



# EMPOWERING *You*

to become the best  
version of yourself.

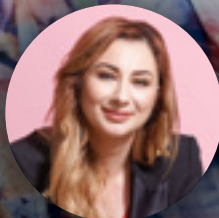
*Deidre  
Schill*



YMAG®'S  
TOP 10  
WOMEN  
TO WATCH  
IN 2020  
REVEALED



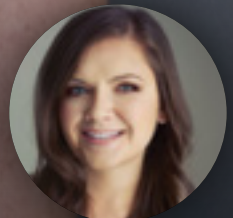
ANN NOLER HARRIS



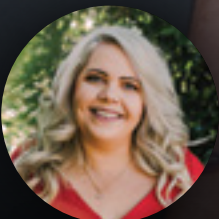
CASSANDRA  
KALPAXIS



BELINDA SMITH



SARAH ANNE



KIRIN KHATRA



PAULINE LONGDON



ELENA GOSSE



RONNIE BENBOW

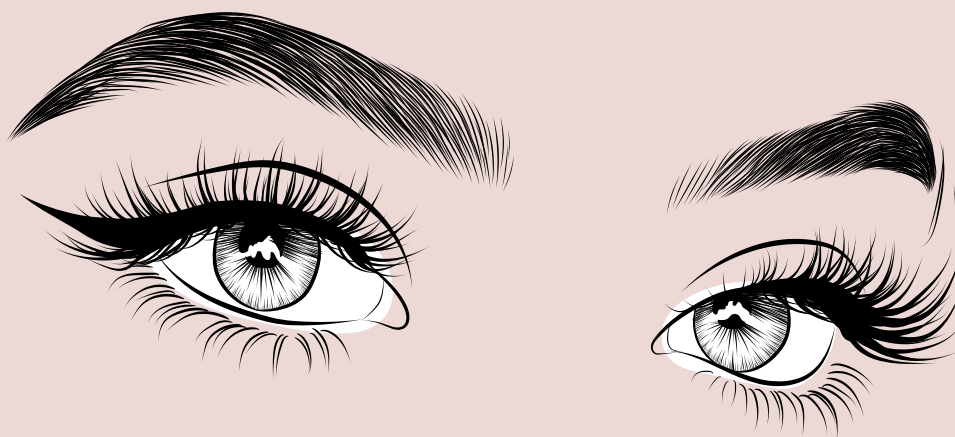


MARTIENNE LUZ  
ANGELIQUE



MEET OUR

*Top 10*  
**WOMEN  
TO WATCH IN  
2020**





*Revealing our coveted Top 10 Women to Watch in 2020. These women come from diverse backgrounds, diverse industries and diverse beliefs. But one thing binds them all together. They all run businesses from the heart that showcase their true purpose in life. Follow these women and watch their journey unfold throughout 2020.*

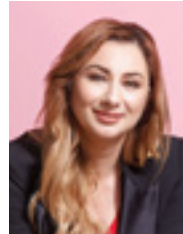
#### **ANN NOLER HARRIS**

Ann Noler Harris is an international 'Body and Animal Whisperer' and specialises in helping women stop suffering from unconscious blocks, emotional stress or pain.



#### **CASSANDRA KALPAXIS**

Cassandra Kalpaxis is the Director of Kalpaxis Legal Family and Surrogacy Lawyers. This year, Cassandra has immersed herself in the practise of collaborative and amicable separation and is proud to be practising law differently.



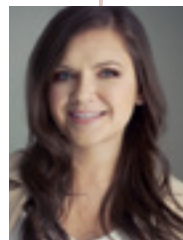
#### **BELINDA SMITH**

Belinda Smith is a speaker and business coach in the property and renovation space, and the director of Renovate and Real Estate. Belinda has taught over 450 private students and over 45K online followers the key strategies to renovating for income and profit.



#### **SARAH ANNE**

Sarah Anne is your sales bestie, obsessed with helping women master the art of communication and psychology behind it so you can grow your business and your impact



#### **KIRIN KHATRA**

Kirin Khatra, Principal of Kilara and Associates, has helped thousands of clients achieve their property dreams. Kirin has a true passion for helping clients with the possibility of owning their own home.



#### **PAULINE LONGDON**

Pauline Longdon is a bestselling author, international speaker and world-class copywriter. She is known as The Copy Alchemist because of her ability to turn words into money.



#### **ELENA GOSSE**

Elena Gosse is the CEO and owner of AIS Water, an award-winning manufacturer of water disinfection technology for swimming pools. She is an industry disruptor.



#### **DEIDRE SCHILL**

Deidre Schill works with entrepreneurial women and women in leadership roles to clear limiting beliefs and reprogram their mind for success and joy in their lives.



#### **RONNIE BENBOW**

Ronnie Benbow has always had a passion for caring for others. Knowing professionally and personally how challenging caring can be, Ronnie founded The Carers Foundation Australia, a full DGR1 charity that 'Cares for Carers'.



#### **MARTIENNE LUZ ANGELIQUE**

Martienne is a chartered accountant and founder and CEO of Savvi Group Global. She is a visionary, an entrepreneur, a published author, a wealth creation and structuring expert and a public speaker and is passionate about inspiring and empowering others to achieve wealth and success.



*"A strong woman knows she has strength enough for the journey, but a woman of strength knows it is in the journey where she will become strong."*

UNKNOWN

Ann Noler Harris

# THE ENTREPRENEUR'S SECRET WEAPON

THE BODY (& ANIMAL) WHISPERER BY SUSANNAH PASK



Business-related blocks? Clients not paying their bills and you don't know why?

Long-term physical pain? Residual trauma from abuse?

Ann Noler Harris can help anyone in the world, anywhere.

She has been called 'the entrepreneur's secret weapon' because she helps businesswomen wherever they live in the world by energetically removing the blocks that stand in the way of their success. Whether you feel undervalued, lack self-confidence, are tired, feel not 'good enough' or are constantly critical of others, Ann has the long-term solutions to get to the root cause of your unconscious blocks – and she can do it by phone or Zoom wherever you live. You don't even have to meet with her face-to-face.

It all started with a seeing eye dog called Ella.

Ann and her family had just emigrated from England and after a couple of years they wanted a dog to replace the much-loved pet they had lost before emigrating. Not wanting to make a long-term commitment at the time, they agreed to take care of a seeing eye dog called Ella, who had cancer and was only expected to live a few weeks. When Ann met Ella for the first time something clicked. She felt a palpable shift within herself and she knew she wouldn't let the dog die. She started working with Ella, whose spark and energy gradually returned. Ella lived for another six years – and this was the catalyst that moved Ann to switch from corporate life to her current work as a spiritual and energy-based healer.

Ann specialises in removing the emotional, health, stress-based or business-related blocks that hold women back. She particularly enjoys working with women, as these days we are expected to manage work, the household, the shopping, the cooking, the children's schedules – everything!

If a woman is hurting or blocked from achieving the success and happiness she deserves, the hurt extends outwards to affect children, the spouse – even the family pet. Helping women can have a massive, residual impact in the world, Ann feels. She believes that the pain and baggage we carry around inside ourselves may even be inherited from our parents and in our genes, and she has developed a gentle way to effectively clear the pain, trauma or abuse without having to relive it.

'As a body whisperer I can feel what is happening in their body so I can get to the root cause that's blocking them', she explains.

Ann is a Reiki master, a medical intuitive and an Advanced Metaphysical Anatomy Practitioner which means that she has learned to recognise what the body's symptoms are saying and has mastered the way to clear both psychological and physical pain. As a medical intuitive she knows that certain parts of the body are related to certain emotions, for example, hip pain is related to anger. She tells the story of a woman she treated who had suffered for 50 years from migraines and felt herself to be trapped in a prison cell. She allowed herself to get into a healing space through working with Ann. The migraines went away, and the woman has been able to feel alive once more. Ann emphasises that her work does not replace traditional medicine – it represents a balance between Eastern and Western methods that can be highly effective.

Ask her about her work and she'll tell you it's her passion and her Y.

'Getting results for my clients fills me with absolute joy and it's why I do what I do. I can relate with women who are a bit skeptical at first because I understand them. I feel like it's my purpose to help skeptics over the bridge and for them to see that there are other ways to heal. I believe medication is not always the answer as it suppresses what is really going on in the body and can cause many other side effects. I love teaching that there are other ways to heal. I am not a "woo-woo" person and, in fact, sometimes people are surprised when they hear what I do. I also love helping animals to release stuck energy that they have picked up from their owners as it's not their fault. They just want to make us happy and will take on our energy so we feel better, but they can only take on so much before becoming sick. Educating people about this helps them to take more care of themselves so that this doesn't happen to their beloved pets.'

Ann calls herself the bridge between skepticism and spirituality, helping women understand that there IS an alternative way to heal and get exceptional results. And the future? She'd love to continue to do more speaking engagements so she can help more women at the same time – and she'd love to write a book and set up her own three-day events so she can help women transform their lives at an even deeper level.

For now, she loves running her intimate events, being asked to be a guest speaker at different events and is thrilled with the results her newly empowered women clients are enjoying.



*'If you want more success, then remember, success is an inside job and working on yourself and releasing the unconscious blocks within you is the first step to achieving results.'*

– ANN NOLER HARRIS





# CREATING & STRENGTHENING FAMILIES

Lawyer Cassandra Kalpaxis advises her clients with skill and empathy.

BY SUSANNAH PASK

Cassandra Kalpaxis knew she wanted to be a lawyer from a very young age. She was lucky enough to have been asked to help out at a family friend's legal practice during the school holidays when she was about fifteen years old.

It wasn't much to begin with, mostly filing and answering phones, but Cassandra was hooked. She became fascinated with the law and knew that when she graduated school, she was going to become a lawyer. She stayed working in that practice for eight years and gradually eased her way up the ladder, from receptionist to an executive assistant to the principal lawyer, then to a paralegal and eventually a lawyer herself.

She became adept at meeting with clients, going to court, analysing a client's issues and working them out. She even continued working five days a week while attending university at night. The hours were long and often extended into the weekend, but the experience she gained was invaluable. Not only did she learn about the law, but she was also exposed to many different aspects of running a business. At that time, she worked primarily on criminal law and family law matters, networking with some incredible people in the profession whom she now calls her 'tribe'. She left after eight years and worked as a lawyer in a generalist practice, concentrating mostly in the area of criminal and family law until she decided to take a leap and go out on her own.

'I was really young, keen and determined to make it out on my own', says Cassandra. 'I had my dining room table and a laptop when I started my business, Kalpaxis Legal. I was a mother of an 18-month old and a six-week-old. It was an incredibly overwhelming time, but I backed myself and here we are today.'

Her firm, Kalpaxis Legal, now practises exclusively in family and surrogacy law. She made the decision at the beginning of this year to stop practising criminal law, as her goals and vision for her business had changed. However, she finds her background in criminal law to be very useful when dealing with family law matters that involve high conflict and progress through the courts. Over the last ten years, she has become more and more interested and passionate about the family law space.

ONE OF  
YMag®'S  
TOP 10  
WOMEN  
TO WATCH  
IN 2020

JASON MALQUIN  
- PORTRAIT STORE

## 'We are humans before we are lawyers....'

– CASSANDRA KALPAXIS

'We now offer a unique and bespoke way of practising family law at Kalpaxis Legal. We wholeheartedly believe in an amicable separation when the family unit breaks down and we are invested in offering a number of unique and bespoke separation pathways to families that avoid court and encourage an amicable and holistic separation', she explains. In fact, she has a podcast entitled *Simply Separated*, which is designed to examine divorce through a holistic lens, interviewing psychologists, psychiatrists, mediators, barristers and a naturopath.

Cassandra is particularly skilled at diffusing the stressful situations that arise when mediating a divorce. She focusses on the process of communication and how it can impact whether a separation is conducted amicably or not, encouraging couples to use the space to speak to one another about the things they haven't been able to say before the mediation. Mediation is confidential so they have the option of being able to talk about things that they wouldn't disclose in court.

'I undertake a lot of preparation with the parties before they come to see me for a mediation. I often have people practise what they want to say to their former partner, and I ask them to consider how they would be feeling when they hear the separation proposal', she explains.

As proficient as she is at divorce law, she has come to realise that her Y is really about family. Growing up in a large Greek household, family was the number one priority. Now as a wife and mother of two, running her practice, she is passionate about helping families navigate what is an overwhelming and confusing time. She is dedicated to changing the way society views divorce and separation and the entrenched view that society has about divorce being acrimonious.

'I enjoy educating people that there is an alternate way to separate', she says, 'teaching them to remain friends for the sake of their children'.

She is excited about the surrogacy part of her practice which she has just launched under the name 'Simply Surrogacy' as a stand-alone brand under the Kalpaxis Legal umbrella. She has practised surrogacy law for some time but really wanted the brand to stand out on its own.

'I love being able to help people create life, and spark joy in their lives', says Cassandra. Simply Surrogacy helps draft parents' surrogacy agreements, they act as a liaison with the hospital to ensure the birth takes place as planned, they lodge documents to obtain a parentage order and they assist with lodging citizenship applications. Their point of difference is that in addition to completing the legal work they offer parents support from the moment they start their surrogacy journey until the parentage order is obtained.

Their clients often become friends and Cassandra and her team have the joy of watching their children grow.

Cassandra's office undertakes regular *pro bono* work in the domestic violence space and she often appears as a domestic violence duty lawyer at many of the local courts, finding this work very rewarding.

'In my personal life I am busy. My children keep me on my toes. I am also working on my own inner peace and trying to learn to slow down. I am meditating daily and really trying to focus on being present in the moment. My father, who was my biggest supporter, sadly passed away in February of this year, and that really brought home to me that I need to learn to be present. Whether it's with my clients, or with my children, or spending time with my husband. The here and now is what matters.'

## Cassandra's plans for the future

Having already outgrown their office space taken on twelve months ago, she is looking for a larger space.

She is launching a book in June of next year called *Simply Separated*.

She is starting a series of wellness courses in January 2020 for women who have recently separated. These will recharge and restore the recently separated and help them move forward in their lives in a positive way. The courses will enable women to meet other women on their own separation journey.

In the surrogacy space, she is holding regular courses throughout next year for people to come along and learn about surrogacy in an interactive way, to meet other intended parents and to educate people about surrogacy.

She is also giving regular speaking events in 2020 for a few of the larger surrogacy organisations, as her firm is one of the very few that offers a supportive lens when dealing with surrogacy. They are invested in their clients' journeys as intended parents and have developed products to assist them including birthing planners, surrogacy journals and a guided DIY to surrogacy.

*'I had my dining room table and a laptop when I started Kalpaxis Legal. I was a mother of an 18-month-old and a six-week-old. It was overwhelming but here we are today.'*

– CASSANDRA KALPAXIS

# BELINDA SMITH

## *Your Reno Coach*



Renovation Consultant, Business Coach, Founder of RARE Renovate and Real Estate

BY SUSANNAH PASK

Belinda Smith was born in Sydney and grew up spending a lot of time on the beach and playing sport. She also had a strong desire to help others, so she joined the NSW Police Force.

As a junior trainee she started with the detectives in the Fraud Squad, which was a real eye-opener for her, having led a sheltered life. She switched to the Mounted Police Force in 1986 as she'd always loved horseback riding. Ultimately, she missed doing ordinary police work, so she went back to general duties in addition to stints in the drug squad, the tactical operations group, evidence and exhibits.

Then something happened.

'I was caught up in a siege and could not leave the scene all day. I missed school pick up. Totally missed it. The kids were waiting at the school gate and I didn't turn up. I was unable to call anyone to get the kids. My friend took them home. Mum was worried. Dad was worried. They saw the news and knew I was on duty at the siege. There are things you see in the police force that you cannot "unsee".'

This was a turning point, so she retired from the force after over 20 years and began focussing on property investment. They had flipped one of the properties they bought at settlement for more money than she was able to bring home at the end of the year as an officer (working part time and after paying child care fees) so that opened her eyes to the full-time opportunities in real estate.

Growing up she had seen her parents renovate an investment property. She would go there every weekend and watch them working on a new kitchen, bathrooms, painting, repairs, floors, carpeting and more. They rented the property and then sold it for a profit, so she grew up thinking it was just

common sense to buy something ugly and increase its value.

When she got married, she and her husband restored furniture they'd grabbed from council clean-up, painted and repaired it. They bought a home unit in 1985, fully renovated it and sold it in 18 months. In 1987, they bought an old house, knocked it down, worked alongside the builder to build a new house and moved in. Soon after they had three children and attended many investment seminars to learn more about property, while working their day jobs.

They purchased their first investment property in 2000, then in 2003 and 2004 bought four homes in New Zealand and three more in Australia. Belinda became totally addicted to property investment.

Their rules were simple:

- Buy properties to which they could add value – then rent out for more than their maintenance for positive cash flow.
- Get rid of the ones that weren't working.
- Keep debt under control.
- Spend money on appreciating assets and don't waste money on depreciating items.

Belinda gives direct support to people wanting to renovate their properties – one-on-one support by trained renovation consultants. She offers renovation education – strategies for renovating for love, profit and income and business coaching and full support for those wanting to launch their own renovation consultancy careers. She

has a 'done for you' renovation service, a 'learn it yourself' service and an 'elite business coaching service'. Their business is unique, and they have no competition that they are aware of.

Belinda and her friend (also a Belinda, coincidentally) started the business together in 2012. The other Belinda had completed multiple renovations, had run a furniture shop at Byron Bay and had worked as a lighting consultant. Together they covered a lot of ground in property investing, renovation experience, including new builds, subdivisions, renovations, flips, investing overseas, positive cashflow properties, commercial properties, interiors and styling for sale.

The two Belindas started a Facebook page, with the idea of gathering a 'home loving' audience and aimed to set up an online homewares store. It was soon apparent, however, that the discussions on their Facebook page centred on renovating and DIY tips. As a result, people began asking for help with their own properties. Companies and bloggers reached out for content and so it was a natural progression for the business to open a renovation consultancy. They were also asked if they ran workshops on property investing, renovating and styling, so they started a coaching and education business, too.

We asked Belinda for an example of how she helps clients and she told us about a woman who was about to renovate her investment property at Wahroonga. Having heard the two Belindas speak at an event, the woman called for help, needing assistance with choosing the colours for the inside





ARTERIUM PHOTOGRAPHY

and outside of her home. She was about to let the painter select the colours on her behalf and they knew he was pushing her to choose the 'leftover' tins of colour in the back of van from his last job. She could have made a costly mistake. Getting the colour right on a home is important; buying and renting decisions are made when someone feels an emotional connection to the colour and the property feels right to them, so it is important to make the right choice.

They received rave reviews from attendees at their recent Renovations Secrets event:

'The Renovation Secrets three-day event is truly phenomenal – a real eye opener to everything you need to know to embark on a renovating business venture. I highly recommend this course as it will give you all the tools and knowledge you need to get started right away. Thanks Belinda & Belinda!' – Kimberley Sue, NSW.

'I cannot speak highly enough of Belinda Smith. She has given me so much help and inspiration in our first ever renovation experience. I am truly a novice, but with her advice and tips and help whenever I needed it, she has made me feel so comfortable with taking on this challenge. I spoke to her even before we bought our new house and she guided me through the pros and cons and best areas to buy and renovate. The ideas and advice I've received have been amazing. I've even rung her in desperation a number of times and Belinda has calmly guided me through exactly what to do to avoid disaster. Without her expertise and cool and calm manner, I would have been lost and a whole lot poorer! I have so much admiration for the Belindas and would recommend them to anyone in need of renovation advice and inspiration. They are an absolute wealth of knowledge.' – Robyn Childerhouse

“

'I have never felt more fulfilled than I do right now running this business – even during the difficult times, or before it was making any profit. I had breast cancer in 2014 (I am fine now) and that's when I made a personal decision to put 100 percent of my energy to the business Renovate and Real Estate. To give it my best shot, no matter what. To treat it very seriously. I am a firm believer in coaches and mentors, and I have had business coaching since 2016. I believe that coaching helps with accountability and progress', Belinda says.

I believe in creating with good intent, consistency and an open mind to learning more. Success is then imminent.'

– Belinda Smith

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## *Belinda's Plans for the Future*

I've barely scratched the surface of where this business can go and am very excited about 2020 and beyond.

In 2020 I am planning at least two more events for my renovation education students and two retreats for my Elite group. I am continually adding resources for my students.

My new website is also in the works.

# SARAH ANNE

*She's Your Sales 'Bestie!'*

Sales Trainer & Psychology-Obsessed Communication Expert

BY SUSANNAH PASK

Sarah Anne describes herself as your sales 'bestie', helping you master the art of the sale and the psychology behind it so you can grow your business without dreading the sales process.

Sarah Anne is brutally honest about her background and credentials – or lack thereof. She was kicked out of high school, dropped out of TAFE and then dropped out of college. She doesn't have a masters in coaching, NLP or any other fancy qualifications. She started a career in sales with one goal in mind – to get out of debt and save up enough money for breast implants! She was 18 at the time, working in multi-level marketing, selling other people's services and starting to prove herself in the business world.

A strange thing happened along the way, though. She found out she was brilliant at running a sales business. Within three months she had a team of four people bringing in over \$25,000 a week without even realising it. She was hungry and focussed on selling and that made her successful.

Sarah Anne had suffered in her teenage years with bipolar and a borderline personality disorder, yet somehow her obsession with sales and sales psychology helped in her recovery because it forced her to learn how to communicate and influence people. 'Before you can influence someone', she says, 'you need to understand how they think, and before you can understand how they think, you need to understand how YOU think'.

She started her second career as a sales trainer in 2019, growing her

business from zero to six figures in just over six months. Her biggest driving passion is to make business FUN and less lonely for coaches and consultants alike. She says it's not always easy, but it can be fun, rewarding and definitely less lonely.

So, how does she go about working with a new client? We asked about the process. She starts out with a free discovery call to assess if the client will be a good fit for her services. Then she gives them some initial online training and takes them through a step-by-step process to set up their Facebook profile, showing them how to build an audience, generate leads from that audience and make sales. She offers weekly group training calls providing new information or offering support in areas in which they may need help and, of course, answers their questions. Sarah Anne also offers monthly masterclasses on other business-related topics with guest experts, together with a monthly strategy call to help them move past areas in which they're stuck.

The process works. Her client, Betsy, is a mindset coach. She is very spiritual and much more 'woo woo' than Sarah Anne herself (Sarah Anne's words). She worked the course 'exactly as taught' and in less than a week signed on three \$1,500 clients to her eight-week course.

We asked Sarah Anne to tell us what makes an effective sales presentation:

- Your beliefs around sales! At the end of the day, the person who is MOST certain wins. If you're not absolutely certain that your service is going to change this person's life and you don't truly believe you have an obligation to serve them and help them then you'll struggle.
- Really understanding your audience so you can first, ask the right questions and have the conversation that's going to mean something to them. And second, structure your presentation in a way that also pre-empts and handles their most common objections because the BEST way to handle an objection is to pre-empt it.
- Objections still come up and so for this, INTENT MATTERS. If your focus is on the fear of being rejected and losing the sale, you will lose the sale. If your focus is pure heartedly on understanding what the real problem is for this person and helping them overcome it, then you'll be making sales all day.

Sarah Anne now mostly works with coaches and consultants helping them sell their online services and she gets all her clients from her Facebook group. She plans on hosting live events and seminars and has an exciting vision for the growth of her business.





PHOTOGRAPHY: BELLE MUSUMECI



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*You need to understand how they think, and before you can understand how they think, you need to understand how YOU think.*

- SARAH ANNE

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## *Sarah's plans for the future*

Turn my group coaching program into a 12-month mastermind that includes one to two live retreats per year to share what's working, and to connect and celebrate success together.

Introduce free seminars around Australia.

Launch Business Queens, a networking company that I've just started with a partner. We're currently building the audience and plan on hosting events in 2020 that will be like a cross between a NAC-style with different speakers, a Tony Robbins-style with the fun and energy and a networking-style with opportunities for members to connect, showcase what they do and apply to speak.

Find more creative ways to bring value to my audience and clients.



*“Happiness & fulfillment come from within, & cannot be filled externally.”*

– KIRIN KHATRA

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## KIRIN KHATRA HELPS YOU INTO THE HOME OF YOUR DREAMS

KIRIN KHATRA – PRINCIPAL, KILARA & ASSOCIATES

Kirin offers a specialised legal service to clients. She studied conveyancing law at Macquarie University – so yes, she is a conveyancer and is licensed in NSW.

In case you are not entirely sure what that is, conveyancing is the process of transferring ownership of a legal title of land to a new owner. Although it sounds like an easy process, it is not, as Kirin will readily tell you. In fact, it involves three different stages: pre-contract; pre-completion; and post-completion.

Kirin and her company ensure that the purchaser is prepared for all the critical dates during the purchase process and they take care of every legal aspect of the transfer from start to finish. Her company, Kilara and Associates, helps with the purchase or sale of a home, unit, vacant block, strata title or rural property.

‘I have a special passion for helping first home buyers from start to finish. I find first home buyers often need a little more TLC in guiding them through the legal process’, says Kirin.

Kirin studied for a legal services diploma at Tafe part-time and, when she turned 18, she took a job as a paralegal for a solicitor who practiced conveyancing. This solicitor suggested that she should become a conveyancer,

advice she readily took. She became licensed at 23 years old and worked for another law firm until she was 25.

‘I remember daydreaming on my 90-minute commute home what it would be like to open my own business and service clients in a way that left them moved. Shortly after turning 26, I drummed up the courage and handed in my resignation at my steady, good-paying corporate job to start my own conveyancing practice’, she told us. ‘I remember the first month into my new business reaching out and making new connections and being received with such warmth in the industry and the community.’

Kirin had always been fascinated by real estate. When she was about seven or eight years old, she would pick up the local real estate magazines from the shops so she could sit and look at all the houses for sale. She always found real estate interesting – and remembers asking her parents how much this or that house cost, driving them crazy with her questions. Growing up, all she ever wanted was to buy her own property. Looking back, she believes that this perhaps represented the ‘goalposts’ of what being successful looked like.

She was engaged to be married at 19 and married by 22. At the age of 23, she had built her first house, purchased two investment properties and brought her dream 100-acre farm in the wine country of

Mudgee, NSW. Her property portfolio was worth over \$1.8 million.

But somehow, she still did not feel successful.

‘I remember thinking to myself – I own four properties and I have been on six overseas trip this year. Why am I so miserable? As the years went on the emptier I felt, and I looked for ways to fill my cup. This also led to my divorce which really turned my world upside down. As a young woman, I began to learn that our happiness and fulfilment come from within and cannot be filled externally. This is when I began to look at my life, my job, my friends and my family. I truly changed my outlook on life. It was what I could give and what I received personally from giving that fulfilled me.’

She decided to launch her conveyancing business and to provide a service to her clients that was more than just a transaction. She wanted to have a personal touch. She started a mobile service, so she could travel to clients’ houses and really get to know the story behind each person. Most of her clients refer to her on a first-name basis. Having her own business has allowed her to really tailor her service and give each client the best possible experience.

‘I am truly passionate about being able to help others with the possibility of owning their own home’, Kirin says.

BY SUSANNAH PASK





### Kirin's Plans for the Future

Grow the team so I can continue to help my clients with the best level of service.

Open a second office in rural NSW to be able to service clients out west.

Work one-on-one through my personal brand to help people purchase their own homes faster with a six-week coaching program.

Continue to grow my network of referral partners.

# PAULINE LONGDON TURNS WORDS INTO MONEY FOR HER CLIENTS

*Chief Copywriter, The Copy Alchemist*

Pauline's remarkable story is about her journey out of the depths of depression to becoming a top copywriter.

She secretly came to think of herself as an 'illiterate loser' because depression had scrambled and fried her brain so badly that she couldn't remember how to read or write. She would only use a pencil to write because she didn't think she was worthy of the ink in a pen.

She started her career as a trauma nurse and joined the Royal Australian Army Nursing Corps, achieving the rank of Major. She served on two overseas deployments in East Timor and the Solomon Islands. Although she loved being in the army, she was burned out after two intense back-to-back deployments (and the threat of a third soon afterwards). Pauline was eventually diagnosed with major depression. She was wrongfully told she'd never nurse again. And she believed it.

'The day I was discharged from the Army was supposed to be my last day on earth. On the way home, I tried to drive into a tree. Luckily, I wasn't successful. I felt so useless and my brain was so fried that I couldn't read or write. I couldn't even remember how to sign my name, so I signed my discharge papers with an X. That day I lost my career, my community, my purpose and, most of all, I had lost all hope', she told us.

Yet, somehow, she fought her way back from being an 'illiterate loser' to becoming a world-class copywriter. She is immensely proud of the fact that she is the first Australian woman to be mentored by one of the best copywriters in the world. She gets up at 3:30am each Saturday morning for their weekly call (he's in New York, she's in Brisbane).

After recovering from depression, Pauline was finally able to appreciate the invaluable skills she gained from her time in the Army. Nursing gave her the superpowers of authentic conversation and empathy. She also learned time optimisation, listening skills and, importantly, highly refined observation skills. She has an uncanny ability to read people and situations like a book.

Being an Army Officer also gave her the superpowers of authentic leadership and the desire to work for a cause greater than herself. She was a firm but fair and popular leader. One of her favourite roles in the army was as the Officer-

In-Charge of Basic Medic Training. Some of the medics she trained received the highest honours for their courage and calm under pressure and fire. As a leader, she always wanted her troops to do better than she did – and this is a quality she has taken into her role as a copywriting and business mentor.

The alchemists of old were obsessed with turning lead into gold. As The Copy Alchemist, Pauline is obsessed with turning words into money for her clients. She sees herself and her highly refined skills as the philosopher's stone that makes that transformation possible.

'The critical ingredients that are needed to turn words into money are... the right message to the right people at the right time in the right way', she says.

'A great copywriter needs an insatiable curiosity... especially when it comes to humans and what makes them tick. Another critical quality is empathy. A great copywriter needs to care about the people they're writing to. People have been ripped off and are sceptical, so the old sleazy ways of selling don't work anymore. So, we need to write what I call "cognizant copy", which is copy that gives people a positive and empowering experience. I think the best copywriters are exceptional story tellers.

One thing people don't consider when they write their own copy is the experience of the reader. The job of the writer is to make reading as easy as possible. When we write, we want our writing to be so simple that a 12-year-old or grade six child can read it and understand it. This doesn't mean that you 'dumb down' your writing because that's insulting. No one wants to be treated like they're dumb! Besides people aren't stupid, they just don't have time to try to work out what you mean. So, you need to do it for them and that means simplifying your writing. To do that use short sentences, use simple to understand words, avoid using passive writing and aim for a reading grade level of six.

When people give me their copy to "rewrite" it's often at a reading grade level 13 or higher. It takes a lot of work to make it easy to read. Often, it's easier to start from scratch. There's no such thing as a "quick rewrite". What most people don't realise is, writing that is easy to read takes a lot of work to make it that way.'

BY SUSANNAH PASK





## Pauline's Plans for the Future

Most of my business is based overseas and so I'd like to do more work in Australia. Also, I travel to the US a few times a year to get the level of direct response/conversion copywriting and marketing training I need. My goal is to offer that level of training here in Australia in 2020, which is going to be a BIG year for me.

In 2020, I'll be offering 'Write Copy Right' workshops for business owners. I want to help them to write their own copy and demystify the art of writing. These will be live training and online workshops.

I am the co-founder of the 'Cognizant Copy System', which helps business owners and copywriters to write for the cognizant consumer. These consumers don't fall for the old sleazy sales tricks and pressure selling. They want to buy from you, but they don't want to be disrespected or ripped off.

I will be co-authoring a book about the 'Cognizant Copy System' so time-poor business owners (no matter where they are) can write their own copy with confidence.

I've been invited to speak at a high-level copywriting event in Poland in May. I'm an international speaker and am often invited back to speak at events. I would love to speak more in Australia in 2020 and I have a lofty goal of speaking on a TED stage. I'd love to share my story about how I kicked depression's butt!

I'll be working on getting my book *From Depression's Darkness* into the hands of people who need it. I've been hiding for too long and 2020 is my year to step up and shine.

And in 2020, I'll be adding another fountain pen to my collection. I love writing in ink, no more pencil for me.

“

*The critical ingredients that are needed to turn words into money are... the right message to the right people at the right time in the right way.*

- PAULINE LONGDON

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# FROM RUSSIA WITH LOVE, DETERMINATION AND VISION



ELENA GOSSE – CEO OF AIS WATER, AWARD-WINNING BUSINESSWOMAN,  
INSPIRATIONAL SPEAKER & ENTREPRENEUR

BY SUSANNAH PASK

Elena Gosse was born to a middle-class family as one of three children in Volgograd (former Stalingrad) in the USSR. She grew up in a culture which did not value female empowerment – and lived in an abusive family where her late father ruled the family home with violence and fear, fuelled by alcohol.

The young Elena would stand up to her father, protecting her mother and sisters, often with harrowing results. She made a promise to herself that she would work hard, achieve an education and be an advocate for change to achieve a better life for her family and help other women do the same.

She earned her first university degree at 20 in Russia, married an army cadet and had two daughters. Her second daughter, tragically, was diagnosed with cerebral palsy and Elena was told that she would never walk or talk. Elena refused to accept that her daughter would never have a normal life and she worked hard to provide her with quality treatment and care.

After working at a day job at the Army Officers' Family Centre, Elena would write stage scripts and sing in restaurants in the evenings. In 1989, Elena, along with a few co-workers started a TV show called *Family Express*. It was an overnight success. When her marriage ended in 1991 Elena was determined to remain independent for the benefit of herself

and her two children. Building on the success of their TV show, she and her colleagues started an entertainment company which eventually employed 67 staff.

In 1992, Elena met her second husband, a Russian-born Australian named Kerry. They decided to move to Australia, but the immigration process proved to be extremely challenging due to Elena's daughter's disability. They were finally able to move in 1994.

Elena spoke no English, so the move was especially challenging for her. She entered the family business, AIS Water, that she co-owned with her husband and embarked on a second university degree. She drew minimal wages for the first few years and spearheaded the decision to reinvest nearly all of AIS Water's profits into research and development. Her efforts soon paid off and she was able to implement a global expansion plan. AIS Water now has its water disinfection technology operating in over 55 countries worldwide.

Elena is now CEO of AIS Water, which is globally recognised as an innovative leader in the design and manufacture of swimming pool water disinfection technology – quite the career change from Elena's former entertainment career! As a businesswoman, Elena promotes female leadership and Australian manufacturing to the world in what is a male-dominated industry. Her influence has seen AIS Water create many world-first products.

Elena sits on two industry boards, leading the changes she wants to see in the industry, encouraging more women to join the industry and raising awareness to preserve the world's most precious resource, water, through simpler, safer and smarter water disinfection technology. She has been recognised with over 30 international and national business awards.

Elena believes it is her mission to change the way commercial and residential swimming pool water is disinfected globally and to protect our planet's most precious resource – water.





## Elena's Plans for the Future...

AIS Water will continue to expand across the world.

Elena will continue to lobby all levels of government to legislate to ensure pool water and money is saved and public safety enhanced by adopting safe and smart water disinfection technology such as AIS Water's.

She is actively campaigning to have all Australian school and public pools protected by AIS Water's technology. Brisbane City Council and the Queensland Government are leading the way with many pools already using this innovative technology. Other states continue to put the safety of children and the public at risk with poor quality pool water and the dangerous handling and storage of chemicals.

Earlier this year Elena won a prestigious Water Start Connection Exchange scholarship and attended the annual Channels for Innovation Summit held in Las Vegas. She took the opportunity while in the United States to meet with key business targets in Nevada as well as attending meetings across the Caribbean and British Virgin Islands, including with Richard Branson and his engineering team at his privately-owned island, Necker Island. Elena sees unlimited opportunities for AIS in North America and is considering opening a second manufacturing facility in Nevada.

Elena believes that our planet's most precious resource must be treated with respect. Humans are made up of 75% water, the same as planet earth. Elena believes that by treating water in the same way as humans wish to be treated – with love and gratitude – that AIS Water will continue to be a global success.

Her mission includes stopping trillions of litres of water from being wasted from public swimming pools each year and ensuring perfect water disinfection to provide the ultimate levels of swimmer comfort and experience.

She also has the evidence to prove it. Recently Elena commissioned independent university research which shows that AIS Water's technology saves a minimum of 1.6 million litres of water and \$40,000 in water rates in just one 50-metre swimming pool per year. For a city where 100 pools might be present that's a whopping saving of 160 million litres of water and \$4M per year.

Initially AIS Water's technology was the world's best kept secret but during the past five years Elena has spent a great deal of effort educating the market about its benefits. Elena is now seeing the results of these efforts as more commercial pool owners and operators understand and embrace AIS Water's technology.

Her achievements in business have not overshadowed her commitment to

raising awareness about the scourge of domestic and family violence. As part of her involvement with Dancing CEOs, an event that raises funds for Women's Legal Service Queensland to help women escape domestic violence, Elena has made a real difference, raising both significant awareness and funds for this issue. In 2016 she won Dancing CEOs Community Awareness Champion, raising \$24,000 and in 2019 she broke the all-time fundraising record by raising \$83,832 through her innovative community awareness and education campaign. She readily shares her own personal story about DV, proving that vulnerability can be a strength, not a weakness.

Following two business trips to Necker Island (Richard Branson's private island located in the British Virgin Islands (BVI)) with the networking group, Business Chicks, the group decided to build a women's shelter for DV survivors in the BVI. The group is now helping to raise a total of \$350,000 USD and the shelter will be opened by December 2020.

# LEARN HOW TO EMBRACE

# 'My Beautiful Self'

WITH DEIDRE SCHILL

BY SUSANNAH PASK



## SELF-EMPOWERMENT LEADER AT MY BEAUTIFUL SELF

Deidre Schill is a talented self-empowerment leader.

She launched My Beautiful Self in May 2018 and she offers a variety of services, including life and business coaching, Rapid Transformational Therapy (RTT), Emotional Freedom Technique (EFT), one-on-one sessions, workshops and corporate empowerment sessions. All her services are available face-to-face, via phone or online.

Deidre's own life has been one of turmoil and loss. She had alcohol problems and found herself pregnant and made redundant. Her brother was diagnosed with terminal lung cancer. To cope, she practiced meditation, took up walking and started working with her coach and mentor, Sally.

'Without her I would not have made it through the seven months supporting my brother and family through that extremely challenging time. I learnt about EFT (tapping) and wow, what a saviour it was. It literally has changed my life', Deidre told us. 'It was during this journey that I realised that the words we say to ourselves, the stories and beliefs that we hold are ours to change. We do not need to stay "stuck" within an old belief that prevents us from being our best selves and being present in the moment and available to achieve what we set out to achieve. There are some fantastic tools that can get us through challenging situations.'

In 2017 Deidre completed her EFT practitioner's course and started her business, My Beautiful Self. In August 2018 she graduated as a master coach and in December 2019 graduated as an RTT.

Deidre's main focus with her clients is on Rapid Transformational Therapy. RTT embraces many of the positive aspects of hypnosis and hypnotherapy that are known to produce a transformative effect on clients through the use of trance, regression and hypnotic conditioning. However, RTT goes beyond that, diagnosing what works with clients to build a new therapeutic approach. Unlike traditional hypnotherapy, RTT does not rely solely on positive reinforcement and it is a process that produces faster results than other therapies.

Deidre's Y is to work with women to heal their inner child. She helps those who have been dreaming of

both personal and business success but have found themselves stuck in an emotional turmoil. They look in the mirror and hate themselves for being worthless, overweight, unsuccessful or unattractive. They constantly let themselves down and blame others for their failure but they know deep down that the only person who is really at fault is themselves. They have no idea how to forgive themselves, or, indeed, why they hate themselves in the first place. They just do. They are self-sabotaging, they procrastinate and they're constantly in a dark place, trying to pretend that everything is peachy.

'My Y is to show women who feel broken and believe that there is something wrong, how to love themselves first, find their inner connection and reclaim the power that they gave away in their childhood. I want to show women how to be the best version of themselves and how to have the confidence within themselves to achieve anything', Deidre explains.

She gave us an example of Sammy, a client she recently helped. Sammy desperately wanted a certain man to like her, but he wanted nothing to do with her. He, apparently, felt as if she was just too much work. She was in the depths of despair. She felt that no one loved her, that she was alone and was so afraid that she was going to be alone for the rest of her life. She felt completely broken. She had big dreams to be a singer in a band and dreams to become famous in Australia.

And now? She has a wonderful partner who is the drummer in her band. She is the lead singer for the band Styles Crew, which is very popular in Queensland. She has her own fitness studio called Prime Fit where she not only teaches her clients how to train but also how to change their thinking around what they want to achieve in their lives. She has quarterly events where her band plays live whilst she is leading an aerobics class and giving tips and tricks on mindset.

'She is a beautiful lady who is so full of life and energy and who has worked through so many limiting beliefs to achieve what she so desperately wanted, but just couldn't do by herself', says Deidre.

And that's what excites Deidre about her work.



“

I WANT TO SHOW  
WOMEN HOW TO BE  
THE BEST VERSION OF  
THEMSELVES & HOW TO  
HAVE THE CONFIDENCE  
TO ACHIEVE ANYTHING.

– DEIDRE SCHILL

”

### *Deidre's Plans for the Future*

- Speaking engagements
- Corporate seminars
- Online and face-to-face workshops
- Seminars
- Blog posts
- YouTube video channel with tapping videos and hypnosis
- Recording professional hypnosis for downloading
- Therapist at high-end retreats
- Write a book
- Host own retreats

COFFEE & HOPS PHOTOGRAPHY

# Meet Ronnie Benbow

## THE CARERS CARER



BY SUSANNAH PASK

Did you know there are children as young as eight caring for their parent or sibling?

There are over three million unpaid carers in Australia, so who cares for these carers?

Ronnie Benbow has always had a burning passion to create a 'healing haven' for carers so they can restore their own wellbeing in a safe, nurturing environment. With her background in health care, Ronnie would see carers directly who had worse health issues than the person they were caring for. She often asked the question, 'Who cares for these carers?' Ronnie is passionate about giving back to those who help others, in particular teenage carers that are not identified in the community.

Ronnie officially launched The Carers Foundation Australia in 2015, a unique organisation which is a full DGR1 tax-deductible charity. Prior to this, with the support of her husband Michael, they had been privately funding carers' wellness retreats for over 14 years. During this time, Ronnie became a carer herself as her husband had a near fatal accident, one of their sons became gravely unwell and she was caring for both her elderly parents. Naturally, her priorities changed, and her vision was on hold.

Knowing personally and professionally the unrelenting demands of caring, Ronnie was even more determined to make her vision a reality. After her beloved father passed away, Ronnie established the foundation, as she saw the significant difference these programs made to carers' lives, and wanted to support them with her programs physically, emotionally and mentally.

Operating solely with financial support from grants and some donations, The Carers Foundation provides one-day and three-day wellness programs at no cost to eligible unpaid carers at a center catering specifically to them.

The foundation has been using this venue for the past 17 years, however have outgrown it, so they are looking to move into a new center in 2020. These unique programs are based on a preventative model of care, are person focussed and include professional services to teach coping strategies, build mental health resilience and restore wellness.

Ronnie witnessed first-hand the impact that caring has, as the carers arrive stressed, exhausted, burned out, almost broken and riddled with guilt for taking time out. They have complete compassion fatigue. After time spent at the program, whether it be one day or three days, the carers leave feeling empowered with a completely new perspective on their situation; they are more resilient and have a sense of hope and support. They feel valued, cared for and have made real meaningful connections that will be ongoing for life.

'The most rewarding outcome is to see carers meet others in similar situations that enable them to share problems and find new solutions, plus make new lifelong friends with people that completely understand what it's like to be a carer', says Ronnie.

It is a documented fact that carers have the worst health of any group in Australia, and two out of three have severe mental health issues, leading to depression and often suicidal thoughts due to the intense pressure and social isolation of caring at home. This includes young carers from the age of thirteen.

Carers save the community over a billion dollars a week. Yet, there is very little funding for carer respite. That's where Ronnie's vision comes to fruition.

There are hundreds of testimonials from carers who have benefited

from this extraordinary organisation. Kathie Crawley has intense caring circumstances for her daughter, who has catastrophic seizures every day, often every hour, and has benefited immensely from the program.

'I have been privileged enough to attend the wellness programs which have been fantastic. I've stayed in contact with most of the carers I've met there. Some have been so isolated and have had no friends and by going to the retreat they have made new friends and, in some way, we have all helped each other. We finally have a support network as most of us are ONE crisis away from a break down. Well, at least that's how I feel. Together we can make a difference, but unfortunately all the hard work of The Carers Foundation can only continue if funding and donations are available. It's the only organisation that I know that gives directly to its clients. No middleman, just amazing people working so hard to make this possible. Please, please, please consider these angels who have put everything into this dream of helping carers. Support them to continue this life-saving and life-changing program. Remember anyone, anytime can become a carer or need a carer. Life is fragile', Kathie says.

There is no cost to eligible carers, as they have limited funds due to the medical costs, and are not working. Ronnie and her team actively fund raise and apply for many grants to make this possible. In 2017, The Carers Foundation received their first government grant to provide wellness programs. This was backed up by a three-year flagship partnership with The Coca Cola Australia Foundation to provide wellness programs to young carers. Current funding sources include donations, grants and active fundraising events.



## Ronnie's Plans for the Future

### RAISING AWARENESS & FUNDING

As a charity it is always a challenge to raise adequate funds and make the charity sustainable. Caring for others is not a sexy topic, however the outcomes we achieve are important, as no one really cares until they forced to. Our future plans include:

Raising awareness for The Carers Foundation Australia nationally, since it is a relatively unknown charity. Ronnie will spend more time speaking, networking and advocating for carers and highlighting what we do at the foundation. We offer real support by real people.

Establishing a larger wellness center for carers in 2020 that will be available 24/7, so carers do not have to reach breaking point before they get some time to restore their health. We need to raise over four million dollars to achieve this. We have outgrown the current facility and the demand is increasing with over 250 carers on the waiting list. This new center will also be a training hub so we can train our staff and volunteers to expand our reach nationally, then internationally.

Generating recognition of our corporate strategy campaign and fundraising events planned for 2020.

Establishing our social enterprise model to make the foundation sustainable long term. The goal is for The Carers Foundation Australia to be known as the specialist organisation for wellness program retreats for carers; other organisations will collaborate and invest in their staff and carers with these wellness programs.

Raising awareness for carers, specifically young carers, since they are all the hidden heroes in our community. We want to inform the public about how these people give up their lives for their loved ones, with very little support available, and make every carer heard and supported.

Expanding our reach of young carers. The Carers Foundation is a recipient of a Paul Newman Foundation grant for 2020 which will be for young carers in rural areas affected by drought.

Increasing our Joy and Inspiration Program for young carers. These are dream adventures for young people that miss out on their teenage years.

*'The Carers Foundation is the ONLY charity that provides carers wellness programs in Australia. Our programs are life changing and often lifesaving.*

*You can make a difference by supporting us to help these selfless people cope.'*

– RONNIE BENBOW

PHOTOGRAPHY: LEONI BOLT  
HAIR & MAKEUP: FACIALBEAUTY.COM.AU

Empowering *You* to become the best version of yourself



# MARTIENNE LUZ ANGELIQUE

## CEO & FOUNDER, SAVVI GROUP GLOBAL

Tax, Accounting, Business Finances, Personal Money Management, Wealth Creation, Women's Empowerment – and more!

BY SUSANNAH PASK

She's a chartered accountant and wealth educator with more than 25 years' experience, however she is not like any accountant you've ever met. She is a visionary, an entrepreneur, a published author, a wealth creation and structuring expert and a public speaker with a broad range of technical accounting, taxation, wealth and advising skills. She is an advice specialist and wealth strategist.

'I have always had a passion to inspire and empower others to achieve success and wealth. I believe everybody deserves to be financially free and to live a life of absolute joy. As a chartered accountant I do not have a fear around numbers and money and I'm very comfortable around wealth and success. I understand money is simply a form of energetic exchange. It has no emotions attached to it other than the emotions we put on it', Martienne explains.

As a young child of about eight years old, Martienne noticed how differently people reacted to money. She tried to understand why, and this started her journey to discover what makes people do what they do. At university, she took courses in psychology and was very lucky, in her early years of accounting at Deloitte, to work with many high-wealth individuals and families. She saw a significant difference in how

they thought and acted about money, wealth and success.

She started her practice as the sole principal back in about 2013, though her vision for the business had been with her for about 15 years.

The business name Savvi was given to her while meditating. It's an acronym, reflecting the pathway to wealth and success:

S – Systemise  
A – Automate  
V – Values  
V – Vision  
I – Implement

'My vision was about providing a pathway and plan that could easily be followed. I saw that people weren't achieving the wealth and success they desired', she tells us.

Savvi Group Global is made up of the following businesses:

- Savvi Accounting, which focusses on tax, accounting and compliance;
- Savvi Business is about systemising and automating and providing a full-service, outsourced finance team for entrepreneurs and business owners so they can focus on running the business knowing their finances are fully sorted;
- Savvi Money, which will be launched in 2020, is about personal money management and removing limiting

beliefs around money;

- Savvi Wealth is about wealth creation – working with people to create a wealth plan and strategies, and supporting them to achieve that. This touches on business, property, investments and more, including structuring and asset protection; and
- Savvi Devas, which will be launching in 2020, is a women's mentoring program to empower women around money, wealth and success.

The Savvi Devas program is something that is close to Martienne's heart. It's about empowering women to see that they are truly amazing and have the capacity to be financially independent and be all that they wish to be.

*'I believe wealth and success need to be created from a space of passion and inspiration'*

– MARTIENNE LUZ ANGELIQUE



*'I love to sit with someone... and draw out of them their vision and their passion.'*

– MARTIENNE LUZ ANGELIQUE

Tax and compliance, she believes, are not services that add any value to a client. 'I have certainly never met a client in my 25 plus years of working in tax and accounting that has found value in tax or compliance. However, I believe in understanding the rules and working those rules to the advantage of my client. Most accountants are actually policemen for the ATO. I refuse to take on that role and focus on being of service to my clients to get the maximum benefits and advantages that they can out of the existing system.'

She has an ability to understand and decode numbers and law and bring it down to layman's terms for people to understand. She is cheeky and loves to have fun. She's elegant and she's a rebel who loves to push boundaries. She is a disruptor who loves a glass or two of red wine! She really loves delving into the heart of what makes people tick – and that makes her so much more than an accountant.

'I love to draw out of people their innate magnificence that they haven't yet seen for themselves.'

Martienne's Y is easy to see. It is her joy and passion when helping clients create their wealth and success. She truly believes that we are all meant to have a life of absolute bliss and joy with the freedom in every moment to choose what we wish to do with our time. She loves doing what she does because it inspires her to see the potential and the magic in people.

### *Martienne's plans for the future*

Continue to grow my business.

Launch Savvi Money and Savvi Devas.

Publish several more books.

Launch a number of online programs.

Do more speaking engagements.

Impact as many people as possible to be inspired to take action around their own wealth and success, and to take responsibility for who they are and the life that they desire to live.

ANNIE NOONE  
FOTOFORCE  
PHOTOGRAPHY

“

*You can  
jump from  
any height*

IF YOU'VE PACKED  
YOUR OWN PARACHUTE.



LIVIA YORK  
(LOYAL YMAG® READER)



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