

# WomELLE

WOMEN SOURCE FOR LEADERSHIP

AUGUST 2018, NO. 10

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

MAGAZINE

WOMEN + ADVICE + LEADERSHIP + BUSINESS + MARKETING

**ALLY NATHANIEL**

FOUNDER OF  
**AN BETTER PUBLISHING**





**SUBSCRIBE**

Never miss an issue.  
Subscribe at [www.womelle.com/magazine](http://www.womelle.com/magazine)

**CONTACT US**

For general inquiries,  
write to [support@womelle.org](mailto:support@womelle.org)

**SUBMISSIONS**

If you'd like to contribute,  
email us at [leadership@womelle.org](mailto:leadership@womelle.org)

**SPONSORS**

To enquire about advertising or sponsorships,  
get in touch at [sponsor@womelle.org](mailto:sponsor@womelle.org)

**DONATION**

Donate now to help less fortunate women in need,  
[www.womelle.com/donation](http://www.womelle.com/donation)

©2018 WomELLE, Corp., All rights reserved.



# Helping Women Help Themselves





# CONTENTS

- 05 I'D LOVE TO BUT ...
- 08 MENTAL HEALTH THE HIDDEN 'DISEASE'
- 10 BUT... I'M NOT DONE YET
- 12 TURNING IT AROUND
- 14 FOUR WAYS TO START LIVING MORE MINDFULLY
- 16 STOP BEING THE BEST KEPT SECRET!
- 29 5 SIMPLE STEPS TO MASTERING SUCCESS IN BUSINESS AND LIFE
- 32 FIRST STEPS TO POSITIONING YOUR BUSINESS FOR SUCCESS

## ADVICE



ANKE HERRMANN

# I'D LOVE TO BUT...

3 Mindset Shifts To Help You Turn Your Dream Into A Project And Make It Happen

Last year I was invited to speak at a conference in the UK . I shared the challenges that almost made me give up my sewing business, what helped me turn it around and how that made me see (and now share with others) that success, happiness, fun in business and life is an inside job.

"So, you just quit your IT job in the UK and moved to Spain to start a sewing business?", turned out to be the part of the story people were most curious about.

"How did you come up with the idea?"

"Did you speak Spanish?"

"How did you actually do that?"

"How did you know it was going to work?"

Lots of different questions followed by the same sigh ..

"I'd LOVE to .. " .. move to Italy, New York, the south of France, start my own business, just dump my job and do what I love, paint, play the guitar, build schools for



children in Africa ..  
BUT ..  
.. the kids are small, I've got a mortgage, I don't have time, I don't have the money, I'm not brave enough.  
It's a dream, nothing more, until we start asking different questions and challenge a few assumptions.  
What if it was possible?  
I grew up in East Germany and got out before the wall came down. The first thing I did when I arrived in "the west" was to go back to uni to finish my studies as a translator.  
I remember the intro session with the Head of the department. She said, "To make sure you know what to expect .. 70% of you will not finish this course. Out of the remaining 30% 9 out of 10 will never get a job as a translator."  
If you started your own business I'm sure you have read similar statistics for new businesses. 9 out of 10 will fail. There are two conclusions you can draw from that:  
- The odds are stacked against me, trying is a waste of time, or  
- 1 makes it, so it IS possible  
It's not hard to guess which of the two opens the door to success.  
"I'd love to but .." is a way of keeping that door shut. If you don't allow yourself to see at

least a glimpse of possibility you won't be able to recognize opportunities even if they are right in front of you, you won't take any action. And you can't win if you don't play.  
Of course, playing doesn't guarantee you'll win. Things may not turn out exactly as you thought but who knows, what you end up creating might just be even better than what you imagined.  
So next time you notice yourself thinking, "I'd love to but .." .. Give yourself permission to turn "I'd love to but .." into "I'd love to AND the next tiny step in that direction is .."  
What's the worst thing that can happen?  
I got out of East Germany before the wall came down. That's 3 years of drama summed up in 11 words. The thing is, before 1989 there were only 3 ways to get out of East Germany:  
- To jump the wall, or try to escape by boat or hot air balloon, or any other way of physically overcoming the border .. and risk being shot.  
- To get permission to travel (to visit close family members, if you had any, in the West for important events like weddings or funerals, or as a top performing athlete or artist) and not coming back, which meant leaving everything and

everybody behind without the slightest chance of seeing family and friends again, or  
- Handing in an application to the authorities asking to leave the country. The application would automatically be rejected, on the grounds that there was no law or agreement in place to allow people to leave the country. But .. it wasn't ignored - your future in the country was over, you'd never get a decent job, and you had no idea if and when you'd ever be allowed out. Of course, once you were allowed to leave you knew you wouldn't be allowed back.  
No matter which path you took, it was a one way ticket to an unknown destination.  
Compared to that experience moving to a different country (with open borders ..) and starting a business there didn't feel like much of a risk to me.  
"What's the worst thing that can happen?", I asked myself. I might not like it in Spain. The business idea might turn out not to be a great idea after all. In that case I could learn my lesson, go somewhere else and do something else. But what if I did love it in Spain? What if the business did take off?  
We all have unlimited innate creative potential, we all are more resourceful and resilient than we know. The more you see that the

less you let any "buts" get in your way.  
Be honest with yourself, what's really at stake?  
What's so scary about the unknown?  
Lots of people were unhappy and unfulfilled in East Germany. Only a small percentage of them attempted to leave. Everybody else chose the safety of the known over the risk of the unknown.  
They chose the job they knew over the risk of unemployment and the possibility to have an amazing career or their own business.  
They chose earning enough to get by over the risk of real poverty and the possibility to

create a life that allows them to have and be anything they like.  
Why do we fear the unknown?  
Kids don't fear Christmas even though they usually don't know what presents they'll get. Why? They expect the gift to be awesome.  
When adults are asked why they avoid the unknown they often answer with a long list of worst case scenarios, they focus on the negative, expect the worst.  
What if we challenged the two underlying assumptions -  
- That the unknown future is worse than what we have now  
- That we won't be able to handle it  
What if that wasn't true?

The unknown is just that .. not yet known. It can be awesome or not so great. Either way, you're equipped to deal with what's ahead.  
So ..  
If you had permission, there was nothing at stake, and nothing to fear what would you do next?  
I'd love to hear from you.





# MENTAL HEALTH

## THE HIDDEN 'DISEASE'

MAGGIE GEORGOPOULOS



**"Mental illness is an equal opportunity illness. Every one of us is impacted by mental illness. One in five adults is dealing with this illness, and many are not seeking help because the stigma prevents that."**  
—Margaret Larson

1 in 10 men and 1 in 4 women will experience some form of mental 'ill' health in their life time.

I would like to open this with the fact that everyone has mental health. We all have a brain which functions for us and as such we have mental health just as we all have physical health. It would seem that we understand the concept of when we are in poor physical health. Unfortunately, due to the stigma attached to it, we fail to be as aware of our mental health and whether it is good or not.

I do not see mental health as a disease, but many do due to the stigmas associated with it. I hope that through sharing a little of my story and giving you 3 key steps to ensure you are looking after your mental health, you will share my view, in the end.

Why I am such an advocate

for us looking after our mental health and that of our staff or teams in our businesses and work?

I am bipolar.

I was diagnosed at the age of 17. Unfortunately at the time I not only had to process that I had a mental health condition which would be with me for the rest of my life and I would have to learn to manage. I had the misfortune that my year 12 chemistry teacher (Senior year high school equivalent in Australia) decided to tell the other students tales about me. He was saying that I was blaming the teacher for my problems and I was crazy! All that had happened was that my parents had asked the teachers to be aware that I was trying to deal with the diagnoses and to keep an eye on me due to the fact that I was moving out of a manic depressive episode.

They wanted to make sure their daughter didn't disappear somewhere and end her life. A reasonable concern for any parent.

It taught me two things: he was an idiot; and, unfortunately, that I needed to keep my mental health condition to myself.

I took this lesson with me through life and did not share with anyone outside of my immediate family that I was bipolar. Not even my best friend! I have lead companies and not for profits, set up and run my own business, sat on boards and travelled the world. I have qualifications in Engineering, Law, Adult Education and Secondary Education. Through it all no one knew of the manic highs or lows. They saw evidence of it in my actions but not once did they think that there was anything wrong with me.

It has not been a smooth ride and secrets held inside of you are not good for you. They 'leak' out in many different ways, not being able to build the relationships we want, physical 'ill' health and mental 'ill' health.

This is just my story. Mental health is the hidden 'disease' because many people around the world have stories similar to mind and each of them chooses to hide their conditions away from the people they work with, their friends and in some cases even their families.

This does not help.

It can lead to the mental health condition getting worse not better, in the case of a 'short-term' condition. In long term conditions it can lead to it being poorly managed and to the individual being isolated.

We have the power to change

this in our personal lives, in our places of business and in our workplaces.

As promised there are three simple things you can do to look after your mental health. Even though many inherently know this, I do feel the need to lay it out. This is because many of us, women in particular, feel that we need to push our mental health aside and just get on with it. Men will often not even talk about it because it is seen as a sign of weakness.

1. Talk about your mental health with someone you trust  
One of the biggest issues we have is not talking about what is happening with us. It is much easier to manage your mental health, should it be depression or anxiety due to workplace stress, or a life long condition, you should find someone you are comfortable talking with. This will help you to work through what you need to do to manage your mental health, what you might need to change in your environment to help make it better.

2. Understand that how we manage mental health is different for everyone  
When I am running mental health awareness training, I will relate this to the autism spectrum, not because Autism is a mental health condition (it isn't) but because it has had enough publicity that most people understand the concept.

All mental health conditions sit on a spectrum, where at one end the individual is fully functional within society and at the other they are not. As is expected management of the condition is different at either end of the spectrum.

3. Different means just that, it doesn't mean worse or less capable.

One of the reasons there is such a stigma around mental health, is that we associate mental 'ill' health with not being able to function in society. That is not being able to work, have a normal family life or friendships. This is so FAR from the truth. I am bipolar. I need to manage my condition on a daily basis and be aware of the triggers but I have still been able to lead a large company successfully and go on to travel the world and run my own business successfully. Please do not judge my ability based on a label that is not me (or the person you are talking to). Remember one simple fact the mental 'ill' health is not you, it is not the person you are close to and it is not me. It is just that a mental health condition just like having a broken leg is a broken leg and we manage it or being blind or deaf is just that and it is managed through braille and sign language amongst other things. So to mental health can be managed. With this it will no longer be hidden.



# BUT... I'M NOT DONE YET

DEBORAH BISHOP

## ONE MOMENT CHANGES EVERYTHING.

As a mentor, speaker, performer, inspirational-ist and non-denominational minister, I participate in and attend many events. I also have a community around me that does the same. One such individual a dear friend who is a world instrumentalist and who does things such as drum circles and mindful meditation events. In fact, he had been hired by the city of Cookeville TN., to facilitate such events on a monthly basis and had for a year or more invited me join him.

For a little over a year, every date that he had that would take him to Cookeville never worked for my schedule. It seemed as though it would never be, but somehow, June 30th ended up being the perfect day! I could go. Finally, after all this time I was going to meet the folks he had wanted me to meet and to participate in this amazing transformational event.

That morning started out like they usually do. The dogs, the cats, and the turtle! My routine

involved letting the boys out to potty while getting them all feed, changing out their water, including the turtles swimming hole, and ultimately getting my two boys, Sparkie and Sam out the door for a walk. It was a lovely morning, not too hot, but then again it was early!

I had a client session, did a load of laundry that I left in the washing machine to put in the dryer when I returned. I wrote my newsletter and I did yoga, got ready and away we went. My point? Not at any time did I ever suspect what was to come.

The event was well attended and successful and a lot of fun, be it hot and sticky. I met folks, I played drums, and I visited with a friend I hadn't seen in a while. As we loaded the car and left to return to Nashville where we had another event to go to, we filtered onto the highway and sped South. Again, never suspecting that things would take a turn, but turn they did, and quickly.

Up until that very next moment, everything was going really

great. I had gotten very clear on my next steps regarding my business and my brand, I was shooting and editing video, sorting through material for a new album, getting out into the world and cultivating growth, serving my clients, feeling really positive and empowered, indeed it felt as though some part of me had crossed over onto a new playing field and the momentum was gathering.

Suddenly, without warning, without an inclination that anything could happen, or even a premonition of foreboding, it happened. I was looking out the passenger window into the woods that were moving past us at about 75 mph. Suddenly I was looking straight ahead and out the windshield as we went off the road, it was as if I froze, I could just look straight ahead. I didn't turn my head or move. I heard myself yelling, then screaming... As we got sucked into the very woods I was looking at and enjoying. The saplings slapped at the car slowing it down a little, everything was moving so fast and then boom, the crash.

My mind was racing along with the car as it went off the road and over the tops of the saplings into the woods. The realization came that this was it. I was not going to make it. I was out of here, but... Out of my soul came a cry that was deafening in my head and it said these words, "I'm not done yet."

Those four words echoed throughout my body and they were not comforting or soothing in any way. They were the admittance of an all too real truth and that was that I had not yet done what I was here to do. It felt like a cold, harsh slap. I wasn't done.

I remember the impact, what it sounded like and how it felt. The crack I heard in my head as I flew forward. We hit an embankment that was only on the passenger side of the car and it was my side that took the brunt of the impact that was so severe it tore the wheel off the undercarriage of the vehicle.

The moment of truth came and went as I realized I was still alive. The next thing, I noted was I could feel my fingers and my toes. Somewhere in those first seconds I remember calling on the Angels. I don't know quite know how but I got out of the car, still not knowing if I was going to pass at the scene or what would happen next, but

just staying focused on what was to come. Grateful to be alive. Grateful not to be paralyzed. Just grateful.

I will save you from the rest of the story about 911 calls, ambulances, x-rays and scans, because that is not the point of this story. I shared the details I did because I wanted to take you on the journey so you could perhaps connect to what I'm about to ask you next, which is; "If you were to leave this life would you feel as though you had done what you came here to do, or would you feel as I did, that you had not yet done it?"

I know for many of my clients the very reason they work with me is that they are seeking to discover, to reconnect, or to complete a vision they have that lives deep inside of them. But somewhere along the path, life experiences got in the way, as did belief systems.

Everyday distractions like screens and technology bring with them some really cool opportunities, but at what price? And today, busy is not just an overfull schedule it's a state of mind, and dreams get swept under the rug, in some cases never to be seen again. If any of this is you, your answer to my question can only be the truth. If you were to be faced with leaving suddenly you would be

faced with the same cold, harsh slap I was.

The good news? I'm still here, a road of healing in front of me, injuries, but nothing permanent, the angels were with me. You are still here too and you don't have to go through such a traumatic event to glean a little piece of what I learned from this experience, or at least I hope that is what you will get from reading this.

I vow to fulfill my greatest purpose and realize the vision I've held within me because that is what I'm here to do. I hope you will join me. In fact, I hope we can do this together. Please, email me with the subject line, "I'm all in" to [JoinDeborahBishop@gmail.com](mailto:JoinDeborahBishop@gmail.com) and I will start a private group in support of all of us living full out and playing full on.

Let's not leave anything on the table, because I know "I'm not done yet" will not be my last words!

Peace, Blessings, and Prosperity

Always,

(Rev) Deborah Bishop





# TURNING IT AROUND

## JESSICA RIVERA

As an entrepreneur we have the opportunity to take life experiences and turn it around to make a positive difference in the world. I have heard that you never forget the moment tragedy strikes. And I will never forget the feeling of helplessness when I received the devastating call, in March 2018, that my one-year old niece drowned in a pool. I was standing in the hallway at the movie theater and I instantly dropped to my knees as I sobbed uncontrollably. Catalina was the daughter of my nephew and his beautiful wife, who I consider my niece. I couldn't imagine what they were feeling. If only we could turn back time. The days that followed were busy and bittersweet. Photos upon photos of our beautiful Catalina, videos of her so full of life

There has to be something I can do to make sure no other family has to suffer the same devastation.

and the hopes and dreams that are now out of reach. Family came from all over to celebrate the beautiful and short life of my nephews only child. I remember thinking "there has to be something I can do to make sure no other family has to suffer the same devastation."

Did you know that Florida is the number one state with the most child drowning deaths in the United States of America? According to the USA Swimming Foundation, drowning is the leading cause of unintentional death in children ages one to four. About ten people every day die from unintentional drowning. There was a 20% spike of Florida child drowning deaths in 2017, compared to 2016. This is unacceptable, and we must make a difference! My niece in law created the Cata's Little Swimmers foundation to offer swimming lessons to families with children who don't know how to swim, at no cost to the families. We are on a mission to save lives and minimize accidental child drowning deaths as much as we can. In Spring of 2019 JRV Consulting will be hosting a Safe Swim event in Central Florida. This is a Water Safety Awareness event that will educate families on water safety and create opportunities for families to receive FREE swim lessons for their children who don't know

how to swim. The Safe Swim event will also be a family fun day with games, entertainment, food, rides and much more.

We have turned the tragedy of losing Cata into a hope that we can save the lives of so many children. Our goal is to work hard so no other family has to experience the tragedy of having to bury their child. Swimming lessons can cost anywhere from \$190 - \$400+. The lives of our children are priceless; however, majority of families simply cannot afford the additional expense of signing their children up for swimming lessons. Children are our future doctors, nurses, scientists, Presidents, etc. We need to protect them. It is imperative that we provide resources to as many families as possible in order to ensure we minimize all preventable drowning deaths. Swimming lessons do not guarantee a

child will not drown. However, in case they fall into a body of water without adult supervision, swimming lessons provide children with the training needed to be able to have a fighting chance to survive until an adult can rescue them. We can save lives and we will.

Children are our future doctors, nurses, scientists, Presidents, etc. We need to protect them.





# FOUR WAYS TO START LIVING MORE MINDFULLY

SUZANNE TAYLOR

## 4 WAYS TO START LIVING MINDFULLY RIGHT NOW

You're probably familiar with the concept of mindful living. It's about staying present in your day to day life. Instead of getting distracted by to do lists or worrying about work, you focus on what you're supposed to be doing in this moment. But for some people, the concept of mindful living is hard. They want to begin living more mindfully. They just don't know where to start. If you're someone that struggles with this, try one of these exercises.

### SAVOR YOUR DRINK

What's the first drink you reach

for in the morning? It might be coffee, tea, or a refreshing smoothie. Before you take your first sip of the day, pause. Smell your drink. What does it smell like? Taste it. What is the temperature like? What flavors do you taste against your tongue? Notice how the cup feels in your hand as you take another sip. Swallow slowly and concentrate on how your muscles contract as your liquid travels down your esophagus.

### GO FOR A WALK-IN NATURE.

Feel the breeze on your skin and in your hair. Do you hear any birds singing? What birds are they? What flowers do you

see? What thoughts are coming up? How do they make you feel? Take ten minutes to notice your environment as you walk. If you want, take a friend on your nature walk but agree to go in silence. Bring a camera and a notebook. Snap pictures of items that stand out. Write down what made them stand out. Is it the color or the texture that attracted your attention? Did you notice a shape or pattern? Was there a sound or smell that attracted you to this item?

### LISTEN TO MUSIC.

Sit in your most comfortable chair and play some background music that relaxes you. Classical music is a good choice. You

Being an out of the box thinker I continued my practice of meeting needs, versus serving only my own and something amazing happened.



can also look for spa music on YouTube. As you listen, focus on your breath. Inhale through your nose, exhale through your mouth. Take deep belly breaths. Allow the thoughts to come and go without trying to hold too tightly to them. Examine each thought like an observer. Pay attention to how your body may be going into resistance, by starting to itch and squirm. Adjust your posture or scratch if needed. Notice how the thoughts and experiences that come up influence how you feel.

### TRY COLORING.

Choose a coloring page that inspires you. How do the colors you have chosen to make you feel? What does it feel like to move the pen, marker or pencil over paper? What thoughts

are coming up? How are these thoughts affecting you? You may want to journal some of these emotions. It's OK to alternate between coloring and journaling if it helps you.

Understand that you may feel uncomfortable the first few times that you attempt to practice being mindful. This is completely normal and just means that you're not use to living in the moment. Keep doing exercises like the ones above regularly and you will eventually become comfortable with the concept of living mindfully.



# STOP BEING THE BEST KEPT SECRET!

## REBECCA HALL GRUYTER

When I go out in the world and speak on different stages and media platforms, I like to ask the question: "How many of you want to make a positive difference?" The response almost always is an exuberant roomful of raised hands.

While these people truly want to make a powerful difference in the world, what I've learned is that many people find it challenging to answer these questions: "Are you top of mind for those people who need your positive impact?" "Do they know who you are and what you stand for?" "Can they easily find you, see you, and hear you?"



**Are you top of mind for those people who need your positive impact?" "Do they know who you are and what you stand for?" "Can they easily find you, see you, and hear you?"**



These beautiful, generous, gifted people are the best kept secret, defined as something very good that not many people know about. How, then, can they make that positive difference they so passionately want to make? Perhaps you, too, want to make a positive difference, to impact people in a powerful, transformative way. Do people know that about you? Do they know how to find you? Are YOU a best kept secret?

I have discovered that if they cannot see you and hear you, than you cannot help them. This is why I believe visibility is soooooo important. Visibility is about being seen in such a way that you are easy for people to find.

What I've learned is that too many of us are waiting on the sidelines to be discovered! But the truth is this: There's not someone out there who is magically going to put you on a stage and then all your dreams are going to come true. Your positive impact is not going to happen by keeping it a secret. If you want to make a difference, you have to lead your own effort. You have to show up. If your visibility is low, then it's up to you to raise it - not anyone else but you.

We have to be willing to be seen on the same level we want to serve.

It truly matters that we show up, because life is not a dress

rehearsal - it is the Main Event. And the people who need your positive impact are waiting for you to take Center Stage; be seen, heard and SHINE! Because YOU ARE NEEDED! Believe me, people need you! People are hurting. People are discouraged. People are losing hope. People are praying and dreaming for somebody just like you. To give them a hug. To give them encouragement. To walk beside them. To share with them your love, insight, wisdom, and powerful gifts.



**Be willing to serve. Be willing to be seen. Come out from behind the curtain courageously to take Center Stage.**



When we are in that place of pain it's like a big, thick, pea soup fog comes down over us. Life suddenly feels very different, that things will never be better. In that place, all we can see is darkness. And we are just trying to survive, breath and maybe take one step. The only thing I know that cuts through darkness is .... Light. We must be willing to shine brightly enough to be that light that cuts through darkness. To be that light that shines so they can actually see helpful and loving hand reaching out to help them.

My mission - the calling of my heart - is to help others know how valuable, gifted and wonderfully made they truly are. When we step forward and share the gift of us, we shine our light out into the world, rippling out rays of light wherever we shine, whether it's on our business, volunteer work, relationships with friends and family or a stranger on the street. We can be that light, shining so brightly that through the darkness people can see a safe path. They can actually see a hand reaching out to them to help them through. But this means - no best-kept secrets! No more hiding behind the roles that we play, our credentials, our content, our limiting beliefs. These things we put up in front of us....or around us trying to protect ourselves... actually block people from truly hearing us. They actually keep the very people who need you separated from you. The reason people aren't hearing or feeling us is because all this stuff is stacked in-between us and them. The only way to be found is for you to be willing to take off all that stuff that is blocking the connection. To connect with you on a heart level you must be willing to open your heart to them... you have to be willing to lead the connection. The only way to truly make a positive difference in the world is to be willing to be seen, authentically and transparently.



I invite you to look at ways in which you might be hiding a little bit, without self-judgment or criticism. What things might you be stacking up around you which block you from reaching the people who need you most? In what ways could you step out of hiding onto the Center Stage of your life, just a little bit more? What action step could you take, today, to lean into making a difference for another, to shine your light for them?

The exciting thing is that we have choice. Like Glinda the Good Witch said to Dorothy: "You've always had the power, my dear, you just had to learn it for yourself." You alone carry the power within you to do anything - with or without ruby slippers! This is about choosing to play life your way, on your stage, without hiding.

The only one keeping our secret is ourselves, and the only one who can share it is ourselves. If you are waiting for someone to give you permission, then I give it to you! I want to call you forth. You have value, are needed, have great worth, are lovable, and are wonderfully made. I want for you to be seen, heard, and SHINE! I want for you to be visible, to stand up and pour into another, to reach out your hand to show them it is safe to move out of the darkness and into the light. Let the world see you!

And I'll be honest: Coming out of hiding to step into your

own special light can be really scary, yet really wonderful and so worth the journey. I know, because I have been on this journey myself. I wanted to keep my secrets, stay safe (although I came to realize I wasn't protecting myself at all). I hid behind my degrees, my business suit, my professional accomplishments - my "ruby slippers." It wasn't until I stopped resisting the truth of my past, the abusive environment of my childhood, the truth that I wasn't living my purpose, that I started my healing journey. I began to feel safe enough to be visible, to share my secrets which turned out to be the exact things people needed to know (to help heal themselves), to step into the bigger, Center Stage of my life, to shine my light in my own unique, wonderful way. It was and is worth the journey.

Sometimes the journey to being visible can be uncomfortable and make you feel vulnerable. But consider this: What if by doing that uncomfortable, difficult, scary thing, you made a difference for another person? Or maybe hundreds, or thousands of people? That is your potential power of showing up and being willing to be seen. What does it take to be willing? Simply to...

- \* Show up.
- \* Say "yes" to those opportunities that pull at your heart. (Don't worry about

the "how" to do it...the "how" will almost always come after commitment... the "yes")

- \* Let people support you and cheer you on.
- \* Share what is on your heart.
- \* Reach out your hand, and make a difference for one person.

This brings me back to the question I opened with: Do you want to make a positive difference? Are you willing? Then I have some messages for you to hear as you go forward: Play to your strengths. When you show up as your strongest self, in the way you're uniquely made, you set yourself up for success. Choose in each moment how you are going to shine. Be willing to serve. Be willing to be seen. Come out from behind the curtain courageously to take Center Stage. Put that stake in the ground and say "yes" to being willing to stop being a best-kept secret.

Be purposeful in the choices you make. In each choice, ask: "How can I be purposeful in the way I am making a difference?" You are on stage in your life NOW. Say 'yes' to that which will keep you focused on your purpose with each choice you make.

Get support. Find what you need to be able to be seen. Gather what you need to be the center of your own event! Leverage your strengths, and supplement with others' strengths.

Remember your purpose. When the stretching, challenging times

come - and they will - take a deep breath and remember your purpose. Surround yourself with people who will remind you of your greatness and of that vision that's bigger than you which you are called to bring forth. Grow and evolve. Be open to learning new things, and to what others can teach you. Build your gifts, discover what they are if you're not sure, and be willing to share them. When you share your genius with others, you'll expand your influence, impact, and successes.

Dance with fear. Remember, fear is just an emotion. When fear shows up, invite it to be your dance partner. Observe it, lean in and step back, dip, weave, circle. As you look at it from all of these angles, you will discover it's not

so dangerous, just something new to learn. And you become more courageous the next time. Be lifted up by your community. Life is not a solo journey. Bring in your friends and family to support you, to cheer you on, to listen when you're scared or confused or forget your purpose, and to celebrate your journey together. Let your people support you and be that person for them.

When you take this exciting, uncomfortable, scary, joyful journey? People will say, "Thank you. Thank you for shining a light on my path. Thank you for caring enough, loving enough, being enough to reach out your hand to me, for making a difference in my life." That is how we make a global difference, heart to heart,

life by life.

I believe we all have been given unique talents, abilities, gifts, dreams - and a positive difference to make. My hope is that these messages will help you line up your business with YOU, your core values, and your passions so you can step onto your life's stage, cut through that darkness in the world, and SHINE!

~In Love and Support,

Rebecca Hall Gruyter,  
Influencer and Empowerment Leader







ALLY NATHANIEL

Photography by MIKIFOTO



Photography by MIKIFOTO

## ALLY NATHANIEL

When you grow up in a Kibbutz in Israel, you learn at a very young age that it is your responsibility to take care of yourself. Taking care of yourself means that you are expected to be independent and not ask for attention. That's why we, the kids, had no choice but to take on leadership roles. It wasn't always convenient or fun, but it taught me that no matter who you are or where you come from, you should take full responsibility for your life, your actions, and your future. Leadership sounds like a big word, but it always starts with small actions. When you're a young child, your parents make you take responsibility for your room—clean it up, make the bed. They make you wash the dishes, take out the garbage and feed the cat. All those actions are about taking responsibility for your life, which is the basis for leadership. In my case the adults who taught me all that were not my parents, but my teachers in the Kibbutz, who take care of me and the other kids.



Photography by MIKIFOTO



See, a Kibbutz, where I grew up, is a very small community—300 people. The people in our community believed that they needed to share everything they had. They worked together, shared money, food, public spaces and their kids. We were raised in children houses—I lived with 13 other kids who were not my siblings. We shared bedrooms, showers, classrooms, even clothes. The adults who took care of us were not our parents—we got to see our biological parent for 3 hours a day, between 4 pm to 7 pm and then went back to the children’s house to eat, shower, and sleep. One of the goals of the Kibbutz was to raise independent kids who could take care of themselves and later on lead the community.

Why do I tell you all that? Because that’s where my journey began. That’s where I learned hard life lessons, and that’s where my passion for books ignited. You see, I didn’t get to see my parents or siblings that much and I felt lonely and isolated. I had a full social life, but not real connections, the kind of connections every child craves. With no other means to fill up this space, I turned to books. We had a library, and we were encouraged to read at least two to three books every week. To this day I’m thankful for those hardcover bindings for providing me not only entertainment, but

comfort and knowledge. The characters were my friends, and we traveled across lands, flew to space, and discovered hidden treasures. The words taught me about different cultures, exposed me to new ideas, and gave me a glimpse into what love looks like, and how to form and maintain relationships. They gave me comfort and hope, and for that, I will be forever thankful. No wonder I found myself writing and publishing books, not only for myself but for others. Books changed my life, and therefore my mission is to help others transform lives. I work with spiritual women who want to become leaders in their fields and make a difference. I help

them write and publish the book that will take them from where they are to where they want to be. By writing a book, they become leaders.

About seven years ago I had a great idea for a book. Back then I was the proud owner of a small business called “Playful Kitchen” in which I taught baking and cooking classes for children and their parents. I wanted to share the program with as many people as possible, so naturally, I thought about writing a book. I knew that by publishing a book I would not only be able to reach more people, but I would gain credibility and position myself as an expert. So I did my research, put my program in a book form,

created many new recipes, and tested them in my cooking classes. Just like that, I was ready for publishing.

But wait—how do you get your book published? That was still a mystery to me, and there were so many things I needed to figure out. Even though this looked like an impossible task and I didn’t know where to begin, I didn’t give up. You see, growing up in a Kibbutz, giving up was not an option. I knew that it is my job to make my goals happen despite any hurdles, so I did. The journey was long and full of ups and downs. Although I got good responses from literary agents, they were not willing to take my book on. The reason for that was that I was a first-time author and did not have thousands of followers on Facebook and Twitter—this is what many authors bump into when they write their first book.

As a leader of my business, I knew that failure doesn’t mean it’s the end of the road. Failure means that you took a step in the wrong direction and you need to redirect yourself and take even more steps, so that’s what I did. You see, being a leader means that you have to keep trying and being creative about the solution to your problem. Not getting my book published was simply not an option, so I kept going. What I discovered was the self-publishing world and I took that



Photography by MIKIFOTO

on, full force.

A few months later I published my first book, *Sparkly Me*. The book became an overnight success (not without hard work behind the scenes and a lot of marketing) and sold over 40,000 copies. I also topped Amazon for 16 consecutive weeks. This was the beginning of my self-publishing business and how I started helping women write books and become leaders in their field.

What I have learned is that when you take action one thing leads to another; actions invite more actions. That’s how life works. You act, put yourself out there, show clear intentions and the universe aligns with

you and presents even more opportunities. This is, actually, the essence of leadership: taking action.

Based on the success I had, I was invited by Amazon to be a panelist and lead their social media campaign “Lunch with Authors.” Oh boy, what an amazing experience. Imagine Amazon contacting you to partner with them and help tens of thousands of aspiring authors achieve their goals and dreams. What an honor.

The funny thing is that they first asked me if I was \*interested.\* How can you not be interested when an opportunity like that knocks on your door? The truth is that as a leader your job is to



Photography by MIKIFOTO



identify opportunities and say YES to them. So many times an opportunity comes to us, and we say “no” because we’re too afraid. We’re afraid of failure, we’re afraid of success, or we feel we’re not worthy. But you know what? If you identify the fear, you can look it in the eye and remind yourself that you can do it, that you’re a leader and it is your job to say YES. By saying yes you choose to advance yourself and your business, and that’s what it takes to be a leader.

As I mentioned earlier, growing up in the Kibbutz was all about leading. I was required to work at the children’s house at a very young age. Part of our daily routine was to clean the floors, the bathrooms, polish our shoes, and work in the fields. Looking back, the demands were very strict, and we were not able to say no, or come up with excuses why not to do something. The people in charge were not our parents and therefore did not care much for our aches and pains.

As harsh as it sounds, I learned many important things about leadership. I was taught leadership through responsibilities and creativity. I learned that if I want something, I need to make it happen—it is my job to find a way and figure out the how. This was probably the best business school I could

have ever attended. You had to get up every morning and do your job regardless of your mood, the weather, or how tired you were—no excuses were acceptable. Waking up as early as 4:30 am was one of the best habits I acquired and a practice I follow to this day.

But let’s get back to books for a moment, and I will share why I chose to help spiritual women become leaders in their field by publishing a book. Going back to my childhood, books kept me grounded and gave me hope. That’s why it was only natural for me to take that leadership path and help as many women as possible make a difference and transform lives. As an adult



Photography by MIKIFOTO

I kept reading and adding life-changing titles to my bookshelf, such as Women’s bodies, Women’s Wisdom by Christiane Northrup M.D and You Can Heal Your Life by Louise Hay. Those titles transformed my life, and I wanted to do the same for others. That’s why I wrote Redefining Success—Real Stories, Real Women, Real Inspiration with Sarah Walton, and that’s why I help other women do the same. I’m a firm believer that in order to lead you need to take care of yourself first. “Heal Yourself to Lead Others” is my motto.

Why do I feel so strongly that writing a book is the best way to set yourself up as a leader?



Because when you publish a book people appreciate you more, and for a reason. They perceive you as the expert—someone who knows something, or someone who was able to figure out something they didn’t. Writing a book is a great way to package all, or some, of your knowledge in a way that will be easy for your ideal reader to consume and digest. By publishing a book, you show the world that you know, that you are the go-to expert. This is a perfect way to show your ideal reader that you are the right person to help them. That your life experience is exactly what they need to solve the problem they are facing.

As women, writing a book is a great way to raise our voices and show the world what we know. Being visible and claiming our spot is not always easy for us. There are many reasons for

that, which I could write a whole article about, but one of them is that we are directed by society to be pretty, quiet, and not to show ourselves. Writing a book is about breaking that pattern and being big and loud, in a good way. It’s about showing our self and claiming our place. That’s why I’m so passionate about working with women and helping them unleash the leader within them by writing a book.

My perspective is that you can be either a leader or a follower and it is up to you to decide which option suits you the best. Being a leader doesn’t necessarily mean you need to save the world, but it means you have to take full responsibility for your own life, your family, or your business. You can lead your children by being an amazing parent, you can lead at your 9 to 5 job, and you can lead as a

business owner. Leading is about taking actions, being the best you can, and setting up goals and following them even when times get tough.

My advice to you is to try to get feeling overwhelmed out of the equation. Start small, set up achievable goals such as “writing for one hour on Tuesday, Wednesday, and Friday.” Take small steps and keep walking—that’s what I do, and it’s working! Remember that the world needs leaders like you and that people are always looking for someone to follow. You can and should be that leader. You can have followers. You can make a difference.

I want you to BE THE LEADER YOU WANT TO FOLLOW. I trust that you will figure out how to do that, but keep in mind that writing a book is a great place to start.



Photography by MIKIFOTO



# THE ONLY THING YOU REALLY NEED TO KNOW TO CREATE YOUR SUCCESS

## HOW TO ALIGN YOUR 'INSIDE BUSINESS' WITH YOUR 'OUTSIDE BUSINESS' ESATEYS



Creating a Successful Business." I said, "Creating Your Successful Business.



Creating your successful business is directly related to the 'Inside Business' of you. Notice I didn't say "Creating a Successful Business." I said, "Creating Your Successful Business."

You might be asking "What do you mean by 'Your 'Inside Business'?" Your business is very personal. It is an extension and an expression of you.

It has to do with what you think, how you feel, how you perceive, and how you frame things in your life. In other words, it's all the components of who you are and how you frame and maneuver in Life.

Therefore, your business is entirely a reflection of you. It reflects your passion, your ideas, your energy and most importantly the vision and contribution that you want to make in the world. Simply put:

The Success of your Business/Career is Aligning Your 'Inside Business' with Your 'Outside Business'

To have a truly successful company, your Inside Business must be fully and completely aligned to your Outside Business. In other words, your heart and mind must be in Alignment to the Business you

are birthing, nurturing and giving life to.

If what you are doing or attempting to do in your business is not aligned to who you are, what your core passion and values are, it can never be truly successful and even if you happen to make money you will not feel fulfilled.

In just a moment I'm going to show you and give you some amazing suggestions, life changing suggestions that are going to show you how to have your business really flourish. How Did It Work For Me?

I was a person who had done everything she had been told to do, to have the perfect business. I had a coach. I was following all the marketing strategies that I was told to do. I read every book. I did all the social media activities like clockwork, but I wasn't getting the results that I was looking for.

I was crazy with doing it right. I was passionate, confused, frustrated and just plain angry. I was working so hard and yet things still did not look and feel like I wanted them to. It felt like I wasn't quite there, and I really was lost. (Are you with me here?) What did I do?

I worked harder, got a new coach, did another system etc. etc. And I still did not have the Success that I was desiring. Hmm. Then I had a serious car accident which gave me quite a while

to contemplate. I realized that what I was thinking, and feeling was not congruent to what I was doing. I was doing all the right things (in my outside/business world), but somehow it was not meshing with what I was feeling inside. This is when I coined the phrase Inside Business.

I realized I was doing all the correct external things but there was something Inside of me that was not feeling right. To me something was off. I was not sure how, but I was not in alignment to my true passion or ideals. I started by asking myself these 3 simple questions and I encourage you to do the same:

1. Do you REALLY love what you do? (Would you do it even if you were not paid to do it?)
  2. Do you love (or at least really like) the people that you work with?
  3. Is your industry so exciting that it lights you on fire?
- Once I was clear about the answers to these questions and what I wanted, I started developing tools to help me shift into a more congruous place. Here are 6 ways to gain clarity as to whether your heart and mind are on the same page.

### STEP #1 AWARENESS

Become aware of how you feel about your business, and what you are doing in your business. Does it bring you joy? Does it bring up a tear or two when you think about what you want to/

are accomplishing? Are you doing what you love to do each day in your business?

Could you be delegating things that you do not enjoy or are not your expertise? Or, is it hard for you to let go because you feel like you must run the ship? Do you feel that you and you alone are responsible for the success of the business?

Where does control show up in other aspects of your life?

Be very authentic with yourself because if you aren't authentic and honest with yourself, then what you are feeling and the things that you're doing in the outside world are not going to match.

Incongruence = Poor Results or Failure

### STEP #2 RELATIONSHIP WITH MONEY

It is important to know how you are feeling about money. Are you doing what you do because you want to make a lot of money or is it because you feel like you want to help the world? Do you want to put your kids through school or do you want to be the best in the industry or the most help to the most people? None of these are good or bad or right or wrong. The key here is just being Aware of what and why you are doing things. (And yes, you can have it all.)





### STEP #3 KNOW YOUR SELF

Knowing yourself is a critical part of what your Inside Business is about.

If you have hidden discomforts, resentments, angers, frustrations or incongruent feelings, and you're not speaking the truth to yourself and others, neither the inside or outside business will flourish.

### STEP #4 OBSERVE

Observe what is going on inside of you, how you are feeling about what is happening in your Life. Which things bring you joy and which things are causing conflict and stress? This is a step to you Knowing Yourself.

### STEP #5 CONTEMPLATE

Now that you are in Non-

Judgmental Observation you will start to become clearer, more authentic, tell more of the truth, get those hidden resentments, feelings, angers, frustrations, or incongruencies handled.

How do you do that? Following the steps above are the beginning ways to open a new chapter in your personal growth which will shift your business and personal Life tremendously. Your Outside Business is going to shift completely because you will be in alignment with yourself. That is critical.

Ask yourself, "What if my Inside Business had everything to do with the success of my Outside Business?" Repeat that and don't expect an answer in any given moment. Just ask it rhetorically.

### STEP #6 FOCUS

Keep your Focus and Intention Laser-like.

Decide how you want your Inside and Outside Business to align and hold that focus no matter what happens. Consistency is vital.

\* See the results as already done  
\* Visualize your Business and Life as you would like it to be. Really feel yourself living what you desire

\* Be grateful that you have enough Awareness to shift your old patterns and be grateful for all the gifts that are constantly showing up for you  
These 6 steps, if practiced daily, will Shift your Inner and Outer Business into alignment and will put you and your business into a constant flow.

# 5 SIMPLE STEPS TO MASTERING SUCCESS IN BUSINESS AND LIFE

LISA MEISELS

Have you ever wondered how to become more successful in your business and life? You might look around and ask yourself why some women become ultra-successful and some don't. That just may be because you've never looked at success the way I'm going to present it to you today.

I hear many high achieving, driven women entrepreneurs tell me they want to become more successful, but they don't have time to fit anything more into their busy schedule. I hear them talking about how they are trying to be more productive, so they can accomplish more in a day. These same women are the ones who are at risk for burnout. They have not been able to identify what success really means to them.

Several years ago, when I was at the height of my professional career, I remember how important it was to me to become more successful. I'd get up at 3:30 am and jump on my computer to keep up with my team who also started working that early on occasion. I'd commute anywhere from 1-6 hours one way, work a full day and drive back home to my family. I pushed myself physically and mentally to be the best in my position and to show my company loyalty. After several years and a bout of illness, I discovered my definition of success.

Real success is not a graph on which you can compare yourself to others. It's not a number that relates to your income or assets. It's not the amount of material things you collect. Success is not your family. Although many people will tell you these things are what makes you successful, success is really a feeling.

Here are 5 simple steps to mastering success in your business and life:

### 1. TAKE CARE OF YOUR NEEDS FIRST.

I know this sounds counterintuitive and you've likely seen many articles on self-care. There are hundreds of posts on social media about making yourself a priority. If you are not aware of your needs and are constantly trying to make everyone else happy, you will eventually become resentful. People often think success means being responsible, carrying the burden, being there for everyone when they need you or smoothing out conflict. However, when you are focused on others and not on your needs, you become disconnected, overwhelmed, frustrated and often end up with health issues. This is not success. Knowing



this, what could you start doing today to take care of your needs first?

## 2. FOCUS ON YOUR CONTRIBUTION TO THE WORLD.

You have innate gifts that you probably aren't even aware of because they come to you easily. You have natural abilities that allow you to contribute to other people's lives in ways you may not even imagine. When you are contributing to the world in ways that seem natural and easy, it brings you the feeling of success because contributing in this way is rewarding to you. You may think of contribution as another "to-do" on your list. But when you are serving in joy, you are making a positive contribution to the world. You probably have intentions of being in service with your business. But are you serving in joy? That makes the difference in feeling successful.

## 3. MAINTAIN GOOD HEALTH.

Let's face it, when your health is poor, your quality of life is poor. When you don't feel good, it's difficult to feel successful. Eat whole, clean foods, exercise, enjoy nature, spend time with your creativity, get great sleep, be around inspiring, nurturing people, connect with your higher being and simply focus on your breath. Taking care of your health- your mind, body and spirit and improves how you

feel, how much energy you have, your outlook on life and how successful you feel.

## 4. SPEND MORE TIME EXPERIENCING LIFE.

When it's all said and done and you're on your death bed, what do you think you'll want to look back and remember? Usually it's not all your accomplishments but rather, your connections. Humans are not meant to be solo-beings. Rich experiences come from the relationships you create and the connections you make. You will likely remember visiting a foreign country and learning about their culture. Perhaps it's the memory of going on a retreat at a sacred site where you find deep love for yourself. You will likely think about the times you spent with your family. The vacations you took, and your holiday celebrations will be memories you'll remember instead of how much money you made in your business, what automobile you drove or how many material things you collected. The richness of life comes from different life experiences.

## 5. BE IN JOY.

I believe that our purpose here on earth is to find joy, express joy and be a beacon of joy. When you spend more time in joy, you feel successful. You may not be accomplishing productive tasks, but you are nourishing your soul. And this

is essential to success. Being a beacon of joy and love is all that is really required of us. When you radiate love and joy in your entire being, you will naturally be supported. Success will come to you because you'll understand the definition of the word. My definition of success is a feeling. Success to me is being able to enjoy my life and be in service to others. Success means a life where I can spend time on my ranch with my husband, horses, chickens, cats and dogs. It's not having my own business and creating an empire. I'm not against that, if it happens. However, that is not my end goal that defines a successful business. I define a successful business as one where I get to choose who I get to serve with my gifts. A successful business allows me to generate the income I want to live in comfort, travel, meet new people, spend time with family and have different, rich life experiences. When I can enjoy good self-care, time with my family, travel, new life experiences, helping and connecting with others and feeling spiritually connected, I know I am being supported and thus have reached success. How will you define success now, and how will you know when you've achieved it?



LAC: LEADERSHIP AWARDS CERMONY

# A RED CARPET AFFAIR

12.07.18 • 1101 GORMAN ST. RALEIGH, NC 27606

REGISTER AT  
LAC2018.WOMELLE.COM



# FIRST STEPS TO POSITIONING YOUR BUSINESS FOR SUCCESS

LUCI MCMONAGLE

When you first decide to start your heart-based business, you may be lost in the maze of others opinions of what you should and should not do. As a spiritual woman entrepreneur there are a few things that are critical for you to do in order for you to start positioning your business for success. The first step is to figure out your audience, their problem, your solution to their problem and then honoring your worth. For a deeper understanding, I've broken down each section for you to follow in a step by step blueprint for success.

Figure Out the Audience, Problem, Solution & Worth  
Once you start understand what your mystical God-given gifts are and their worth is, what are your unique experiences, you seriously start working towards bringing these gifts into the world and making them known to others.

\* The Audience: Find out who your ideal clients are, where they hang out and how they can be approached; what's their

living context and personal circumstances.

\* The Problem: Understand some of the problems that your ideal clients are experiencing in their work or lives. Know how intensely they are feeling it and the ways these issues are impacting their lives.

\* The Solution: You need to understand how your soul aligned business, your innate talent and ability, how these mystical gifts can help people. What kind of benefits they would get from your mystical gifts, what kind of outcomes your solution would create for them and in how much time?

\* The Worth: You need to ask yourself how much time, knowledge, energy, resources you need to invest in helping these people out and what is the worth of all this investment from your side then put a price tag accordingly. You need to find out how much the people are willing to pay for your solution and how they can be facilitated in the acquisition of your mystical and spiritual gifts and talents.

▲▲  
*If you keep treating the spiritual work you are doing for others as a hobby that you are trying to grow into a business, you would experience limited growth and success.*



Figuring out these paradigms would help you in evolving a business that is purposeful but also profitable.  
Position Your Soul offering Intelligently in the Clique  
As a spiritual, intuitive and soul-aligned entrepreneur, you are unique but you still need to have a plan and strategy to launch yourself properly, establish your forte, your firm and distinct standing among your clique, the tribe of spiritual soul-conscious and enlightened entrepreneurs. You need to be a part of the mystic tribe and yet hold your own, without having to blast and undercut others in the process. You also need to figure out how your particular mystical gift and solution happen to be different from the rest. The more intuitive, personalized, result-oriented service your service happens to be, the more successfully you would be able to set yourself apart from the competition. Just

▲▲  
*So, understanding your unique strengths and offerings will also help you in finding the ideal client and partners to work with.*



to give you a personal example, I was able to have a breakthrough in my career when I determined that I was not a conventional business coach and trainer but a spiritual entrepreneur and a Mystic Wealth Creator. So, understanding your unique strengths and offerings will also help you in finding the ideal client and partners to work with. Working relationships and partnerships that are created on spiritual and soul alignment are more successful than those forged on mutual interest. Take Your Work Seriously  
If you keep treating the spiritual work you are doing for others as a hobby that you are trying to grow into a business, you would experience limited growth and success. Your conviction in your work and its value and worth is the first and foremost thing that matters. Even if you are about to start or have just started out, even if your work

hasn't generated you much profit or crossed the 6-figure income yet, treat your work as a serious business that is slated to become the next big thing. You tread a mystical path but with practicality. Just like other business, a spiritual business needs to be organized to the tee. This means that you need to have a dedicated workspace or workstation even when you are growing your business from the home or a basic or modest setup. Leverage your time and energy by clocking in and clocking out instead of allowing your work to stretch into nights and weekends and get burnt out in the process. Use paper or electronic planners to keep track of appointments. Stay on top of communication. The more organized you are in your business, the easier you would be able to handle your work and the more satisfied your clients would feel.







# HOW TO LEAD WHEN NO ONE WILL FOLLOW: AVOID THESE 3 COMMON MISTAKES

KIRSTEN BLAKEMORE

One of the most important goals of a leader is to build a strong team. Easier said than done, especially when you are dealing people. One can't follow one rule book for all different, unique individuals. Furthermore, woman leaders can have even more challenges when there are biases involved.

Recently, I worked with a team that had a history of turmoil, distrust and blame. The leader

approached me, stating that she was fairly new to this role. She replaced a leader who had been working with this team for many years and none of her team accepted her. She felt defeated and believed she had tried everything to turn them around. She knew that to be effective she needed the support of her people.

As women, we can often get caught in the position of trying to please others to no avail. We

think we are doing everything right but not gaining the momentum we want. Often in our effort to get it right, we forge ahead falling into traps that prevent us from achieving the very goal we desire. Our employed methods may be misunderstood. Therefore in our effort to build the loyal team, we may actually repel rather than foster loyalty. Here are three common missteps made when trying to lead a team.

## MISTAKE #1: BEING PERFECT

As women we have this need to control our outer environment with perfection being our standard. Not only have I struggled with this, but I have worked with many women who have this high bar for themselves and their teams. It has led to disappointment and guilt. When we agree to unrealistic deadlines but want to deliver nonetheless, we set ourselves up. The inability to complete the assignment leaves us feeling guilty and disappointed. Set realistic goals. Empower yourself to set realistic deadlines and goals so as to avoid the associated disappointment. If you are the "yes" woman, and you continuously miss deadlines or make mistakes due to rushing, that is what people will remember. Your team is impacted by your decisions. If you continuously miss deadlines or make mistakes due to rushing, they will feel the effect of that. They feel the effect of your decisions and actions. After all, your team is always watching you. Therefore, ask for help when you need it.

## MISTAKE #2: ASSUMING WHAT PEOPLE ARE THINKING.

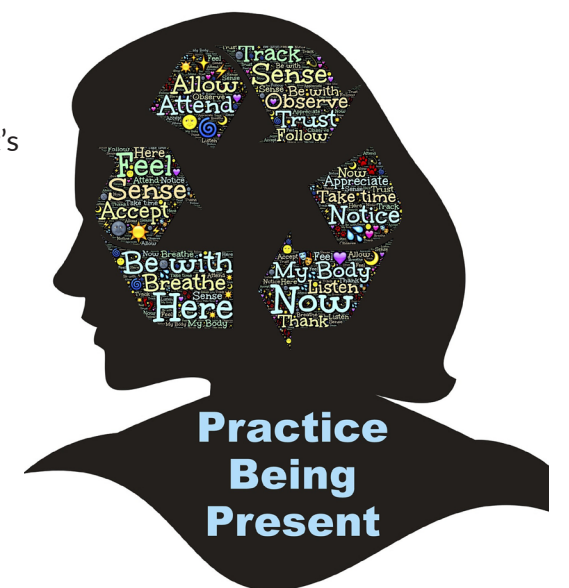
Thoughts are very unique to the individual. Our teams are

made up of individuals who have varying backgrounds and experiences. A natural reaction is to jump to conclusions and assume what people are thinking. It is human nature. What's important is to be aware of the trap of filling in missing information so that we can then choose from a conscious place, whether we want to continue to assume or simply ask the question for clarification. Some of us possess strong radars which lead us to believe we can read people with accuracy. However, if we assume what our employees are thinking, we have the strong probability of being wrong. Important conversations can arise from asking questions that lead to surprising answers.

## MISTAKE #3 AVOIDING THE UNCOMFORTABLE CONVERSATIONS.

Dodging unwanted information as well as potentially hurting feelings leads us to avoid the person, topic, or situation hoping maybe it will just go away. But that's not what happens. When we try to avoid situations or topics, then we also ignore people. We are not fostering loyalty when we do that, but quite the opposite. There are many companies that struggle with a "nice culture." People avoid stating what

needs to be said which can result, in passive aggressive behaviors which trigger conflict. To foster trust, leaders need to be willing to address uncomfortable topics with people, no matter what. A good approach is transparency: "I am uncomfortable talking about this but we need to discuss it. Since you matter to me, here we go..." If we use these mistakes as triggers to avoid, then we are overcoming common pitfalls that can stop leaders from being successful. When a leader cannot align her team, establish trust, leverage the individual's strengths, the leader will not be as effective in producing results. As women we have many strengths which in the past have been viewed as weaknesses. But, if we use these strengths to learn quickly from our mistakes, we will build our leadership ability. And, people will follow.





# WHICH AFFILIATE NETWORKS TO LOOK OUT FOR WHEN PROMOTING

There are many horror stories about affiliate programs and networks. People have heard them repeatedly, that some are even wary of joining one. The stories they may have heard are those related to illegal programs or pyramid schemes. Basically, this kind of market does not have real, worthy product.

You do not want to be associated with these schemes. It is obvious you want to be with a program that offers high quality product that you will readily endorse. The growing number of those who have joined already and are succeeding immensely is proof enough that there are reliable and quality affiliate programs out there.

## WHY PARTICIPATE IN AN AFFILIATE PROGRAM?

It allows you to work part-time. It gives you the opportunity to build a generous residual income.

And it makes you an owner of a small business. Affiliate programs have already created lots of millionaires. They are the living testimony of how hard work; continuous prospecting, motivating and training others pay off.

If ever you are deciding to join one, you must take note that you are getting into something that is patterned to what you are capable of. This will be an assurance that you can do anything to come out successful. How do you choose a good affiliate program to promote? Here are some tips you may want to look over before choosing one:

1. A program that you like and have interest in. One of the best ways of knowing if that is the kind of program you wish to promote is if you are interested in purchasing the product yourself. If that is the case,

chances are, there are many others who are also interested in the same program and products.

2. Look for a program that is of high quality. For instance, look for one that is associated with many experts in that industry. This way, you are assured that of the standard of the program you will be joining into.

3. Join in the ones that offer real and viable products. How do you know this? Do some initial research. If possible, track down some of the members and customers to give you testimonial on the credibility of the program.

4. The program that is catering to a growing target market. This will ensure you that there will be more and continuous demands for your referrals. Make inquiries. There are forums and discussions you can participate in to get good and reliable feedbacks.

5. A program with a compensation plan that pays out a residual income and a payout of 30% or more would be a great choice. There are some programs offering this kind

of compensation. Look closely for one. Do not waste your time with programs that do not reward substantially for your efforts.

6. Be aware of the minimum quotas that you must fulfill or sales target that is too hard to achieve. Some affiliate programs impose pre-requisites before you get your commissions. Just be sure that you can attain their requirements.

7. Select one that has plenty of tools and resources that can help you grow the business in the shortest possible time. Not all affiliate programs have these capacities. Make use you decide on one with lots of helpful tools you can use.

8. Check out if the program has a proven system that can allow you to check your networks and compensation. Also check if they have it available online for you to check anytime and anywhere.

9. The program that is offering strong incentives for members to renew their membership each time. The affiliate program that provides continuous help

and upgrades for its products have the tendency to retain its members. These things can assure the growth of your networks.

10. Be aware of the things that members are not happy about in a program. Like with the ones mentioned above, you can do your checking at discussion forums. If you know someone in that same program, there is no harm asking if there are many downsides involved.

Have a thorough and intensive knowledge about the affiliate program and network you will be promoting on.

Knowing the kind of program, you are getting yourself into will make you anticipate and prevent any future problems you may encounter.

## A PROGRAM THAT YOU LIKE AND HAVE INTEREST IN.



# HOW TO CREATE AN OUTLINE FOR ALL OF YOUR ARTICLE

▲▲  
We are all apprentices in a craft where no one ever becomes a master.  
—Ernest Hemingway

We've done it through junior high, it expanded longer through high school, then on college it became chapters. No matter how many times a person has done it, writing articles has proven to be a task many has continuously avoided. Now at a time when writing articles could help your job or work, facing the job at hand can be still faced with unfriendly behavior.

While there are a great number of people who do not have the same attitude in article writing as others, there are still those who would rather walk in piping hot coals than do some article writing. What set other people apart from other towards article writing is that they are prepared and has some methods and procedures in writing articles.

One of the methods you can use to prepare yourself when tasked

to write in article is creating an outline first. Creating an outline for all your articles makes you prepared. You have an idea of what to do first and make a plan for your succeeding steps. Being prepared makes the job easier and faster. Being organized will allow for disorientation to be shunned away.

An outline can act as the design or blueprint for your article. This will guide you in creating the introduction, body and conclusion of your article. Here in this point, you can write down some of the ideas and sentences that you feel will look good in your article. This could be some of the focal point that could help make your article creative, interesting and appealing to a reader.

A carefully planned and fully prepared project would

guarantee and ensure a problem and worry-free procedure that can virtually go without any hassles. Creating an outline for all your articles will get you ready and breeze through writing an article in no time at all. Here I will provide you with some tips and guidelines in how to create an outline for all of your articles.

Do a couple of brainstorming and jot down your brilliant ideas first. Think of some ways to attract the interest of your reader. Designate a time frame where you can write down all the ideas that you can use for your articles. By this time, you should have done all your research and information searching. Review and reread your ideas and notes, gain mastery and sufficient familiarity with your topic so that writing them down later own would be easy for you.

The next step is to discover your

▲▲  
The first sentence can't be written until the final sentence is written.  
—Joyce Carol Oates, WD



sub topic and sub titles. As you would provide a first sentence for your article, one that would immediately grab the attention of your reader, you would need some as well for your sub topics. To be concise, you would need to get all the facts that will support and go against your point.

These are the frames or skeleton of your article, now it's time to add the flesh and the meat of your article. You will need to connect all your paragraphs and sub topics. This will form the body of your Article. While the introduction will usher in the ideas of your paragraph, you will need a conclusion. The conclusion will wrap up your points and drive in what you are saying in your article.

The outline for your article would also require you to write a draft first. This may take more than one attempt but remember that

it is called a draft for a reason. Your outline shall be perfected as each draft is written and this draft is meant for your eyes only so there's no reason to feel ashamed. As you go on, you will clearly see the bigger picture and write an article that will perfectly suit what is demanded of it.

Reread and reread what you have written down. Always refer to your outline so that you won't drift away from what you had first written down. It's not hard to be caught in the moment and get lost in your writing frenzy. Your outline will help you keep in track. All those hours spent in outlining your article will not go to waste. This will serve as your guide in writing articles. Trust and rely on your outline because this will prove to be a very helpful tool in writing all of your articles.





MARKETING

# THE 3 THINGS TO AVOID WHEN EMAILING YOUR LIST

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. While there are so many ways you can make people subscribe to your list, there are also some things you must do to avoid subscribers from wanting to get off from your list. Aside from that, you also want to avoid any problems with the law and your internet service provider or ISP. There are now many laws and rules that are

applied to help protect the privacy of the internet users from spamming and unwanted mails. With the popularity of the electronic mail as a medium for marketing because of the low cost, many companies have seized the opportunity and have flooded many peoples e-mail accounts with promotional mail. But, with an opt-in list, you avoid this annoyance because people subscribe to the list; they want to receive the newsletters and promotional materials. They have consented to being on the list by subscribing themselves,

just don't forget to put an unsubscribe feature every-time in your opt-in list so that you avoid any confusion. There may be times when an email account was provided when the real owner didn't want to subscribe. It is essential that you keep your list clean and manageable. Arrange it by using the many tools and technologies available for your opt-in list. Do not worry; your investment in this marketing strategy is well worth it with all the coverage you will get which will likely be converted into sales then to profit. Keep yourself and your business out of trouble and potential run-ins with the law and the internet service providers. Keep your operation legit and clean. Your reputation as a legitimate businessman and a legitimate site depends on your being a straight and true marketing strategist. As a tip, here are three things to avoid when emailing your list.

## 1) Take notice of your unsuccessful sends.

These are the e-mails that bounce. Bounced emails, also known as undeliverable messages, are those messages

that, for whatever reason, were not successfully received by the intended recipient. There are bounces that happen or occur because the server was busy at that time but can still be delivered in another time. There are also bounces because the inbox of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already. Manage your list by putting markings on those that bounce. Erase an email account from your list so that you have an accurate statistics and records as to how many are actually receiving your mail. You may also want to check the spellings of your email addresses in your list. One common mistake is when an N instead of an M is placed in the .com area.

## 2) Always provide an unsubscribe feature in your site and an unsubscribe link in your mails.

When someone in your list files a request to be unsubscribed,

always take that request seriously. If you don't take them off your list and keep sending them your e-mails, you are now sending them spam mail. When you are reported as a spammer, you and your business can get into a lot of trouble. You can be reported to the authorities and maybe blacklisted by many internet service providers. You will lose a lot of subscribers this way and many more in potential subscribers.

## 3) Do not provide pornographic or shocking and disturbing content in your newsletters.

It is hard to decipher the age of the recipient and many complaints may stem from these. Controversial issues also are to be avoided to not be branded by your subscribers. Stick to the nature of your site and business. Always remember these tips in this article so that you can have a healthy relationship with your subscribers as well as be kept within the boundaries of what is allowed in sending mails to an opt-in list.



www.womelle.com



# CONTRIBUTORS



MAGGIE GEORGOPOULOS

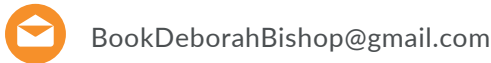
Maggie is a Leading Global authority on Mental Health in the Workplace. She has a unique story which she shares about her own mental health journey as a change maker and leader in the workplace. She is a strong advocate of ingraining a strong understanding and support of mental health into the cultural psyche of organisations. She also works closely with individuals and organisations on career development for women in male dominated industries. She is the author of the book, *Up the Ladder in a Skirt*, which is hailed as the book for women in challenging roles globally by women in organisations such as the Lloyds Banking Group and Visit Scotland. A mechanical engineer who climbed to the top of the leadership ladder, Maggie was the executive chairman of a large agricultural company, responsible for the 75% increase in the retention of staff through career development pathways, by the age of 32. Maggie is a sought-after consultant in oil and gas, agriculture, manufacturing and automotive industries. Having achieved goals such as being the youngest member of the plastics pioneers' education initiative which went into companies such as Monsanto and Nylex. She has directly impacted the career choices and progress of over 10,000 women in over 32 countries around the world. With a deep commitment to diversity and well-being she is an ambassador for sustainable career and business development for women the world over.

Social Media and online connections:



DEBORAH BISHOP

Deborah is an inspirational performance artist, keynote speaker and award winning performer, author, and your inner image authority; "because you will never outperform your own self image." Her career highlights include her critically acclaimed Talk Radio and TV Talk show, "Global Light-wave, Your Wake-up Call; from the Political to the Metaphysical, We Explore" and speaking about leadership to groups as diverse as residents in court appointed rehabilitation in South Central Los Angeles, and the United States Navy. She has also shared the stages with the likes of Jack Canfield and Ellie Drake. Deborah has worked with Fortune 100 and 500 companies, Disney, Warner Bros and CBS Television as well as several celebrities and individuals of prominence. Deborah has built a thriving private practice assisting hundreds of female entrepreneurs, sales professionals, experts, executives, and leaders, breakthrough barriers, patterns, habits and dysfunctions to achieve the "bottom-line" they desire and deserve, but for some reason can't access on their own. Her clients enjoy immediate and lasting results. To reach Deborah please email her directly at





# CONTRIBUTORS



SUZANNE TAYLOR

Welcome! Are you ready for more energy, more vibrancy, and a greater sense of wellbeing in all areas of your life?

Let's up-level to the ultimate version of you! Healthy, Fit, Energetic & Happy!

If I she can do it so can you! Suzanne was once confused, sick and totally bored with her life! It made her physically sick, tired and lethargic, then diagnosed with MS and faced with either the challenge of healing her body or going on medication to prevent the progression of the dis-ease that was happening in her body! She went on a 2 year quest to heal her brain lesions, emotions and physical body and end the inflammation in my body!

Finding her passion along the way ~ designing healthy lifestyles for others!

Taking that passion and turning it into a career helping others do the same!

Along the way I finding essential oils and aromatherapy and a huge drive to share non-toxic living with the world!

Nourish. Move. Be On to the Next Stage of Life with Vibrancy Suzanne Taylor-King BS, CHLC, CHN, CaPP, AADP

Founder & CEO Taylor'd Wellness

Certified Holistic Nutritionist

Wholistic Life Coach

Aromatherapist

Business Mentor

Marlton , NJ 08053



856-655-1718



Taylor'dwellness@Verizon.net



ESATEYS

Esateys (pronounced Ee sah teeZ) is a Author, International Speaker, Certified Master Facilitator and Expert in the Human Condition. She specializes in Personal and Business Relationships and Mindset Mastery as the mechanism for Personal/Business Transformation, Joy and Success.

She is a UCSD/UCLA Nationally and Board-Certified Nurse Practitioner with over 30 years of Allopathic and Alternative Medical experience.

Among her many credits Esateys is the founder of the Ultimate Relationship Academy and the World Global Leadership Program helping create "World-Wide Game Changers".

For many years Esateys had a Radio Show called Relationships and Beyond and currently hosts a podcast called Wake Up with Esateys.

She has the uncanny proven ability to see through the façade of the human personality and layers of human programming to enable her clients to access their greatest potential and self-empowerment.

Esateys is the author of two books, including "Help I'm Trapped in a Body," has created numerous personal development and relationship programs and most notably has developed a proven mindset system to open the gateway to experiencing True Freedom.

For over 30 years Esateys has been facilitating and guiding people and businesses through speaking, seminars, retreats, and private coaching to discover and Breakthrough their limitations to create extraordinary shifts in their lives.



503 866 1927



esateys@esateys.com

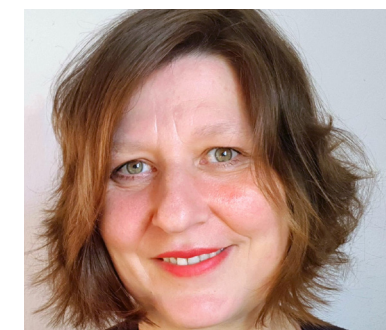


LISA MEISELS

Lisa is an Online Visibility & Impact Strategist working with women who feel called to share their message and make a big impact in the world. She has over 25 years as an innovative leader in her field reaching top positions. In 2009 she decided to dive into a new business model as an entrepreneur.

Her process to get you visible, attract clients ready to invest and create the impact you were born to make is simple, practical and customized.

Together, we are creating a beautiful healing ripple out to each person we serve, creating positive change in the world.



ANKE HERRMANN

Anke grew up in East Germany where life was all mapped out .. go to school, study, get a job, go on holiday, retire, die. Safe, predictable, stifling. To her, living like that felt as wrong as throwing away fresh food, as keeping a wild animal in a cage. So she left East Germany, changed careers and moved to Australia, then the UK.

In 2004 she quit her IT job in London, moved to Spain and started her own sewing business, with nothing more than plenty of enthusiasm and a passion for sewing. By 2012 she was burnt out. The



KIRSTEN BLAKEMORE

Kirsten Blakemore, Sr. Consulting Partner at Partners In Leadership, speaker, Author and Forbes Coaches Council member, captivates audiences with her authenticity, expertise, and charisma. She engages large and small audiences from leading organizations, such as Walmart and the FDA, creating a fresh environment for learning by pushing past outdated thinking.

Drawing from nearly two decades of experience in sales and marketing leadership, Kirsten helps executive leaders and their teams uncover accountability challenges and breakthrough mental blocks that hold people, teams, and organizations back from reaching their highest potential. Kirsten coaches women in business who are ready to take the next step in their careers and own their futures. When she is not speaking and coaching, she thoroughly enjoys writing edgy, topical pieces that she contributes to Forbes and Inc online magazines. She recently published her first short guide for new managers. Kirsten holds an undergraduate degree in business and a Master's degree in psychology from Pepperdine. She earned a coaching certification from The Coaches Training Institute and International Coach Federation (ICF) as well as her Health Coach certification from Dr. Sears Wellness Institute which she uses to help her clients find work-life balance.

process of turning her business around marked the start of her own journey of personal growth.

Today she is a transformational coach supporting those who want to play full out, who don't want to "go with their music still inside", helping them take the struggle out of following their heart.








# CONTRIBUTORS



REBECCA HALL GRUYTER

Rebecca Hall Gruyter is an influencer and empowerment leader that wants to help you reach more people. She has built multiple businesses and platforms to help influencers and experts reach more people. These platforms include: Radio, TV, Network Level Influence, books, publishing services, magazines, the Speaker Talent Search, powerful social media reach and Live Events/conferences. She has created a powerful promotional reach of over 7 million! Today, she wants to share with you... How you too, can be seen and heard on multiple platforms and SHINE! Regarding top links to connect with me they would be the following:

-  Main Website
-  TV Network
-  Speaker Talent Search
-  Rebecca@YourPurposeDrivenPractice.com
-  (925) 787-1572



LUCI MCMONAGLE

Luci McMonagle  
Spiritual Teacher & Mystic Wealth Mentor.

As a Spiritual Teacher and Mystic Wealth Mentor, I work with people who are really up to something in the world — who are committed to positive change, leaving behind a meaningful legacy — but they're feeling stuck or stalled or are having challenges taking things forward. I help them break through the obstacles, fears, and hidden self-sabotages that have been holding them back.

To learn more about my work, visit my website: 



ALLY NATHANIEL

The Queen of Self-Publishing for Women & Creator of Emotional Business IQ™

Ally Nathaniel is a #1 bestselling author. She sold over 40,000 copies of her first book and topped Amazon for 16 weeks straight. She was also invited by Amazon to be a panelist and lead their social media campaign "Lunch with Authors." Ally Nathaniel, "The Queen of Self-Publishing for Women" and creator of Emotional Business IQ™ coaches women who want to make a difference on how to use their story to build their business and change the world. Her book Redefining Success - Real Women, Real Stories, Real Inspiration is both inspirational thoughts provoking, and help women define what success really is.

Ally delivers high-impact motivational and transformational techniques to women, so they can overcome held-back patterns, and use their story to inspire and make an impact.



“

If you are committed to creating value and if you aren't afraid of hard times; obstacles become utterly unimportant. A nuisance perhaps; but with no real power. The world respects creation; people will get out of your way.

”

Candice Carpenter  
Founder of iVillage.com





WomELLE

*Helping Women Help Themselves*