyond in less than 12 months.

[WWW.AMAZINGWOMENMEDIA.COM/RISEWITHSERENA](http://WWW.AMAZINGWOMENMEDIA.COM/RISEWITHSERENA)





**App Store**



Google Play

# WHAT IF YOUR BUSINESS HAD AN APP?

**YOUR  
APP**



# ARE MOBILE APPS THE NEW WEBSITE?

## THE FACTS:

The marketing tools entrepreneurs & organizations use are outdated.

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



>1%



## CAN YOU RELATE?

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

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

## IF ONLY THERE WAS A PLACE WHERE...

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

## ENTER: MOBILE APPS



App Store



Google Play

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

## READY TO LEVERAGE YOUR AUDIENCE & ENGAGEMENT?

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

Book your call today at: [22apps.com/Win](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!)

GET \$500 OFF  
FOR A  
LIMITED TIME!



# There's a better way to grow your business

MAKE A  
PLAN

MARKETING  
IDEAS

GET OFFICE  
ORGANIZED

HIRE  
ASST



epsilon  
your business evaluator

BOOKS

NEED NEW  
BUSINESS

NETWORK

HELP

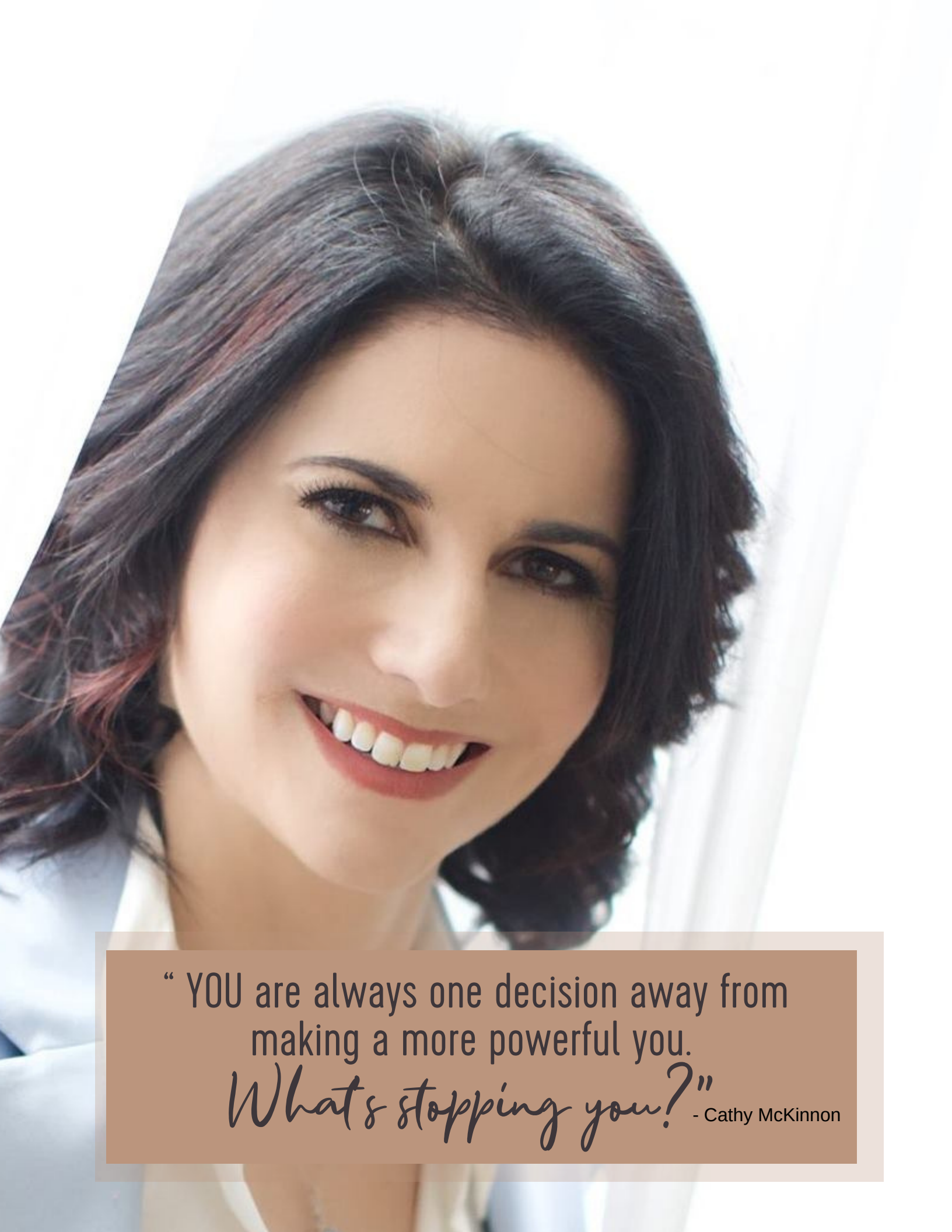
[www.epsilonyourbusinesssevaluator.com](http://www.epsilonyourbusinesssevaluator.com)

A woman's silhouette is shown in profile, facing right. The interior of her silhouette is filled with a detailed forest landscape, featuring tall trees and a dense canopy. A bright, glowing sun is positioned behind her head, creating a strong backlight effect and illuminating the scene with a warm, golden light. The overall composition is artistic and evocative, symbolizing nature and inner strength.

# Mind

DREAM... PLAN... DO





“ YOU are always one decision away from  
making a more powerful you.

*What's stopping you?”*

- Cathy McKinnon

# LEADING WITH ALIGNMENT

BY: CATHERINE MCKINNON

We hear the word “alignment” thrown around a lot lately, but what does it mean and what do we do to achieve it?

It truly is more simplistic than we think!

Think of alignment as your true calling. What flows with ease instead of with force? What brings you joy instead of frustration?

All too often we are forcing things, with overscheduled calendars we are often unconsciously moving through life without even realizing it. This robotic behavior leads to burnout, which shows up as us feeling frazzled, stressed and snapping at those we love the most.

It's time to take steps that lead you to the path of operating in alignment so that the world can share your gifts.

LET ME SHOW YOU HOW, ONE STEP AT A TIME:



## 1. Release!

At the core of this action, get rid of the things that are no longer serving you. All aspects of your life should be evaluated and include scheduled events, household goods, etc. Does it fit the life you want to live, or does it represent a past version of yourself? This is the most freeing step you can take.

## 2. Create boundaries for yourself, but do not forget to enforce them!

We often set boundaries for our children, but we never set boundaries for ourselves. Boundaries help determine where and when you will spend your energy! The enforcement may be your hardest challenge, but think of it as sticking to a promise that you made to yourself.

## 3. Time!

Time is your greatest asset, so why not spend it on the things that create positive energy and march you down the path of your goals? Ask yourself if the time invested in something will get you one step closer to that optimal vision for your life?

## 4. Self-care!

Self-care is a big piece of honoring alignment, and I'm not talking bubble baths and mimosas! I'm talking about mental self-care! Clean out the mental closet you've had for YEARS! Instead of ignoring things, own them and work through them. The cleaner the mental closet, the more creative you can be.

## 5. Have fun!

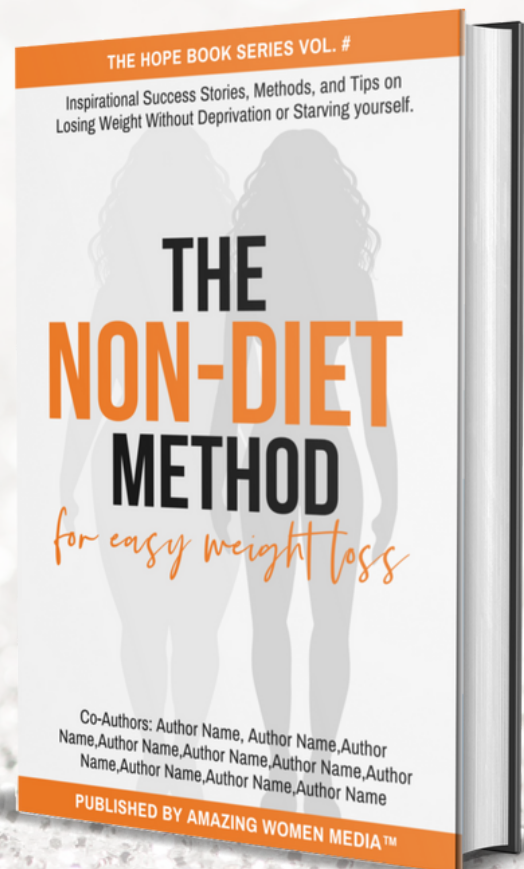
Feed and nourish your soul with things that bring out that inner child that you have repressed. People are meant to laugh, be joyful, and play. Whether this is taking time for things from your childhood that you enjoyed (riding a bike, painting, etc.) or trying out something brand new, you have to create interruptions to your consciousness to allow creativity to flow.

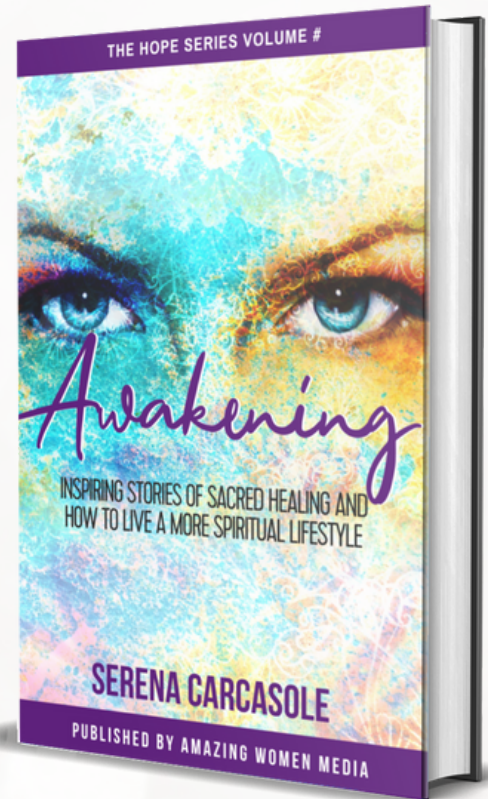
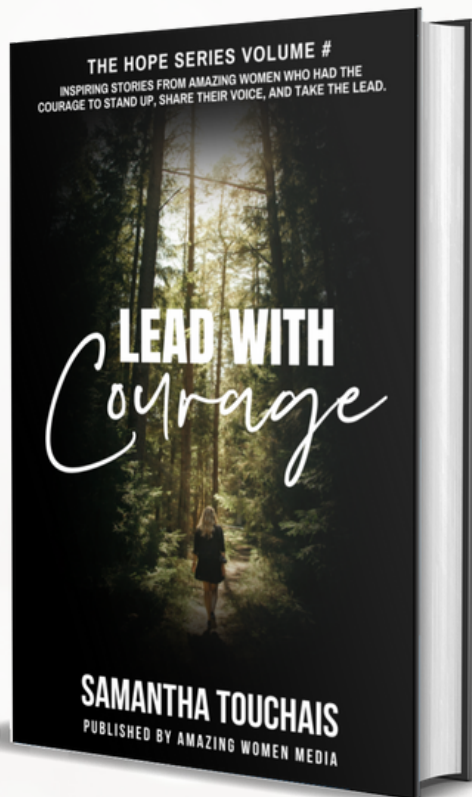
Allowing yourself space and grace to find clarity, and taking things one step at a time, you will then genuinely allow your gifts to shine through. You will lead yourself on the path of alignment.

---

To get you started on your path to alignment, check out my **FREE guide “How to live a Happy Life and Conquer Each Day with Peace Inside Your Soul”** available at [www.wellnesswarriorcoaching.com](http://www.wellnesswarriorcoaching.com)







[WWW.HOPEBOOKSERIES.COM](http://WWW.HOPEBOOKSERIES.COM)









# SAY I LOVE YOU WITHOUT ACTUALLY SAYING IT

BY J'ANNE MONTELEONE

When love is new, it is easy to soak in the bubbles of fresh firsts and love-drenched days. The words, "I love you," dripping from your lips like honey, you are both hungry for. Over time, that level of breathless intensity becomes more challenging to maintain. Months turn into years, and routines can become the norm, making it easy to forget to mention – or even think about – all the reasons and ways you love each other.

**It's not enough to think your partner knows you love them. Even if they say they know it, you can find ways to tell them every day.**

Don't be afraid to be the one in your relationship to say, "I love you," more than your mate. (*Within reason, it's not a mantra!*) Everyone has different comfort levels when it comes to speaking their love out loud.

Words of love and affirmation may not be your dominant love language. To find out what Love Languages you and your partner respond to, take the 5 Love Languages test.

**Showing your loved one that they are the most important person in your life is a beautiful way to reconnect heart to heart.**

You can express your love without actually saying the words, "I love you," through using different phrases, gestures, actions, body language, and thoughtful gifts.

**When you want to use your words, here are a few to consider.**

- I adore you.
- You are the most important person in my life.
- You are my favorite everything.
- When I look at you/When I'm with you... my heart is full.

Identifying the things your partner does that makes you feel love for them, helps them recognize their value through your eyes. It lets them know you are paying attention to the things they do for you.

**Another way is to describe precisely what you love about them.**

- I admire that you...
- I'm still attracted to...
- I love the way you...
- I feel happy when you ...

The more you focus on the things that bring you joy and happiness, the more love you will manifest into your life. You get more of what you look for, so remember to look for all the ways you love about your spouse/partner.

A bonus to telling your mate why you love them is that you are acknowledging that, while they still have flaws, you love and accept them, which helps strengthen your relationship.

Let the last words your spouse/partner hears from your mouth, before you leave home, hang up the phone or fall asleep, be words of love. Our lives are busy and complicated, but if the unthinkable happens and you never see each other again, you will cherish the last words you ever spoke to each other.

**To be truly loved is the deepest desire of your heart.**

**When your sweetheart knows that you love them on every level, you give energy to their life as well as you own.**

Speak your words of love and let your happiness grow together.

Get our free gift **127 Reasons I Love You – 127 Ways to Say I Love You Without Actually Say It.**

<https://romanceyourmarriage.com/free-gift.html>





# Managing Fear

BY KAMINI WOOD

Like any other primary emotion, fear serves a purpose, and as such, has two main functions: adaptive and communicative. Fear provokes “the fight or flight” response and keeps us alive. It also helps communicate and express our feelings. Therefore, generally, fear is not an unhealthy emotion

.However, when fear gets out of control, it can easily consume you until you become paralyzed and unable to take action.

### **The Difference Between Healthy and Paralyzing Fear**

The intensity and quality of fear depend on our cognitive perception of the situation. If you assess a fear-provoking situation and decide that you can escape or avoid it, the response will be a healthy fear, and the fight or flight response will not affect your ability to act. If, on the other hand, you believe that there is no escape from a threatening situation, you will most likely become overwhelmed with paralyzing fear, and you could experience reactions such as a panic attack, paralysis, and a blackout.

Unhealthy fear occurs as a reaction to a perceived or imagined danger.

While healthy fear arises as a reaction to real danger and recedes after the threat is no longer present, unhealthy fear tends to persist, causing you to feel paralyzed by it.

### **How to Manage Fear?**

Whether you have experienced trauma or you are suffering from overwhelming chronic fear and anxiety, try always to keep one thing in mind: a strong feeling of fear that you are experiencing is just that, a feeling. An awareness that you can separate from that feeling is the first step in overcoming your fear.

So, here are four simple ways to manage fear:

#### **1. Acknowledge Your Fear**

Trying to suppress fear will only make it more intense. Therefore, recognize that the fear is there and face it. Keep in mind that fear is just a feeling – acknowledge this with an awareness that your fear does not define who you are. Then let it go.

#### **2. Practice Stress Reduction Techniques or Exercises**

Practice mindful relaxation techniques, as those are an effective way to boost resilience and manage stress. Mindfulness can help you recognize your fear as it arises and can assist you in observing how it feels in your mind and body. Simply observe your fear as it is, without trying to get rid of it as soon as possible. Remind yourself, again, that what you are experiencing is just a feeling and not who you are.

Other stress-relieving strategies that can help you manage fear include breathing techniques, visualization (guided imagery), progressive muscle relaxation, body scan, biofeedback, and physical exercise.

#### **3. Connect with Nature**

Spending time in nature brings about positive feelings of calmness, happiness, peace, optimism, and beauty. Studies show that being connected to nature reduces anxiety and fear, and increases mood, making us feel better emotionally. Further, spending time in nature reduces the production of cortisol, adrenaline, norepinephrine (stress hormones), muscle tension, heart rate, and blood pressure, all of which are signs of fear and anxiety.

#### **4. Seek Support**

If you have suffered trauma, it is important that you seek support. Identifying the ways to create a sense of control in your life is vital to managing fear. Keep in mind that you have control over your fear and not vice versa.

---

Download my free Rise Up Strategy guide at [www.kaminiwood.com](http://www.kaminiwood.com)





## BUILDING A "BE FIERCE" MINDSET

BY DR. DENE ELLER

Being born and growing up in a small textile town of one stoplight in the rural South was not where one easily developed a “you can have it all” mindset. My limited vision beyond this reality was shaped by a tumultuous childhood and a lack of worldly experiences.

It seemed my destiny after high school was to work in the same mill, embracing the label of “lint head” and never venturing too far from my roots. With luck, I escaped this fate to a small Baptist college, where my limited life perspective began to formulate a broader view of what was possible.

I quickly qualified for work-study to pay for my college expenses. Along with this “attend as you work” plan, I secured a part-time job working weekends at a nearby sporting goods store to help defray my living expenses.

It was during these early college years, away from home, that I discovered that I was stronger than I ever knew myself capable. My inner desire to move past my family burdens had left me incredibly resourceful and resilient. Though I had little in terms of material things, no car, nice clothes, for the first time in my life, I was beginning to experience the opposite of surviving – thriving.

Having this college opportunity also provided many opportunities for gaining an understanding of the true meaning of why the love of learning was important. It was a chance to study new and exciting concepts, learn how to manage my time, and focus on skills that escaped me during my formative school years.

I was flourishing, and I dreaded going home for any holiday. Thus, it was an easy decision to stay on campus for the next three summers. I finished my first of three college degrees with academic honors in three years, and most importantly, with no burden of debt. With graduation, my life and career as a teacher felt promising, as it began unfolding in ways I never knew possible.

My biggest lesson and learning; no one can do it alone. My path crossed with many outstanding people who cared so much about my wellbeing. Two of my biggest champions were teachers and sports coaches who saw a fire in me. They showed up consistently, and their continuous belief in me positively impacted my life when I could not see past my horizon of troubles.

I was lifted up and “coached” through both the successes and what appeared, at first, to be dismal failures. I am living proof that success is not how you started in life, but it’s where you strive to go that defines a champion. Staying steadfast to the mission is the secret sauce to winning in life and business regardless of how big the obstacles may seem.

In my successful career as an educator and coach, I have championed many causes, won many championships on multiple levels of play, and coached thousands of people who desired to reach their peak performance. But, the one victory I relish the most is my personal life journey, which grew beyond surviving to thriving in the process of becoming my best self.

They showed up consistently and exuded exemplary leadership qualities in and out of sporting arenas and classrooms.

Still to this day, I draw inspiration from their lessons centered on striving for my personal best and delivered with profound enthusiasm, genuine caring, dedication and unconditional love.

Coaching and supporting others to achieve their personal best has always remained at the center of my life’s work. I pass forward these gifts I was given.

I remember too often thinking, I would never escape our one-stop, traffic light, dull town.

The label of “lint head” would be forever tattooed on my forehead.

---

Connect with Dr Dene Eller:  
[www.Jeeps4UCoach.com](http://www.Jeeps4UCoach.com)  
[www.AskDrSuccessCoach.com](http://www.AskDrSuccessCoach.com)  
or E-mail: [SuccessCoach@gmail.com](mailto:SuccessCoach@gmail.com)





# BEHIND THE VEIL OF FEAR

BY JENNI REAVIS



Sometimes people pass through our lives and leave trauma bombs. These bombs go off, injecting into us, embedded shrapnel, and debris. If unacknowledged, the pain festers, and we continue to bleed, infecting everything that crosses our path.

My trauma bomb was left by my kidnapper and rapist when I was 20 years old. The bleeding from those wounds stained everything in my life with the hue of self-hate. My life was full of toxic relationships, heavy drug, and alcohol usage, and imprisoned me to PTSD, chronic anxiety, and depression that lasted for six years.

My wakeup call came when someone asked me where I projected myself to be at age 30.

I realized that to live until the age of 30 seemed insurmountable because of all the pain I was carrying inside. I had this lightbulb moment, realizing that no matter who had set off a bomb in my life, ultimately it was my responsibility to heal and that I could be the author of my own life story from that point forward. This led me to a path of healing that started with a therapist who specialized in working with women who had suffered significant trauma. She gifted me with a framed quote by George Addair that read, "Everything you want is on the other side of fear." This powerful quote started a movement in me to conquer my fears every day – no matter how big or small.

*"Everything you want is on the other side of fear."  
- George Addair*



It led me to break cycles and face demons. It gave me the courage to write my name on anything I wanted and to claim my right to live the life of my dreams.

At age 31, it led me to buy a one-way ticket to pursue a lifelong dream of traveling. Now, at 34, I have been traveling for three years through six South American countries. Thanks to my trauma, I have aligned with my life purpose by using my gift of language to document the stories of trauma and resilience of women in other countries.

Where there was once a gaping hole inside of me full of infected wounds is now a place from which light, love, purpose, and hope are emitted. I would have never done that work on myself had I NOT gone through that horrific trauma. Where I once saw my trauma as the cruelest and unjust thing a person could survive, I now consider it to be the best thing that could have ever happened to me.

Suffering can serve a tremendous purpose for living your best life – if you let it open those deep, dark places within.

Here are three things I have learned about fear that I heartfully encourage you to incorporate into your life:

Beyond the veil of fear awaits a life filled with your wildest dreams. Your fears are a GPS system that shows you where buried treasures are hidden.

Being a brave person does not mean that you are fearless...it means that you look your fears right in the face and peel back the veil to see what is behind them.

What treasures are hiding behind YOUR greatest fears?

---

Connect with Jenni here: [www.facebook.com/jennireavis](https://www.facebook.com/jennireavis)  
Instagram: fearfacer528



Live Your Best Life

NOW

BY: MICHELE DUHIGG



There it is! The finish line! After 26 miles, I can finally see it! I got another wind and sprinted as fast as I could with every ounce of strength that I had left. It was the most exhilarating feeling! A sense of incredible accomplishment washed over me as I crossed the line! I just ran a marathon!

---

That was 15 years ago, but any time I feel unsure if I can rise to the challenge in front of me, I reflect on that day and remember how I felt. Throughout the years,

I have learned helpful tricks to guide me to success with more ease and less stress. Do you want more ease and less stress in your life? You can use these tools also! Here they are:

### **1. Mindset it everything!**

“Whether you think you can – or you think you can’t – you’re right.” – Henry Ford

If one of the most successful legacies in the auto industry believed in the power of mindset, who am I to question it? Think of a time when you felt unstoppable. Picture your face. Your posture. Your attitude. You were operating at a different frequency and giving off high vibrations. And, you were getting them in return. Imagine if you could operate at that frequency more often. Or all the time! You would crush all your goals! And then you would have to dream up new goals – and crush them too!

### **2. Positive affirmations guide your path!**

“Your life does not get better by chance. It gets better by change.” – Jim Rohn

Maintaining that feeling of being unstoppable is difficult. It takes work. The challenges in your life are not going to disappear. But, by reaffirming what you believe to be true - or even what you want to be true - you can change your perspective on life. And thereby change your attitude.

So, even if you are facing the biggest obstacle you have ever met, you’re ready for it. You know that it is helping you to become your best self. And that you are worthy of fulfilling your dreams!

### **3. Visualization gives you a leg up!**

“If you can visualize it, if you can dream it, there’s some way to do it.” – Walt Disney

Did you know that visualization is backed by science? Studies show that adding visualization to your training to achieve a goal will effectively increase your skill set to meet that goal by 35%! So, if you want something to happen, take the time to visualize yourself having it, and feel what it would be like to have it. Crystalize that thought and belief! Since I started working on my mindset every day, I have not only experienced many unstoppable moments, but I have also learned to love the mundane moments too. I am more loving. More present. More connected. And I am far more fulfilled!

If you want to change your perspective and experience a more loving, connected and fulfilled life, check out my **free guide to help you start living your best life now!**  
[www.duhiggcoaching.com/freebies](http://www.duhiggcoaching.com/freebies)

---

Michele Duhigg is a brand strategist and certified life coach who specializes in mindset, the law of attraction and manifestation techniques. Her passion is to help women find their true calling and live their best lives now!  
[www.duhiggcoaching.com](http://www.duhiggcoaching.com)

Michele is Founder & CEO of Duhigg Coaching & Consulting. She spent the last decade in the corporate consulting world where she managed everything from branding & marketing to operations to business development for multimillion-dollar, multi-national companies. She currently works one-on-one with females in similar roles to help them find fulfillment, stop wasting precious time and live their best lives now!



A portrait of a woman with short brown hair and glasses, smiling. She is wearing a maroon jacket over a white shirt. The background is a blurred green.

# *How to Stay Sane in a Crazy World*

BY: LAURA SHORTRIDGE



So far, this has been a chaotic year. And yes, I realize that is an understatement. It is SO easy to get caught up in the negative side of things... the disbelief, the anger, the uncertainty, the fear.

But what if you could feel inner peace although everything outside of you is on fire? What if you could feel calm in the storm?

The truth is, you can. No one controls your thoughts, feelings, or actions but YOU. You can say, "he makes me feel bad" or "This circumstance is why I'm so angry!" You can declare, "This happened to me in the past, which is why I'm doing this right now." You can proclaim, "That's just the way it is" or "That's just the way I am."

But are those true?

Actually, no. Whether you realize it or not, you LET others make you feel bad or angry. You LET your history define who you are right now. No one can force you to think or feel a certain way unless you allow them the power to do so. Circumstances cannot dictate who you are unless you permit them. Ouch.

The first time I heard that I was shocked. I had always just reacted to whatever was going on around me. It was natural to feel hurt if someone did something I perceived as thoughtless or malicious.

Feeling anger at what I considered injustice was normal. How could I possibly move beyond that into being calm and intentional with my response?

Ah, it was HUGE to discover I did not have to give a knee-jerk reaction, but I could step back and consciously observe what was going on, and then act in an informed, civil manner. Emotions did not have to run rampant.

I learned the importance of trying to see others' viewpoints. It was very eye-opening when I sincerely tried to look at situations from different perspectives. It was very freeing to realize I had options; I had choices. I reclaimed my personal power. So can you!

My automatic negative reactions did not dissolve overnight. It was a tedious process of recognizing, releasing, and replacing them with positive habits. It meant letting go of a victim mentality and choosing to be a victor instead.

Here are some quick tips to help stay sane in this crazy world:

- Read books and blogs that lift your mindset. For starters, go to [www.UnipreneurBook.com](http://www.UnipreneurBook.com) and look at the "Additional Resources" tab under Chapter 8 for a list of books
- Listen to podcasts such as Amazing Women of Influence
- Hang around people that look for positive solutions rather than those that only point out (and reinforce) the problems.
- Find a coach or mentor that can help you navigate those rough waters of change, such as those on Amazing Women Entrepreneur Network. Be sure to find someone that fits your core values.

YOU can be a victor. You are WAY more powerful than you know.

---

Laura Shortridge is an author, creator, and coach who has a passion for helping others develop their unique, divine gifts that only they can offer the world.  
[www.LauraStewartShortridge.com](http://www.LauraStewartShortridge.com)





# WHO AM I AND WHERE'S MY HAPPINESS?

BY COACH TAMICA LLOYD



A fundamental question haunted me the first 30 years of my life - Who am I, and where is my happiness? I often answered with things such as my name, gender, race, ethnicity, degrees, certifications, and occupation. But I knew none of those was the right answer. If they were, I would have felt complete. I spent a lot of time being angry and hating myself. I knew why. My parents died when I was 14, and I grew up in a low-income environment. I was molested, raped, homeless, and betrayed by people I trusted all before I was the age of 20. I was often told how I would never be anything in life. Some of the negative messages that I received were that my skin was too dark, my eyes were too big, my body was too skinny (I wish I had that problem now), and my speech was considered too "white."

Why am I not worthy of love? I would say to myself repeatedly as a teenager. I went through the "I will be happy when..." syndrome. You know what I mean, I'd say things like, "I will be happy when I get my degree. Ok, that's done, why am I not happy? I will be happy when I get my first home. Yes, that must be it. Ok, got that. Wait, I am still not happy."

I was self-destructing in so many ways, that led me to be hospitalized. What if I died and did not experience what I wanted to do, or become who I wanted to be? That was my wake-up call.

I know there are so many of you that were like me. You are waiting to be happy. You don't even know who you are outside of being a wife, mother, or your occupation. You don't feel worthy, don't like the way you look, you think you are too old, too young, too out of shape, too far down to get back up, too busy, too whatever. I am telling you don't believe the lies in your head!

Here are three things you can do starting today, to get you on the journey back to YOU:

1. Realize and step into your power. Stop selling yourself short. You have unlimited potential. You are not a victim, but a victor! By acknowledging this over and over, you will build up resilience and determination that can not be stopped.

2. Leave the past in the past. I know that it's a challenge, especially when those memories come up (and they will), acknowledge them and turn your thoughts right back to the present moment. Those moments made you stronger.

3. Nourish your body with delicious, nutritious foods. Foods can have a profound impact on our body, minds and spirit. If you eat crap, you will continue to feel like crap, and your mind will not be as sharp.

It is never too late to be the person you were meant to be. It took me a long time to find my power.

Who am I? I am a happy child of God whose mission is to help women find their way back to health.

---

Coach Tamica is an author, speaker & Certified Integrative Nutrition Coach specializing in Type 2 Diabetes. Get her Eat Your Way Healthy guide at [coachtamica.com](http://coachtamica.com)

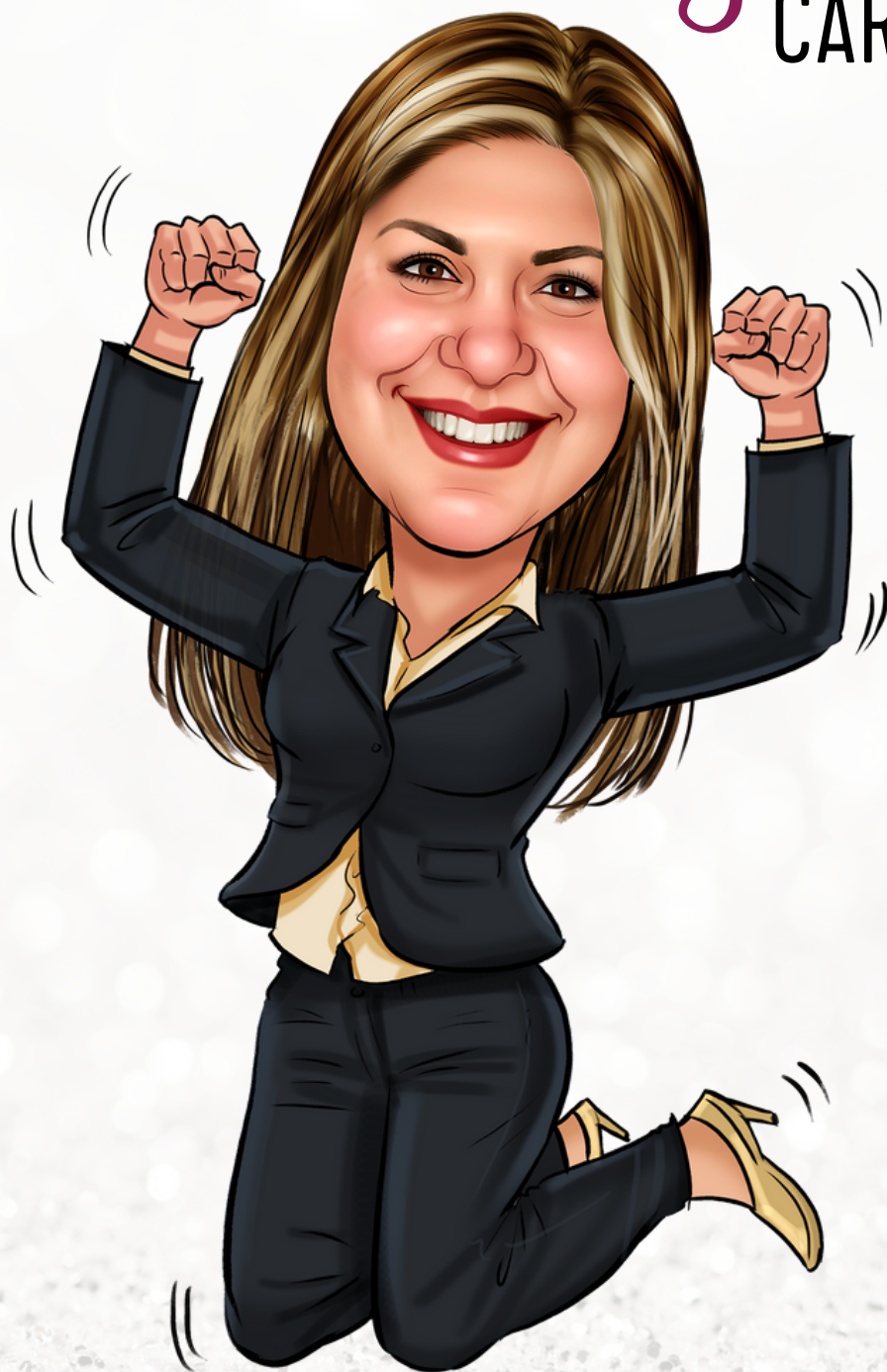




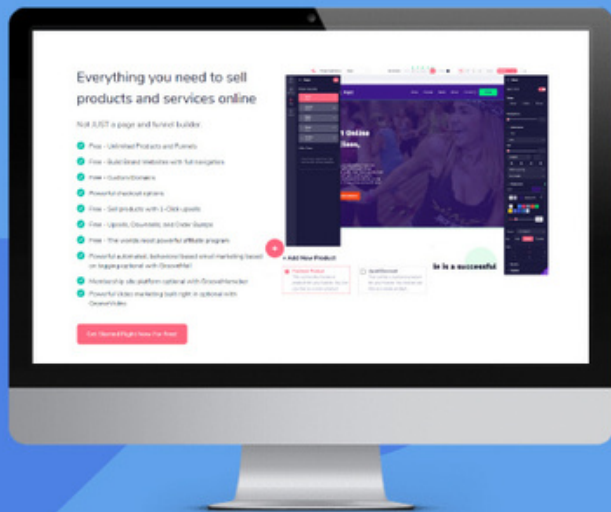
# "THE FORMULA FOR FINANCIAL FREEDOM:

Build your tribe, create content, believe in yourself, be a solution to your prospects problems, and multiple income streams."

*Serena*  
CARCASOLE







## The free page & funnel builder platform Beautiful templates with drag & drop editing


- ✓ Build Pages or Funnels
- ✓ No Hosting Fees
- ✓ Unlimited Page Visits
- ✓ Free Custom Domain Integration
- ✓ Professionally Designed Templates

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



**THE COACHING TOOLS COMPANY.COM**

**Brandable  
free coaching  
tools & exercises  
for your clients!**



GrooveFunnels

**NEW POWERFUL FUNNEL BUILDER  
FOR MARKETERS**

**NOW ~~\$99/MO~~  
FREE**

**WE'LL NEVER ASK FOR YOUR  
CREDIT CARD. EVER!**

- ✓ CREATE PRODUCT FUNNELS
- ✓ CONNECT CUSTOM DOMAINS
- ✓ UNLIMITED HOSTING AND  
BANDWIDTH

**Click Here To Own It For Life!**



Body

"THE GREATEST WEALTH IS *health*." - Virgil







# Healing from PostPartum Obsessive Compulsive Disorder

BY MERILEE FORD

One out of every five women suffers from one of the many types of Postpartum Mood Disorders. One type of Postpartum Mood disorder that is often misunderstood is Obsessive-Compulsive Disorder.

Dealing with Postpartum OCD can be extremely frightening and debilitating. But you CAN find hope, healing, and answers.

## **What is Postpartum OCD?**

Postpartum OCD is an anxiety disorder accompanied by extremely intrusive and obsessive thoughts. Some moms have obsessive thoughts and vivid mental images about harm coming to their babies. Compulsive behaviors that result from intrusive thoughts might include obsessively checking on your baby, compulsions related to cleaning or sanitizing, or other behaviors that disrupt normal life.

Good News! There are many things we can do to help ourselves. First, I think it is essential to talk a little about how our brain works. There are three parts to our brain: The Limbic System (emotions), The Cortex (logic), and what is referred to as the “Critter Brain” (physical survival). The critter brain hates change, unknowns, and is always on high alert of any danger.

For example, your Cortex might know that your baby is safe and that harm is unlikely, while your Critter brain might be warning you of all the possible dangers.

## **HERE ARE SOME TECHNIQUES TO CALM THE CRITTER BRAIN:**

### **Breathing Techniques**

When you start to feel anxious, this is a great time to pause and breathe deeply. When your Critter Brain is stressed, your fight or flight response is triggered. Your critter brain does not know the difference between a bear chasing you and the stress you feel when you have an intrusive thought. The hormones Cortisol and Adrenaline are pumped into our system, blood rushes to our limbs, and digestive systems can be halted. When this occurs, we may feel out of breath, hot, and panicked.

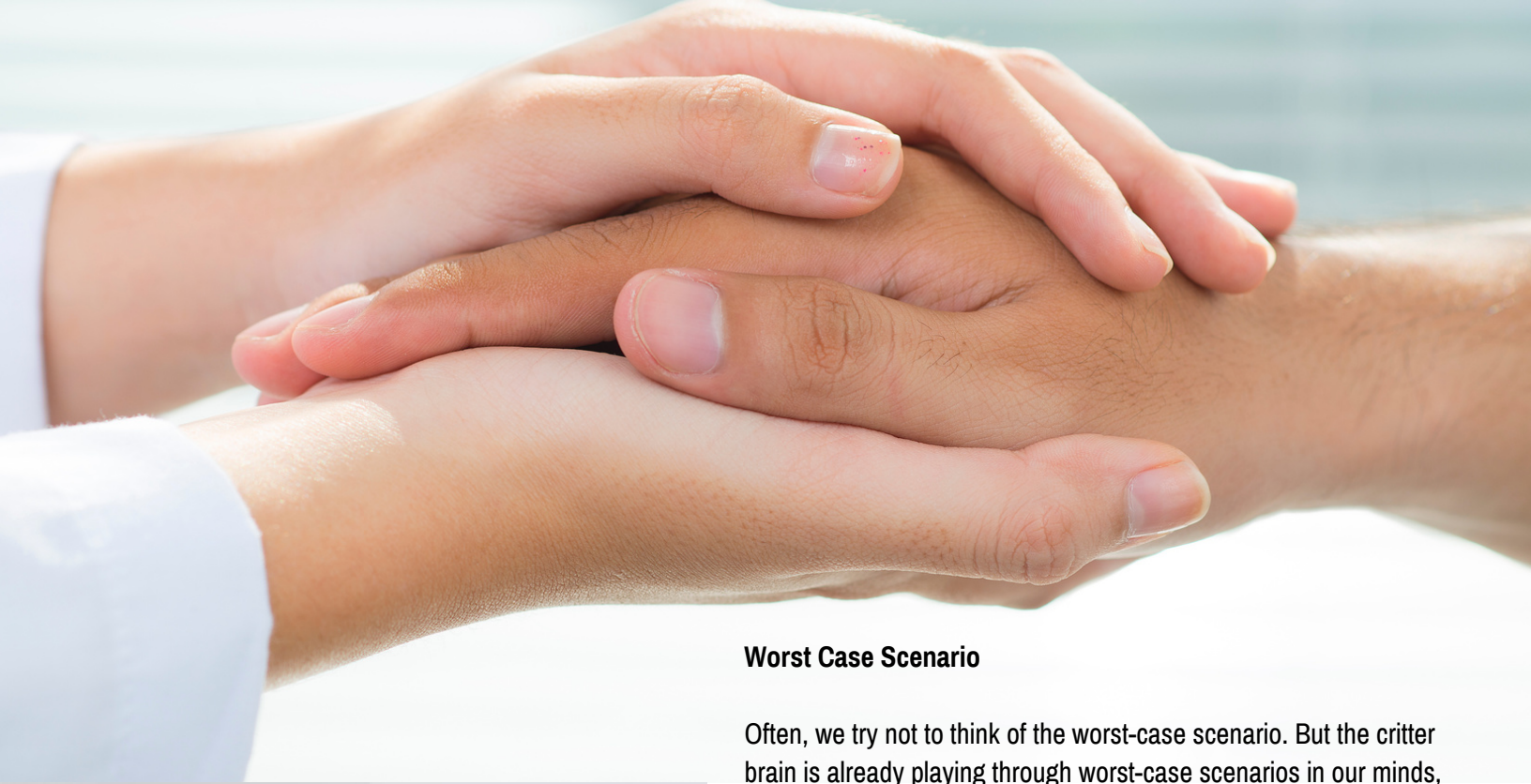
However, using breathing techniques, you can trick your brain into thinking that you are actually relaxed, and your physiological symptoms will begin to subside.

### **The Control Audit**

We often worry about things we cannot control. When we do this, our mind creates stories and imagines scenarios that are very unlikely to happen. It often causes us to feel helpless, as we fall into a rabbit hole of “what ifs.”

A control audit helps you take stock of the things you can and can't control. Try making two columns on a piece of paper and write a list of all the things you can control. You can ALWAYS choose how you react, you are in control of your own actions, and you are 100% in control of how you let your anxiety define your life. In the other column, write a list of things that you cannot control and what you release.





### Worst Case Scenario

Often, we try not to think of the worst-case scenario. But the critter brain is already playing through worst-case scenarios in our minds, without us even being aware of it. So, take a minute to acknowledge (but not dwell on) the worst-case scenario.

Now that your critter brain has had the chance to be acknowledged, it calms down just enough to allow the logical brain a tiny bit more space. It reminds you that the story you are telling yourself is unlikely and that you are prepared for even the worst scenarios. You know that you will survive no matter what and that you already have the tools and capabilities of dealing with difficulties. It will remind you that you are worried about situations that have not and might not even happen!

*You are not alone!*

Your feelings are valid. Your worry, stress, and feelings of inadequacy or fear are normal. Although it does not make them less scary, you are not alone. Like you, many people have dedicated their lives to helping people find their way out of the darkness. **I offer a free breakthrough session** for anyone looking for help. I will get to know you, your situation, and your needs. Or I will connect you with the people who can help you the most. Let us figure this out together.

---

Merilee Ford, M.A., Certified Wellness Advocate C.L.C.,  
C.H.C., M.T.C., B.A.

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







# Epigenetics, Your Health And Life By Design

BY: DR. MELISSA GRILL-PETERSEN

As a nine-year-old girl, I had no idea that a simple poster was epigenetically influencing my life...

My outer world was not pretty, as it was filled with poverty and abuse. But I had a love of dance that filled my mind with visions far beyond my daily reality. Then one day, I got a poster of a dancer that brought my inner vision to life. It read, "If you can imagine it, you can achieve it. If you can dream it, you can become it."

I imagined, I achieved, and I became a professional dancer on a top-rated television show. What's more, I became a doctor and top success coach. At the time, I have not even realized that with epigenetics, I became more than my childhood environment and my limited circumstances.

Epigenetics is an informational science that studies how signals from above our cells inform the genetic code within the cells, telling it how to express. Simply stated, it is how our daily interactions, habits, perceptions, and beliefs in the outer world, inform our inner physiology and genetic potential that influences the expression of our health, performance, and wellbeing.

We each hold this key to unlock and express our limitless potential to thrive!

My response to my outer world, although not a pleasant environment to grow up in, positively informed my DNA. I was inspired to believe in more and to dance every day, as I wanted to create a healthy lifestyle and live more fully than what others said was possible. I expressed resilience, I adapted, I evolved, and I thrived.

Our paths are each unique, and trauma, pain, and struggle do NOT need to be central ingredients for growth. Yet, we each have our own genetic code that is informed, influenced, and expressed by our epigenetics.

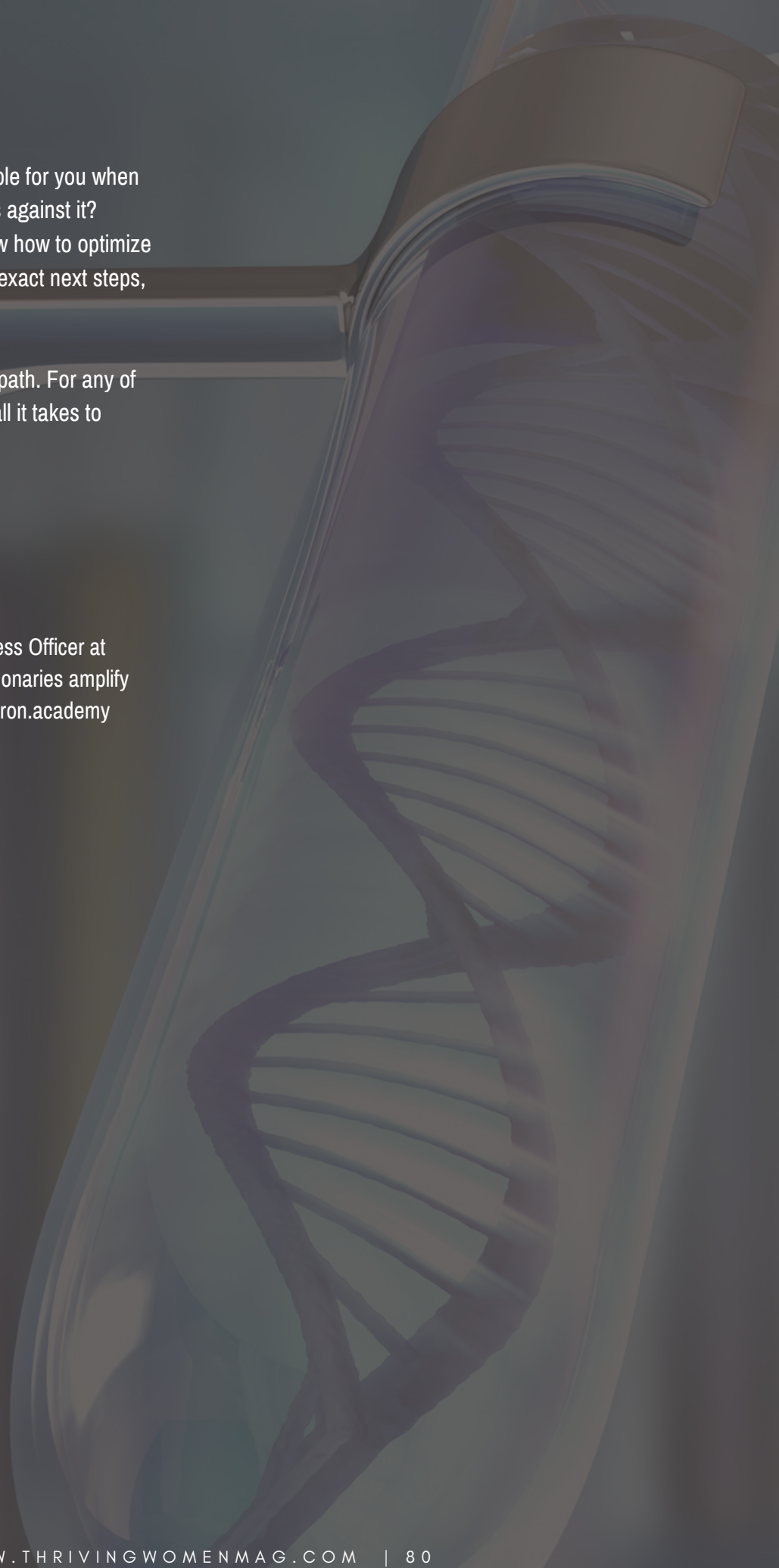
What this means is that YOU have control, influence, and sovereignty over YOU. You can live your life and help others to live theirs by precision design. You can understand and influence your outer world to express your highest inner potential for vibrant health, performance, and wellbeing.

You are not like any other... You ARE unique, spectacular, and amazing with the ability to influence, inform, and unleash your limitless potential to be more than what has been or what has come before you.

Today, I am the Chief Limitless Officer of Apeiron Academy, the global leaders in epigenetic precision performance coaching. We teach our coaches the science of genetics, epigenetics, and lifestyle design, paired with human performance and limitless potential coaching. This takes away the guesswork and generalized approach, allowing for precision results that give us all the ability to live our unique design to the fullest.

Our academy is filled with doctors, coaches, biohackers, and visionaries, who know that more is possible. They want to leverage the latest science and technology paired with ancient wisdom and modern living to design enhanced outcomes for their clients and themselves. Access to this precision platform makes our coaches some of the most sought-out in the world.





What do you imagine could become possible for you when you know how to work with yourself versus against it? Or, what is possible for you when you know how to optimize your performance with simple tweaks and exact next steps, versus guessing at best?

For me, it was a poster that set me on my path. For any of us, just knowing more is possible is often all it takes to epigenetically activate your greatness.

---

Yours in Limitless Possibilities,

Dr. Melissa Grill-Petersen is the Chief Limitless Officer at Apeiron Academy of Epigenetics helping visionaries amplify their influence, income & impact! <https://apeiron.academy>





APEIRON ACADEMY

# Become a Certified Epigenetic Coach

*Join the tribe, be the change, drive your impact!*  
***[www.Apeiron.Academy](http://www.Apeiron.Academy)***

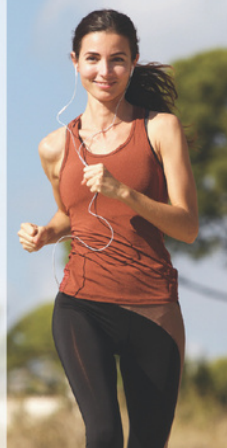
## PRECISION

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



## PERFORMANCE

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



## POTENTIAL

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





# SEX AND STRESS

BY NICOLE BURATTI

Sex can relieve stress, sure. What happens when stress affects your libido? From worrying about money to deadlines at work, everyday stress can lead to low libido. Dealing with so many concerns can impact your sex life, exacerbating your stress by potentially causing relationship issues.

When you react to stress, your body goes through a series of hormonal changes to prepare you to run away or stay and fight. This physiological reaction is known as your fight or flight response, as it causes your body to experience reactions such as an increased heart rate, elevated blood pressure, and labored breathing. It can also cause secondary functions, like sex drive, to become severely lowered.

The fight or flight response also triggers the release of hormones, such as cortisol and epinephrine, which in high levels will cause decreased sex drive. When stress is chronic, the body uses sex hormones to meet the increased demands for higher cortisol production, reducing your interest in sex.

In addition to the physiological effects of stress, there is also a psychological aspect. Stress can cause you to have a busy, frazzled mind and distract you from wanting sex or being present during sex. Additionally, it can impact your mood, leading to anxiety and depression, which often diminishes libido.

Minimizing stress and maintaining a good sex life with your partner is possible, especially if you both put in the time and effort.

If you suspect that stress is putting a damper on your libido, one of the first solutions you should consider is overall stress management. If you reverse your stress response using effective relaxation techniques, you will not experience as many hormonal disturbances from chronic stress. Here are a few strategies to consider.

- Meditation
- Yoga
- Breathing exercises
- Exercise
- Journaling
- Making time for self-care practices

When dealing with low libido, it is also essential to look at the health of your relationship. Studies show that relationship stress and stressful conflicts within the relationship can be a more substantial factor in low libido than other types of stress.

It is hard to feel good about having sex if you do not feel good about yourself. Therefore, practicing self-care and incorporating healthy habits into your lifestyle is vital for a healthy libido. Eating a healthy diet, exercising, getting adequate sleep, and

practicing stress management techniques will have you feeling better in no time. Add to that healthy doses of pampering yourself, and enjoying time for self-reflection will enable you to manage stressful situations better as they occur. Do not forget to ditch harmful habits like drinking and smoking, as they put your health at risk and dampen sexual desire. By taking time for a little self-care, you are taking time to build confidence and feel sexy and energetic.

It is important to remember that it is natural to experience fluctuations in sexual desire. But, if stress is negatively impacting your sex life, do not hesitate to confide in your partner and seek help. Together, you can test out strategies to lower your stress levels and boost your sex drive. By doing so, you may even end up strengthening your relationship and improving your overall health.

---

Nicole Buratti is a Certified Women's Health Coach and Functional Nutritionist with a focus on sexual health. She is the creator of the **GEMMA Method®**, a program for women who want to balance their hormones, manage stress, and boost their libidos. [www.Sexpert.guru/Tantra](http://www.Sexpert.guru/Tantra)





# CHANGE YOUR ENERGY TO CHANGE YOUR LIFE

BY LENA THOMPSON

What If you knew that you could reduce almost any physical or emotional pain? If you could not just help yourself, but also make an impact in the lives of others. How would your life change?

World-renowned scientist, Nicolas Tesla, said, "If you want to find the secret of the universe, then think in terms of energy, frequency, and vibration."

Tuning into our energy body is a simple process. And, when we tune into the energy of our bodies, we can truly change our lives in all areas - physically, mentally, emotionally, and spiritually.

SO WHAT IF...there was a wearable health and wellness technology with NO ingredients, infused only with powerful energetic frequencies that deliver energy throughout your body to help you achieve better health and wellness energetically?

At Natures Frequencies, the scientists have discovered the most advanced Wearable Energetic Health and Wellness Technology designed to balance and restore your body's natural energy, achieving optimal health and wellness energetically, as well as protecting from the harmful Electromagnetic Frequencies and radiation.

- **EARTHING CARD** + is infused with earth-grounding frequencies to balance and restore your body's energy and bring the mind and body into balance, while also protecting from Electromagnetic Fields and Radiation. The card enhances strength, balance, energy and sleep while providing relief from stress, discomfort, weakness and fatigue.
- **EMF SHIELD** protects, harmonizes, neutralizes and minimizes the harmful effects of electromagnetic radiation from your devices, including 5G, while counter-balancing the harmful effects on the body.
- **FRESHNESS CARD** is a patented award-winning technology designed to keep everything, from foods to flowers, fresher longer by inhibiting mold, fungi, and bacteria that causes items to spoil and decay.
- **BURN** is infused with many of the most powerful, proven weight loss ingredients known to assist with detox, appetite control, burning fat, metabolism, and weight management.
- **NITRO** is the first non-transdermal patch, based on Nobel Prize-Winning Science, designed to boost Nitric Oxide levels, to support cardiovascular health, circulation, endurance and performance, while also providing relief from discomfort, fatigue, and stress.
- **RELIEF** provides discomfort relief, emotional stress relief, nausea relief and more. RELIEF also supports mental acuity and cardiovascular and neurological health. RELIEF offers all the health benefits of CBD without a trace of CBD or THC! RELIEF is safe for men, women, children, and animals



- **IMMUNITY** is infused with Powerful Ingredients Known to Help Boost the Immune System, Relieve Sinus Pressure and Congestion and Relieve Inflammation, as well as Boost Overall Health and Wellness. Use Year-Round for Health and Wellness Prevention and Protection
- **SLEEP** designed to assist the body in a deep and natural night's sleep.

#### **Natures Frequencies Products Are:**

- Developed Using Remarkable Tesla Technology and Research
- Non-Transdermal so Nothing Enters the Body
- 100% Natural with No Side Effects
- Safe for Men, Women, Children, and Animals
- 5 US Patents, more on the way!

---

Achieving physical, emotional and spiritual health energetically to help thousands of people to have an optimal life to which we are all entitled.

[www.naturesfrequencies.com/uk](http://www.naturesfrequencies.com/uk)

So, if you or your family or friends, or anyone you know, could benefit from these products OR implement them alongside their existing practice, please get in touch.





# Don't be scared anymore!

The perfectly curated collection of training, resources, and VIP support for your business marketing HAS ARRIVED!

Ashley "WriterGal" Doan  
Content Writer, Speaker,  
Best-selling author,  
Mother

Join the **Caffeinated Content Club** for access to:

- monthly live, virtual training calls
- online resource and template library
- content inspiration
- exclusive Facebook member community
- ...and even more for Annual Members!

Want a coupon codes:

- > **thrivemonth** to save \$25 off first month\*
- > **thriveyear** to save \$50 off annual\*

Get your membership today at  
[writergal.ca/ccc](http://writergal.ca/ccc)

\*\$25 off first month only for monthly memberships,  
and one-time \$50 off full-pay annual membership

**WriterGal**  
Marketing Services



# Live The Freedom Lifestyle!



RADIANT  
COACHES ACADEMY

BECOME  
A  
HOLISTIC  
COACH  
TODAY!



[RadiantCoaches.com](http://RadiantCoaches.com)



# DE-AGING GRACEFULLY

BY DEZ STEPHENS



Aging is subjective. For some of us, it is about our physical appearance. For others, it is about how we feel. Either way, we are in constant state of aging whether we think about it in a positive or negative way.

De-aging is a phenomenon I have noticed amongst my peers. “Fifty is the new forty,” as many of us say. There is an undeniable look we have today, that our parents and grandparents didn’t.

When I think about my mom at 55 – my current age – she seemed “older” to me than how I look and feel now. My grandmother at 54 – when I was a teenager – seemed like a “granny” to me.

When someone looks young for their age, it is not always about good genes. My mom, at 76, looks great but has lots of wrinkles. I have none. What is the difference?

Granted, I stay out of the sun. I also drink lots of water and eat hydrating foods like watermelon, peaches, celery, and tomatoes. Lots of tomatoes! I also minimize my stress, stay away from processed sugar and get my “beauty sleep.”

## “FIFTY IS THE NEW FORTY”

### Aging Starts with a “S”

There is nothing more aging than the sun, smoking, stress, and sugar.

### Sun Damage

Spending time out in the sun can age the skin on your face and body quickly and lead to skin cancer risks. Holistic physicians like Dr. Josh Axe recommend certain sunscreens over others. Check out his recommendations here. <https://draxe.com/best-sunscreens/>

### Smoking Sucks

Smoking creates facial wrinkles, especially the ones most of us don’t like around the mouth. According to J. Taylor Hays, MD, “The nicotine in cigarettes causes narrowing of the blood vessels in the outermost layers of your skin. This impairs blood flow to your skin. With less blood flow, your skin doesn’t get as much oxygen and important nutrients, such as vitamin A.”

### Stress is Stressful

Stress is all around us and is also within us. It is inevitable, in this day and age, but counteracting stress with mindful practices like yoga and meditation can help. Some of us are even stressing about our stress! Have you ever seen someone really stressed and thought how old they look? Have you attended a school reunion or ran into someone a decade later and noticed how much they have aged – or not at all? What is causing such a difference in how we look?

### Sugar Sabotages

Sugar is also a culprit to the aging process. Perricone MD has researched sugar as collagen’s natural enemy. They state, “Wrinkles, deep lines and sagging skin are a partial byproduct of the process known as glycation, in which excess sugar molecules attach themselves to collagen fibers and ultimately cause them to lose their strength and flexibility. The result? Skin becomes less elastic and more vulnerable to sun damage, fine lines and sagging. Sugar and other high-glycemic carbohydrates such as breads, starches, potatoes, baked goods, pastas, desserts and soda, are rapidly converted to glucose in your bloodstream.”

## **The Power of 10**

Everyday practices can easily contribute to us looking and feeling our best. Sleep, hydration, and movement are essential to the de-aging process.

### **Sound Sleep**

As humans, we are perfectly designed for 10 hours of sleep daily. Think about the sunrise and sunset. We are dual-hemispheric sleepers meaning that both sides of our brain sleep at the same time allowing for a full rest. This is unlike dolphins or cats who are unihemispheric sleepers, which allow them to keep swimming while half asleep. Have you ever noticed a cat opening only one of its eyes when you enter a room? It is because only one side of their brain sleeps at a time. Humans do very well when fully rested after a full night's sleep in a cool, dark room – like a cave. If you can't get 10 hours at night, take some 10-minute power naps during the day. Place head on your hands on a table, as it will allow your brain to float in your skull, replicating sleep. It is much more effective and efficient than sitting up in your car for a quick snooze.

### **Drink Up**

Drinking ten glasses of water is a great way to keep your skin plump and your mind focused. It keeps things moving and quenches your organs and bloodstream. Do not worry about how much water is in each glass. Just drink the highest quality of water you can find, ten times daily. Coffee and tea (made with water) do not count since they are dehydrating to the body. The only time to use less water is when you shower. Limit them to 10 minutes and use only warm water since hot water removes natural oils from your skin.

### **Shake Your Groove Thing**

Moving your body for 10 minutes a day is a great way to get your blood flowing and your circulation at its peak. It does not sound like a long time and it isn't. If you get up from your desk and walk around for 10 minutes, you will feel the simple yet powerful effects of how well the body responds to movement. If you start with 10 minutes, you will likely do more.

## **Combinations Work**

The beauty of the combination of rest, hydration, and movement is that they all work well together and inspire each other. When you get more sleep, you are more apt to exercise. When you exercise, you sleep better. When you drink more water, your workouts are better. Doing one, creates a healthy ripple effect, motivating you to do the other techniques.

### **Easy Peasy**

I have an 11-year old son so lots of people assume I am younger than 55. I also have a 31-year old daughter and people can't believe that I'm her mom sometimes when we're out in public. The reason? I get 10 hours of sleep a night, I drink 10 glasses of water a day, and I move my body at least 10 minutes each day. It sounds so easy because, frankly, it is.

Go ahead and take a photo of yourself today and then start implementing some of these simple yet powerful ideas. Take another photo 30 days later and see if you look younger!

—

Dez Stephens is the Founder & CEO of Radiant Coaches Academy, a certified life coach, master trainer and seasoned marketing strategist. Download the **Holistic Coach Career Guide** at [www.radiantcoaches.com](http://www.radiantcoaches.com)







# MY <sup>♥</sup>return

myreturn.life





# Spirit

Connect with you inner soul  
for a better quality life!





# JULY TAROLOGY™

A channeled blend of Evolutionary Astrology and Tarot for your Sun Sign/Rising Sign

By Suzie Kerr Wright, Astrologer, Psychic Medium

[www.astrogirl12.com](http://www.astrogirl12.com)

This month Saturn dips back into Capricorn in its retrograde period, giving us an opportunity through December to clear up some old business related to work, our life goals and how we achieve them, and other structural matters in our lives. The Lunar Eclipse on July 5th joins the party and awakens our awareness of how much we are giving our energy to others who may be taking advantage. Mercury's direct motion on the 12th helps clear up communication. If you have to have a tough talk with someone, wait until after the 12th. Dig in deep this month and find ways to chart your course to success with strong intention and emotional connection.

**Aries (March 21-April 20) 4 of Pentacles:** Sometimes, you have to wait your turn. Holding back your emotions (and saving your pennies) puts you in a better position down the road for a job change.

**Taurus (April 21-May 20) The Star:**

Dreams are powerful now, and journaling them can help you work through a spiritual block that has kept you from stepping into what you were born to do. Let it go and shine!

**Gemini (May 21-June 20) The World:**

You've had a breakthrough and come to the point where you're no longer willing to settle for less after realizing you've been selling yourself short. It's time to live life the way you want, not the way you were telling yourself you had to.

**Cancer (June 21-July 22) Ace of Pentacles:**

Relationships blossom as you meet someone new or strengthen partnerships. Investments or home sales net decent profits. Most of all, you'll be more content with what you have.

**Leo (July 23-August 22) Ace of Cups:**

A new appreciation for your current job or a new one keeps you happy in July as long as you keep an attitude of gratitude. Kudos from others for your unique ideas, keep your spirits uplifted and in the running for new opportunities.

**Virgo (August 23-September 22) 4 of Wands:**

Take time in July to look at and celebrate your accomplishments in work and life in general-you've worked hard to get here. Romance can take a more serious turn as you consider marriage, moving in together or buying a house.

**Libra (September 23-October 22) Knight of**

**Pentacles:** Think about the future and set realistic financial goals to help you save for your long-term goals. You're ready and willing to get serious. Use your creativity or a hidden talent to improve your income.

**Scorpio (October 23-November 21) Knight of**

**Wands:** Stepping into who you require confidence and conviction, which you've been working on. You're ready for the world to hear your point of view, and synchronicity lines up the right people and situations to get your message heard loud and clear.

**Sagittarius (November 22-December 21) 8 of**

**Pentacles:** Hard work and some Sag good luck keeps you on top of your game at work. You'll have opportunities to fine-tune your expertise-classes or on the job training. Whatever you need will be provided-whether it's through a new job that you've recently scored, or your current one, your dedication to doing your best pays off.



**Capricorn (December 22-January 19) King of**

**Swords:** Analyze personal dealings with others and ask yourself what's in the best interest for all? Fairness to others is important, but being fair to yourself is too. You may have a tough decision to make. Use your intuition as much as your intelligence.

**Aquarius (January 20-February 18) Three of**

**Pentacles:** The change you've been looking for is within your reach. However, you may need a little bit of help to see the bigger picture. Run some ideas past your BFFs or an astrologer :-). Remember your past successes if you feel unsure.

**Pisces (February 19-March 20) 8 of Swords:**

The definition of insanity is doing the same thing over and over expecting different results. What patterns are you repeating? If you're feeling lonely in the crowd, take a hard look at your options and choose completely different behavior. Watch the miracles unfold.

**Capricorn (December 22-January 19) King of**

**Swords:** Analyze personal dealings with others and ask yourself what's in the best interest for all? Fairness to others is important, but being fair to yourself is too. You may have a tough decision to make. Use your intuition as much as your intelligence.

**Aquarius (January 20-February 18) Three of**

**Pentacles:** The change you've been looking for is within your reach. However, you may need a little bit of help to see the bigger picture. Run some ideas past your BFFs or an astrologer :-). Remember your past successes if you feel unsure.

**Pisces (February 19-March 20) 8 of Swords:**

The definition of insanity is doing the same thing over and over expecting different results. What patterns are you repeating? If you're feeling lonely in the crowd, take a hard look at your options and choose completely different behavior. Watch the miracles unfold.



# AUGUST TAROLOGY™

Mars in Aries is the big player as he makes a square to Jupiter, Pluto and Saturn throughout the month. Squares are aspects of tension-something has to change. So you'll be looking for a lot of new/next. Just make sure you're not throwing out ideas or projects that still have a lot of life left in them because you're too impatient to work with them anymore. People too-don't be too quick to judge. There's always another way to make something work. Uranus, the planet of sudden change, slows way down now and retrogrades in Taurus. Reworking your budget is a good thing to do now. Donate unused items or repurpose things around your home. And above all, chill. Summer's almost over, and if you haven't taken some time off to relax by the pool or beach, do it.

## **Aries (March 21-April 20) 7 of Wands:**

Your beliefs come into question by others but notice where these interactions may be showing you a crack in your armor. Sometimes you can be wrong (really???), so check in with your core values and if you still feel convicted, stay the course and don't bother trying to explain yourself.

## **Taurus (April 21-May 20) King of Cups:**

This energy wakes up your innermost secrets. The KofC is a romantic and a good listener. He wears his heart on his sleeve. It's time to be a good listener -to yourself. Instead of hiding from those things that embarrass or shame you, ask why they're floating to the surface now, release those thoughts and fill your cup with forgiveness and compassion.

## **Gemini (May 21-June 20) Knight of Pentacles:**

Calmly and carefully move your way through the events of this month. Reacting too quickly can cost you more than if you take a minute to think it through. You'll want to spend time carefully nurturing friendships and any business ventures to ensure longevity.

## **Cancer (June 21-July 22) Queen of Pentacles:**

Recognition for your determination and follow-through gives you a boost of confidence in your career. Extra responsibility comes with the territory, so be ready to step up and meet a bigger goal. Downtime this month is critical-gardening, cooking, keeping things quiet and straightforward when you're off the clock is required more than ever.

## **Leo (July 23-August 22) 3 of Wands:**

What have you learned the most about yourself during the quarantine? Lead with those spiritual principles as you reenter the world, ready to take it on full force. Travel may be a significant part of this month. You'll need (and get) the support of others, and it feels like you're finally heading in the direction you've been seeking for a while. Being of service is the way to true fulfillment.

## **Virgo (August 23-September 22) 10 of Swords:**

An emotional breakthrough on the 5th ends a lifelong struggle. You finally understand the meaning of letting go. There's a tremendous relief that accompanies the end of this cycle, and you're able to see the way forward more clearly. Celebrations are bittersweet as you release. You're coming into a deeper understanding of the way you've been helped by angels, guides or whatever you believe in, in the past and how you can better connect with that source going forward.

## **Libra (September 23-October 22) 5 of Pentacles:**

What's missing in your relationship(s)? Is a compromise called for, or can you respect each other's differences and grow together? Is there a deeper connection to be made? Are you holding on to unrealistic expectations of others? So many questions to ponder, Libra. But this is the time to do some heavy weeding or cultivating of your current close connections.



**Scorpio (October 23-November 21) The Chariot:**

Just when it seems circumstances at work are conspiring against you, the dam breaks, and you'll find yourself in the middle of quite a few projects and opportunities! Stay focused and use that Scorpio willpower to get the outcome you want. I didn't say bossiness. I said willpower.

**Sagittarius (November 22-December 21) 4 of**

**Cups:** Your options seem limited, especially if you've recently experienced a breakup or other loss. Disillusionment can stifle your creativity or leave you feeling as if nothing is exciting enough to warrant your interest. Remember the adage, all who wander are not lost. You're about to head down a different path but need to pick your head up and ask for divine assistance to be able to see it.

**Capricorn (December 22-January 19) 10 of**

**Wands:** Caps are known to be workaholics; you truly enjoy putting in the effort to achieve your goals. However, this month you will want to work just as hard at carving out plenty of leisure time or time to work on more creative projects. Delegate at home and work, and don't let the summer end without some fun memories with friends and family. #priorities

**Aquarius (January 20-February 18) 8 of**

**Pentacles:** Find the beauty and excitement in learning something new. Classes, workshops, or new spiritual practices pique your curiosity and make this a super interesting month for upping your skills in the game of life. Enjoy the process though-some of this stuff may take years to master, but at least you won't get bored!

**Pisces (February 19-March 20) Knight of**

**Swords:** Feelin lucky? Financially money seems to be flowing in a way you haven't experienced in a while. Put some aside for a rainy day while you're on a roll. Clients call, extra shifts at work become available...wherever you get it just don't be too reckless. But enjoy spending time on some unnecessary feel-good items or a vaca-you've earned 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>





## SCARS OF LIFE FINDING THE MAGICAL SPIRITUAL GLUE TO HEAL

BY DR. ANGELICA UNDERWOOD

The secret to healing all areas of life is to find the Magic Spiritual Glue to bring yourself back together. You need to know these three secrets on how to heal the emotional scars of life so you can let go of an old self and live your soul's purpose.

Scars of life show up in different ways. Some people have physical illnesses that leave scars on their bodies. Scars represent old experiences with no attachment to pain. You may be resisting the obvious. Your body and energy may be misaligned, and you are not living your soul's purpose.

It's time for self-discovery to figure out what limiting beliefs and emotional memories are creating emotional suicidal tendencies.

Turn your dark moments of life to a healthier, happier, and more balanced lifestyle. Learn to forgive and let go to heal spiritual debt. Begin more in-depth work and notice the egoic sense of self that is dying. Because I want to say that, I was literally "Dying to Be Me." I wanted to make drastic changes in my lifestyle that did not match my old self. During my dark night of the soul, I found my true or authentic self. Find your true authentic self.



As humans, I noticed that we have self-destructive patterns, which drain us and keep us in the dark moments or in the past. In fact, during my darkest moments between 2013 through 2015, I went through self-discovery. I realized I could not remember the intense pain of the experiences, no matter how hard I tried to remember. What I did continue to feel, however, was the emotional pain of the past that is linked to mental confusion, spiritual debt, or karma, leading to broken relationships, financial challenges, sickness, and injuries.

Going back to 2012, I was in deep emotional pain and a confused state. I was trying to save my second marriage. But, all I could remember was all the bad things my ex-husband said or did to me. Let's say I was in the cycle of victimhood, pointing the finger and blaming him for everything that had gone wrong.

During my dark moments, I was able to release and transform my behaviors and attitudes. I found "Magical Spiritual Glue," which is a soul retrieval process where you heal all of your wounded parts. Before this, I felt I had no glue to put my life back together. Yet, the strong, adult part of sage and me who resides within. Scars of life and illnesses are reminders that we must go deeper to heal.

You have to be willing to change and make new decisions. It is vital to connect with your soul and heart for divine guidance and better solutions. As a practitioner and trainer of energy work, soul retrieval, hypnosis, and NLP, these modalities helped me to break away from limiting beliefs, emotional memories, and spiritual debt.

---

Dr. Angelica is a transformational leader, author, and cancer survivor who helps leaders/people discover high-leverage behaviors to achieve astounding results.

Connect with her on Facebook:

[www.facebook.com/dr.angelicaunderwood](https://www.facebook.com/dr.angelicaunderwood)







# 3 PERSPECTIVE SHIFTS TO ALIGN YOUR TRUE SELF

BY: JOANNA WALDEN



When you connect to your true self, the most magnificent version of you, you open to your divine essence, which reveals your unique, divine blueprint stored within. When we connect to this part of ourselves, we step forward into our power. Operating from this state, our superconscious gifts open up, and we experience more synchronicity, alignment, and flow, which facilitates success and deep fulfillment in all areas of our lives with ease and grace.

Often, we inadvertently think or act in ways that push us further from this ultimate state of being and success. Try these three easy shifts in perspective to strengthen your relationship to your true self:

### **I trust others, more than I trust myself**

Did you know that when you view others (physical or non-physical) as more of an authority over yourself, it energetically dismantles the relationship of trust with yourself? We are conditioned to look for answers outside of us, to trust supposed 'experts' over ourselves, but no one knows ourselves, or our business, better than we do. Strengthen the vibration of trust within by trusting yourself above all else. This does not mean you cannot research and consult with others. Just be mindful to do so from a position of strength and collaboration. We are all unique, and there is no one-size-fits-all solution, so trust you know what you are doing and what is best for you.

### **I feel blocked or stuck**

If you experience feeling blocked, stuck, or broken, understand this is temporary. By allowing it to become a consistent feeling or state of being, you invite a self-perpetuating narrative. The mere act of viewing yourself in this way maintains this feeling or perception, which then materializes in your reality. Where your attention goes, energy flows, so be mindful of what you are feeding with your energy.

When we reframe our experience to acknowledge that we are in a constant state of evolution and, therefore, nothing is permanent, we know that whatever we are experiencing will pass. Each moment is an opportunity to bring in the new, and to recalibrate our thoughts to a higher perspective. Be conscious moment to moment.

### **I doubt and criticize myself**

Some of the most successful people in the world have admitted to having these kinds of thoughts, so you are not alone! The difference is they were able to transcend them to achieve outstanding success. When we criticize, judge, and doubt ourselves, these lower vibrational frequencies cause a push-pull action in our energy field. Ultimately this creates separation within, which makes us feel even more disconnected. We have no chance of aligning with our true self and stepping into our power if we perpetuate these patterns within ourselves. Love and accept all parts of yourself and your actions to neutralize any charge and to foster higher vibrational frequencies into your being. Success comes when we have inner alignment and stand in our power as our most authentic selves. It does not mean we need to be perfect, so give yourself a break!

---

Book a free 20 min consultation to align with your true self at [www.joannawalden.com](http://www.joannawalden.com)



# UPEVEL YOUR COACHING

## FREE COACHING TOOLS AND RESOURCES

Grab your brandable done-for-you coaching tools, exercises & forms now!



GET YOUR FREE COACHING TOOLS



**Brandable, Done-for-you  
Coaching Tools, Forms & Exercises!**

**THE COACHING  
TOOLS COMPANY.COM**





UNICORN CULTURE  
STANDOUT BUSINESS COACHING

*with Susan Giddings*

Creating 6 & 7 Figure Incomes For Service Based  
Entrepreneurs Who Are Ready To Achieve  
Transformational Results Across their Business!

Home Of

The **EDGE**  Business Programs

**Empower-Develop-Grow-Elevate**

[www.SusanGiddings.com/EDGE](http://www.SusanGiddings.com/EDGE)  
[www.UnicornCultureCoaching.com](http://www.UnicornCultureCoaching.com)



## Let Cathy Domoney Assist You and Your Family



THE POSITIVE MINDSET  
FOR KIDS SERIES

The Positive Mindset For Kids Series:  
Empowering young people one story  
at a time.



*Sonrise Babies*  
HOME SERIES

The Sonrise Babies' Home Series:  
All sales go directly to the babies  
in the orphanage in Uganda.

*Manifesting  
Mindset*  
COACHING ACADEMY

The Manifesting Mindset Formula: Create the life  
of your dreams using four powerful processes.

The Manifesting Mindset Coaching Academy:  
Get certified to teach Cathy's methods and  
create a freedom-based online business  
enriching the lives of others.

**Empower Your Tween / Teen:**

An online program for parents to work through  
with their young ones developing a mindset pre-  
programmed for success.

**EMPOWER YOUR  
TWEEN / TEEN.**



To book into Cathy's programs visit: [www.cathydomoney.com](http://www.cathydomoney.com)

Or email: [cathydomoney@gmail.com](mailto:cathydomoney@gmail.com)





# Recipes



# 20 MINUTE TUNA CASSEROLE

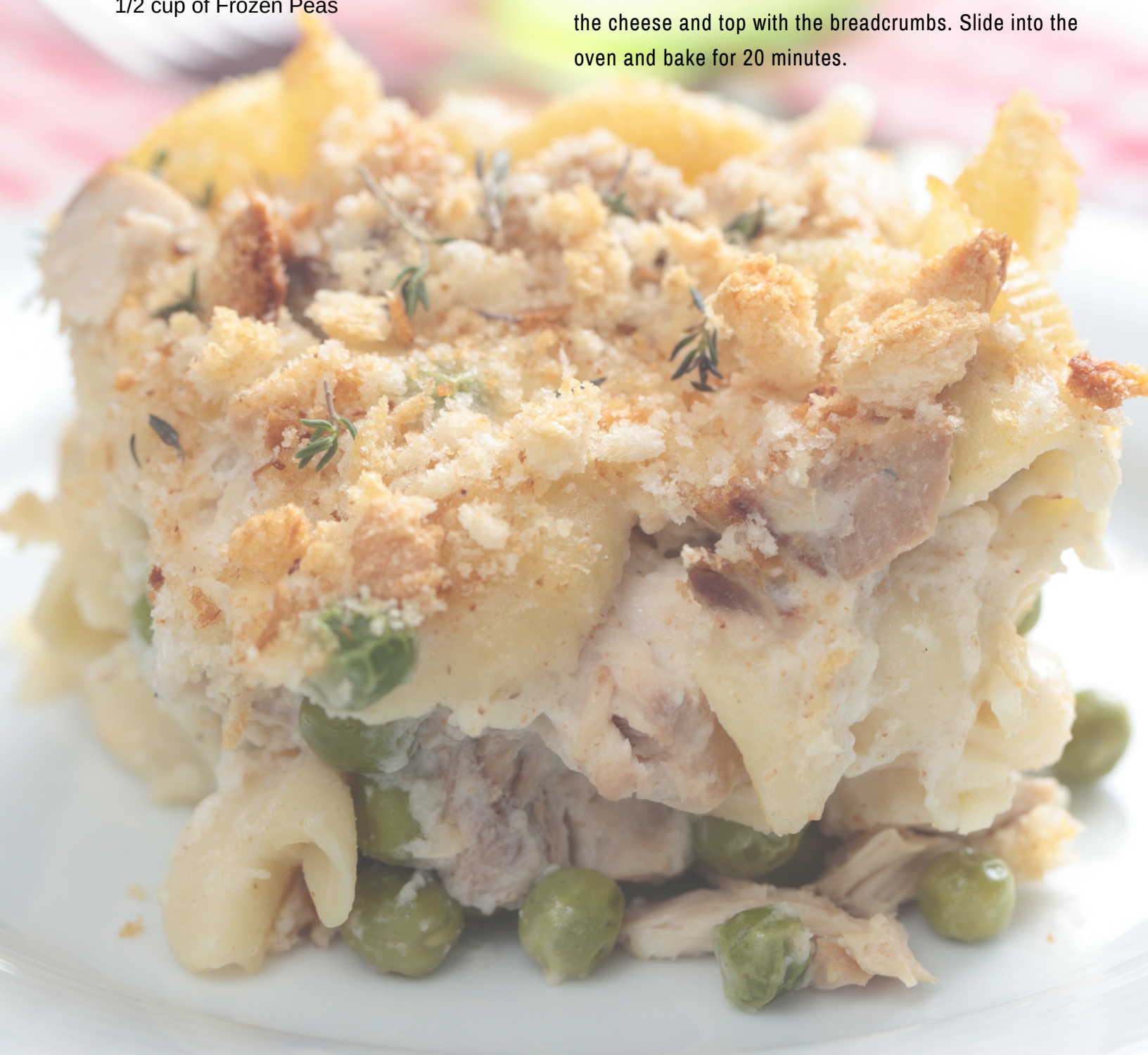
BY SERENA CARCASOLE

## Ingredients:

8 ounces of rotini pasta  
2 cans of cream of mushroom soup  
12 ounces of white albacore tuna in water  
3 cups of shredded white cheddar cheese  
1 cup of bread crumbs  
1/2 cup of Frozen Peas

## Directions:

Preheat the oven to 325 degrees. Prepare pasta according to the box directions. While it's boiling, mix together the soup, tuna, and 2 cups of cheese. Drain pasta and pour into a 9" x 13" baking dish. Add the tuna mixture and blend with the pasta. Cover with the rest of the cheese and top with the breadcrumbs. Slide into the oven and bake for 20 minutes.









# GRILLED SUMMER FRUIT

BY SERENA CARCASOLE

Grilled fruit can be used as toppings for many things including pancakes, pound cake and ice cream as shown here. It is best to use fresh fruit when possible. However, if you're like me and grill every chance you get, regardless of the season, you can always use frozen fruit for this recipe.

One word of caution, frozen fruit will create more juice as they thaw so you may have to drain off the juice before serving or thaw the fruit before cooking.

Many fruits will work for this recipe but cooking times will vary, for example if you use peaches or pears, they will take longer to soften and warm on the grill than your blueberries or raspberries.

## Ingredients

2/3 c. strawberries, rinsed  
2/3 c. blueberries, rinsed  
2/3 c. raspberries, rinsed  
2/3 c. blackberries, rinsed  
1/4 c. butter – could use olive oil if you prefer  
1/2 c. granulated sugar  
Aluminum foil

## Preparation:

Preheat the grill to a low heat.

Tear off two large pieces of foil and lay them on a flat surface. Place half of strawberries, blueberries, raspberries and blackberries in the middle of one foil sheet. Place the remaining fruit on the second sheet.

Divide the butter into two equal parts and place on top of the fruit. This will help steam the fruit and keep it from sticking to the foil.

Seal the foil around the fruit leaving a small hole at the top for steam to escape.

Grill the packets, turning once, for 10-15 minutes or until the fruit has softened. Grilling time will vary depending on the type of fruit you use.

Carefully open the packets and sprinkle each one with ½ of the sugar. Stir to coat.

Immediately transfer the fruit to a serving bowl or storage container. If using warm, serve over ice cream as we have done.

## Other Use Ideas:

Double the recipe and serve as a side dish. It would be an delicious side dish for a ham dinner.

Use some to make unique, fresh fruit smoothies.

Grilled fruits have a delicious flavor that would be excellent for using in cobblers, pies and crisps.

Try various combinations of apples, pears, peaches, oranges and pineapple. You can include bananas, nectarines, plums, blackberries, raspberries, blueberries, kiwi, mango, star fruit, strawberries or any of your favorites.

Instead of sprinkling with sugar, try using cinnamon, nutmeg, honey, maple syrup, brown sugar or lemon juice for extra flavor.

For a twist on traditional strawberry short cake, use pound cake instead of angel food cake, add grilled fruit, whipped topping and crush a few ginger snap cookies over the top.





# EASY APPLE BUTTER

BY SERENA CARCASOLE

## Ingredients:

8 cups of applesauce  
4 cups of sugar  
4 teaspoons of ground cinnamon  
2 teaspoons of ground allspice  
2 teaspoons of ground nutmeg  
2 teaspoons of ground cloves

## Directions:

Stir all ingredients together well in a large bowl. Transfer to a crockpot and cook, **UNCOVERED**, on high for 6 to 7 hours. It isn't necessary to stir it. Cool and place into containers. Keep refrigerated or may be frozen





# SURPRISE TURKEY BURGERS

BY SERENA CARCASOLE

These are great served as burgers on a bun or over noodles with brown gravy. Add a side dish and in less than an hour, you can have dinner on the table!

## Ingredients:

12 ounces of ground turkey  
1 small box of frozen spinach  
½ cup of diced onion, optional  
½ cup of diced celery  
½ teaspoon of poultry seasoning  
1 teaspoon of garlic salt  
½ teaspoon of black pepper  
¼ cup of sunflower seeds  
Breadcrumbs

## Directions:


Thaw and drain the spinach squeezing out the excess moisture. Mix the turkey and spinach together and add seasonings. Blend. Add enough breadcrumbs to make the mixture hold together. Divide in large patties if you're making burgers to go on a bun, or smaller ones if you're planning to serve in gravy. Fry in a medium hot skillet.

To make a quick brown gravy, add a small can of drained mushrooms and some chopped onions to the skillet where you fried the burgers and sauté. Season with some salt, pepper and a bit of garlic and add 2 cups of water. Bring to a boil. Mix 2 Tablespoons of corn starch with ¼ cup of water until smooth. Add to the skillet and stir until the gravy thickens. Reduce heat and add burgers. Let simmer while you make the noodles. (You might prefer rice or mashed potatoes instead of noodles.)



# GREEN MACHINE SMOOTHIE

BY SERENA CARCASOLE

- 
- 1 cup water, almond, hemp, or coconut milk
  - 1 banana, frozen, sliced into small chunks
  - ½ avocado
  - Handful of parsley
  - 1 cup kale or baby spinach
  - 1 tablespoon of ground flax seeds
  - 1 tablespoon chia seeds
  - 1 teaspoon cinnamon
  - Stevia, to taste
  - ½ teaspoon vanilla (optional)



# LOW CARB BREAKFAST FRITTATA

BY SERENA CARCASOLE

Making a frittata is easy and fun. All you need is a few ingredients, eggs, meat, cheese, and a large iron skillet. You'll love making this easy breakfast and you and your family will enjoy eating it. Try making it on a Sunday Morning.

## Ingredients:

- 1 Red Onion, diced
- 1 Bell Pepper, diced
- 2 Cloves Garlic, minced
- 12 ounces Mushrooms, sliced
- Handful of Spinach Fresh or Frozen
- 1 Cup Sausage, can use links, or ground
- 1 Cup Cheese, Grated (White Cheddar or Gruyere is excellent)
- 8 Eggs, cracked, blended with 4 TBS Heavy Cream
- Salt & Pepper to Taste

## Directions:

In the large iron skillet, sauté all the ingredients together except for the cheese and eggs. Put the sausage in first, add in the rest of the veggies onions and peppers first, cooking until done to your liking. Spread it all out in the pan. If there is a lot of grease from the sausage you can drain it, if desired.

Sprinkle everything with the cheese, let it start to melt, then add the egg mixture, ensuring that it covers all the meat and veggies evenly. Cook until you see the eggs starting to set, then place in a 350 degree oven for about 10 minutes. If done, you should be able to cut the frittata easily without the eggs spilling. Sprinkle more cheese on top, salt and pepper if you like, run under broiler for a moment to brown and crisp up the top. Great with sliced tomatoes on the side.





Click here to order on  
**amazon**



oh my health...

# THERE IS HOPE!

Inspirational Stories and Tips on  
Healing Naturally from Health  
Influencers Around the World.

**JANA LEE SHORT**

INTRODUCTION BY SERENA CARCASOLE  
Cathy Mckinnon, Christi Davis, Deni Carruth, Dr. Dixie Short,  
Dr. Tawnie Lowther, Kara Krueger, Kela Robinson Smith, Melanie Pigeon,  
Merilee Ford, Nicole Buratti, Tricia Collyer, Scott Gates, Sonja Stuetz  
Stephanie Lopez Gilmore, Susan Tillery, Tamica Lloyd

PUBLISHED BY AMAZING WOMEN MEDIA





# Hope Book Series



**IF BECOMING AN AUTHOR IS ON YOUR RADAR...  
NOW IS THE BEST TIME EVER!**

We are looking for amazing women who want to share their story and inspire women to have a thriving business and life. We are on a mission to create a movement of success for women who want a life and business they love and the freedom lifestyle they deserve.

**Coauthor or publish your book in the hope series.**

**[www.hopebookseries.com](http://www.hopebookseries.com)**



GET YOUR BUSINESS IN  
FRONT OF 100K+ WOMEN  
ADVERTISE IN FUTURE ISSUES  
CONTACT MEDIA@AMAZINGWOMENMEDIA.COM

