

BUILD YOUR BUSINESS & THEY WILL COME

Stories of women building heart-centered businesses
– their inspirations, challenges, and victories



Women
CREATING
our futures

C Y N T H I A J A M E S

J E A N H E N D R Y

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TABLE OF CONTENT

INTRODUCTION 6

CYNTHIA JAMES

DIDN'T KNOW WHAT I DIDN'T KNOW..... 9

JEAN HENDRY

TRUE CONFESSIONS OF AN OVER-THINKER 15

BETSY ABRAMS

JUST BUY THE BUILDING! 21

CASSANDRA BABTKIS

ENERGY WORK 25

DIANNETTA CHARGOIS

FAKE IT UNTIL YOU MAKE IT 31

CHERI COLEY

A RESTORATION OF PEACE 35

TABLE OF CONTENTS

<i>VERONICA GALIPO</i>	
IT'S MY CHOICE	41
<i>CATHY HAWK</i>	
THE POWER OF CLARITY	49
<i>MELINDA JACOBS</i>	
STEPPING STONES	55
<i>CHRISTINE JOHNSON</i>	
BREATHING INTO TRUST	63
<i>CARIE KING</i>	
TRUSTING MY INNER CALLING	67
<i>LIEZEL LANE</i>	
HINDSIGHT IS 2020	71

TABLE OF CONTENTS

KRISTEN LENA
ENTREPRENEURSHIP TAKES COURAGE 79

KATIE LEWIS
A CALLING TO SERVE THE YOUNG 87

JANICE MCDERMOTT
LEAP AND THE NET WILL APPEAR! 93

LORETTA MOORE
NEVER TOO LATE! 99

KELLY O’CONNOR
SAY YES TO THE PRESS. 105

JANINE VALENTINE
BURN YOUR SHIPS 109

INTRODUCTION

This book is dedicated to women creators, business owners and visionaries—all female entrepreneurs dedicated to bringing their messages and hearts to our planet. We hope it inspires you to uplift your gifts and talents in service to others—our world needs you.

An **entrepreneur** is an individual who creates a new business out of nothing but an idea, bearing most of the risks, doing most of the work, and enjoying most of the rewards. The **entrepreneur** is commonly seen as an innovator, a source of new ideas, goods, services, and business and/or procedures.

You may or may not have already started your business. You may just be ready to begin, or on a new path toward developing your ideas, or maybe you are already steeped in your business. Wherever you are, this book will lift you up, re-ignite your passion and prove to you that you are not alone. Creating your own business is incredibly important because:

- » **Entrepreneurs** boost economic growth by introducing innovative technologies, products, and services.
- » **Entrepreneurs** challenge existing organizations to become more competitive.
- » **Entrepreneurial** activity raises the productivity of economies.
- » **Entrepreneurs** create new markets and wealth possibilities.

Women Creating Our Futures (WCOF) was birthed out of a need we saw for women to have a community that nurtures their dreams and desires, providing both support and accountability. The evolution of our WCOF entrepreneurial journey has resulted in an annual **WCOF Conference**, an annual online **Mastermind Program**, the **WCOF Possibility Portal** and the **Academy of Women Emerging (AWE)**—an in-depth program for women entrepreneurs). And as we continue down this path, there are more ideas, programs and tools ready to emerge! (To learn more about us, visit www.womencreatingourfutures.com.)

It has been our privilege to witness so many women step up and out in ways they could never have imagined, and it's our joy to be catalysts for their growth and expansion. We hope that there's a story somewhere in this book that inspires you and generates a desire to create whatever is calling you. Just remember: **anything is possible and we all start somewhere.**

Every contributor in this book has a fabulous story to tell. They have each walked their path with no roadmap or compass. Each woman dared to follow her heart and leap into the unknown.

One step at a time is all it takes. Enjoy and dream big!



Cynthia and Jean

BUILD YOUR BUSINESS & THEY WILL COME



Cynthia James

DIDN'T KNOW WHAT I DIDN'T KNOW

Cynthia James is a transformation specialist who guides people as they make changes for lasting healing in their lives. Once a Hollywood actress, Cynthia excels as a speaker, coach, singer and multiple-award winning author. Cynthia has coached and supported thousands of people into vibrant living. Her Advanced Awareness Coaching offers depth, focus and results for high-level business leaders. Cynthia is personally committed to utilizing creative expression as a vital and effective healing modality that will assist everyone in their own personal and professional growth.

DIDN'T KNOW WHAT I DIDN'T KNOW

I have always been a visionary, so the idea of stepping out on my own and becoming an entrepreneur just felt right. I knew I was a teacher, speaker, author and coach. I knew people were drawn to me. I knew that consciousness created reality. So, I listened to my inner calling, got an office and set a powerful intention.

However, one thing I didn't know was how to run a business. I had always worked for someone else. Although I had managed groups of people and projects, I had never actually been the person responsible for an organization.

One day, I sat in my office and took stock of where I was. I was a sought-after speaker; had a number of products (books, CD's, meditations); had created several workshops; and was gaining visibility on social media. It all looked good, but I was clueless as to how to monetize all of this and bring in clientele.

I was invited by a world-renowned leader to a weekend for entrepreneurs and I gladly accepted. It was complimentary and I thought I would get great insights. As I sat in a room of 40 entrepreneurs from all over the world, I was stunned. I realized that I really didn't know how to maintain a successful business; I didn't have a strategy. Tears filled my eyes. One of the facilitators asked me what was going on. I shared how inadequate I felt. She was kind enough to listen. She suggested that I might want to

enter the program. Then, I asked, “How much is this year long program?” She smiled, “\$50,000.” I almost fell over. My mind was racing. We were on a break and I cried through most of it.

The woman that invited me came over to me. I thanked her for the invitation but I made it clear that I was not ready to do this program on any level. She looked me in the eye and said, “That is because you do not see what I see! You are a leader; you just need to learn how.” Something coursed through my body. I knew she was speaking truth.

I walked into the hallway and called my husband. He was traveling for work. When he answered I said, “What I am about to say is crazy. I know I just quit my job, but I want to take \$50,000 from savings and do this program.” I told him how powerful it was and how much information was being shared. He was quiet and then said, “What does your heart say?” I took a deep breath and said, “It says: do this.” Without hesitation, he said, “Then, you must. You will be guided.” So, I took a leap of faith.

For the next year, I was on a roller coaster ride. I had to face my beliefs about money. I was called to create a new way of dealing with my finances on every level. It was not easy. There was a lot of guilt about choices that I had made and how denial had created costly circumstances.

I had to look at my inner people pleaser. She is the one that doesn't want to hurt anyone's feelings and always puts herself

last. That was a hard one because I wanted to be liked and I thought validation came from others.

What I learned in the rooms was beneficial, but my greatest learning came from my coach. She was relentless and never allowed me to give myself excuses and permission to run, hide, deflect or pretend. I had deadlines and she held my feet to the fire. She made me be accountable to my vision, strategy and gifts.

What did all of this do for me? Well, it transformed my business and me as a leader. The following happened:

1. I became intentional about who I served and why.
2. I released team members that were not in alignment with my vision and values. (This was not easy or fun.)
3. I became clear about my finances. I hired an accountant that gave me monthly reports. I learned to read these reports and become clear about my current financial state.
4. I worked with a social media strategist to create powerful content to build my platform.
5. I expanded my product line and created a space for people to buy in multiple areas.
6. I re-created my website.
7. I only said yes to people and events that were in alignment with my vision, values and mission.
8. I did something every single day in support of my dreams and my business. Sometimes it was only 30 minutes, but I was determined to create success.

All of this was hard work. Sometimes I felt inadequate, discouraged and overwhelmed. However, I was clear that I was living the life of my dreams; my passions were being delivered through channels that I would never have imagined and I was excited about the possibilities of me staying focused. Every morning, I got up and did my spiritual practice. I worked out 3—4 times a week. I paid attention and made time for self-care and created a vision board that was always in front of me.

The payoff was amazing:

- I set a goal for my finances and within a year, I made back my original investment in the leadership program.
- My income went up by 40%.
- My mailing list grew by thousands.
- My social media visibility grew by over 30%.
- My clientele grew by 30% (many by referrals).
- **Women Creating Our Futures** was founded with Jean Hendry.
- **Women Creating Our Futures Conference** is going into its sixth year and is now virtual.
- **AWE—The Academy of Women Emerging** was birthed and now supports women entrepreneurs, around the country, to thrive in their businesses.

As I write this, my heart smiles, AND it is not about the most important thing I learned. I now embrace the fact that my life is not compartmentalized. I am a whole person and it is imperative that I nurture every single part of myself. The “workaholic” inside

me has retired and has been replaced by a CEO that loves the work she does but does not let it overtake the human need for family, friends and self-love.

Today, I work more harmoniously than I ever have. I work hard but I have a schedule that supports my health and well-being. My morning spiritual practice is non-negotiable. I eat dinner with my husband every day. I connect with my children and grandchildren. My friends get love taps from me in unexpected ways (texts, emails, phone calls, invites for tea—even if they are virtual). I recognize that this kind of balance feeds my soul and gives me more energy to do what I love.

I do not know what the future holds for me and I have no way of knowing what is next. What I do know is that I am enormously grateful to be on this planet, at this time, doing what I love.

BUILD YOUR BUSINESS & THEY WILL COME



Jean Hendry

TRUE CONFESSIONS OF AN OVER-THINKER

Jean Hendry's work is focused on supporting you in confidently living the fullest version of yourself by recognizing and owning your unique brilliance. Jean's transformation evolved out of many years of self-doubt, low self-esteem and "not good enough-itis" to recognizing and loving her gifts and beauty and confidently sharing them with the world. Her passion is helping women escape those traps and see the beauty in themselves, bringing their brilliant best to the world and having the confidence and the self-esteem to live the full life they deserve.

TRUE CONFESSIONS OF AN OVER-THINKER

The truth is, I “FELL” into being an entrepreneur, not out of my own planning or design, but simply because I didn’t think anyone would hire me. I was leaving the corporate life after 15 dedicated years, ostensibly because they were offering a good package (which they did), but really because I felt pushed. No one said anything, but it was pretty clear that if I stayed, the work I would be doing would be soul-sucking—and I had already had enough of that.

But, I didn’t feel drawn to anything and no, I didn’t have a dream of building something to light up the world—I just knew I had to do SOMETHING ELSE. I was sure no one would hire me—I had put out a few feeble feelers and gotten no hits, so I felt way too intimidated to pursue that route. Just like the girl who married the first guy she ever dated, I had gotten a job from the first interview I ever had, so I had zero confidence that anyone else would be interested in me. As a girl who grew up on a farm in rural Texas, I was the only one in my graduating class of 35 people to actually leave that small town and do something else, so I had already far exceeded my role models and my imagination. (In retrospect, I realize that was a manifestation of the total lack of self-esteem that lay beneath the façade I projected for a very long time, because even though I’m a pretty smart woman with some pretty dynamite skills, I couldn’t see that back then!)

And so, it seemed my only alternative was to go “do my own thing.” But even then, I didn’t trust that I could do it on my own, so I found a safety net. I went into business with a partner—a man because... well... you know... I needed the credibility and the security. I quickly learned two things: 1) I was capable of far more than I gave myself credit for; and 2) this was definitely NOT my dream!

I’d love to say that I had a major epiphany at that point, that I figured out what I wanted to do with my life, and headed down that path with passion and purpose. There are so many wonderful stories about women who have done exactly that (even some in this book!), so I know it is true and possible. But that just hasn’t been my story. Isn’t there supposed to be that moment where there’s some big thunderclap and suddenly the heavens part with a bright light shining forth, illuminating everything?

To say I’m an “over-thinker” is like calling the Titanic a mere tour boat—it’s a bit of an understatement. I’m the kind of person who wants to skip to the ending to see if it’s worth it—jump to the end of the book to make sure I’ll like it, read the movie review to see if I wants to invest the time, learn the gender of my baby ahead of time so I know how to plan. So I over-thought and over-analyzed my way into starting several other businesses with various other partners, listening to their ideas and discounting my own. And all along, I was waiting for that postcard from the Universe saying, “HERE is the thing that is

waiting for you, that you are supposed to be doing!” But it never came. I just kept starting things.

And then the epiphany DID come—but it wasn’t the one I thought I was looking for. As I look back over so many things I’ve traveled through—co-creating a company of 20 people and \$4M in revenue, navigating a bankruptcy, developing a thriving coaching practice, treading the waters of investment debt, uplifting and empowering women in their brilliance and their businesses, and so much more—my “aha!” was just how valuable each experience had been for my journey, my growth and evolution. Just like puzzle pieces fitting together, they seemed to bring awareness, wisdom and connection into my current place of contribution.

In one of my favorite books, **A Prayer for Owen Meany** by John Irving, the lead character, Owen, believes he is an “instrument of God,” and at the climax of the book, you learn how all of his experiences up to that point have directly contributed to his success at this most critical juncture. I no longer believe I’m headed towards one startling “Eureka!” but I think that Owen got it right—there are no accidents and every single thing I have done and experienced has value and has contributed to my growth. Learning to believe that truth has been my biggest evolution.

A friend of mine once shared a dream she had, one that was so vivid for me that when she shared it, I later realized it was also for me, so it has become my vision too. In this vision, I am walking slowly, trying to see where I'm going—the view before me is gray, foggy and unclear, and I am unsure of my next step. But when I turn and look behind me, the vista is rich, vivid, colorful and alive—I see all of the experiences, people, and connections that make up my past. And I'm aware that each and every one of those came from a “next step” that I took into that gray, foggy uncertainty.

So I'm learning to appreciate and to thrive right where I am, and to be grateful for the insight each endeavor brings. My current businesses—**Be Brilliant**, where I support women in uncovering their brilliance, both internally and externally, and **Women Creating Our Futures**, where I partnered with Cynthia James to uplift women in exploring and creating their own possibilities and greatness—are heartfelt and enriching for me, and I am confident in the value I provide. And as usual, I am dipping my toes into future possibilities and the next step. But surprise! I've let go (well, for the most part) of needing to know how it will end.

Actually, that's not entirely true—I already know how it will end. History has taught me that I will keep experiencing, learning, receiving gifts and making mistakes, and that ALL of these will enhance and contribute to whatever is next for me. Like Owen, I am an instrument of good for the Universe; I will keep building, expanding, and learning and they will keep coming.

BUILD YOUR BUSINESS & THEY WILL COME



Betsy Abrams

JUST BUY THE BUILDING!

A self-described spa junkie, Betsy, owner and founder of Five Wellbeing Studio and Spa is committed to the wellbeing and connection of her community and employees. She has spent the last 6 years creating a business that supports others in deeply caring for themselves and is currently most passionate about the work the spa is doing with caregivers and clients that have been experiencing cancer. After obtaining a double masters in Spiritual Psychology and Counseling Psychology and working as a psychotherapist now turned spa owner, Betsy has developed a unique perspective when it comes to offering a variety of unique and effective treatments that deeply relax and reconnect her clients to their best selves. Influenced by the memory of her late husband and her desire to bring more wellbeing to the community, she aspires to expand Five Wellbeing Studio and spa in the next few years.

JUST BUY THE BUILDING!

In my opinion, every journey starts with a good story.

My story is bittersweet, and I hope it will inspire you along your journey. In 2013, I lost my husband and love of my life to pancreatic cancer. He fought hard and I fought hard next to him for one year and a half. During his illness, I knew I had to do something to support myself, so I ended up in a Science of Mind 101 class with one of my girl crushes, Cynthia James. In the class, we were working on standing in our power and I stood up and claimed that no matter what God had in store for my husband, I was going to create a place for people to heal. I needed that place at the time, but with a young daughter of six years old and a sick husband, that place was far from what I could fit into my day. But, the seed was planted. After my husband made his transition, I was driving down one of the main streets in my community and noticed this really cool building that was for sale. It's almost like I heard my husband's words, "What do you dream of?" and "What do you want?" I knew I had to call the Realtor. I had no business looking at real estate four months after my husband died—that was ridiculous. I did anyway. Unfortunately, that building was a big NO for me. I didn't have a clue what I was going to do in "this building," but I still looked. The young Realtor took my name and called me two weeks later with another option. That was when I stepped into my power and "bought the building."

Was I scared? Heck yeah! But, it felt right. Then, the ideas came and the right people showed up to help me. I created a healing place called Five Wellbeing Studio + Spa. The focus of my spa is to create a deeper experience for the client so that they leave feeling better and more connected than they did when they arrived. I had never owned a business, but I had been a part of large corporations that had taught the skills I needed to get going. I would say one of the most important inner tools I used was trust. Trust in myself became something that I would continuously muster as I created my vision and then opened the business. Trust helped me tune into my inner being and make decisions that propelled my vision forward.

The other tool I found myself using was authentic vulnerability. Being in the service business, I knew that I didn't have a business if I didn't have employees. I nurtured the relationships with my employees from the start and set the tone for a collaborative and authentic workplace. I often get very real and vulnerable with them in meetings and I provide them with real and meaningful information about the business. I tell them everything that is appropriate for them to know, they trust me and know that I am their advocate. It doesn't mean I am a push over, because even though 7 of the 15 employees at Five Wellbeing have been with me from the start, I also had some real learning opportunities with many others that are no longer with me.

Remember the part about trust I mentioned earlier? Well, that part of me also got me into some sticky situations with a few key

people in my business. I trusted a few people to help me run my business and I didn't watch over my vision. I was blind to the fact that a key person was destroying the "place" that I created, but I was helpless as to how to get out of it. Luckily, I had signed up for **Academy of Women Emerging** to learn more about being an entrepreneur. This group helped shine a light on how my trusting nature had gone awry, but it wasn't too late to check back in and make some new decisions. With that new awareness of how my trusting nature needed to be redirected toward a more self-honoring trust, I was able to develop a strategy that worked with my personality and I was able to let that person go. That process took me four months and it was agonizing. The good news is, the next time I had to exert the same process, it only took me one month, and the time after that it only took me one week. That muscle of self-honoring trust became stronger and I became more of the CEO of my business than I ever was. It also turned out that my employees trusted me even more because they saw that I was willing to do what it took to create a safe and honoring place for them to work.

Why did I title this "Just buy the building?" I did because every good idea starts with a step. My step was huge. It was me buying 5602 S. Nevada St. Yours might be something else—like buying a domain name for a business idea you have, or reaching out to someone that does what you want to do. It doesn't matter how big or small your step is. I always say "Spirit meets you at the point of action." What is your big action step? Step towards your vision and "just buy the building."

BUILD YOUR BUSINESS & THEY WILL COME



Cassandra Babtkis

ENERGY WORK

Cassandra is an intuitive energy artist, specializing in painting Energy Portraits for her clients. In this work, Cassandra pursues her passion for helping others by combining art, energy work, and soulful connections. Her intuitive abilities started from a young age with dream premonitions and has since strengthened over the years through her empathic and clairsentient nature. Her main focus now is painting beautiful and insightful Energy Portraits for her clients. Cassandra is very grateful for her gift and feels that she honors it by sharing it with others.

ENERGY WORK

As I walked along the temple grounds in the city of Kyoto, I was drawn to the sound of Buddhist monks chanting in prayer. The foreign Japanese words pulled me in, and I found myself entering the large, spiritual room where a service was being held. I removed my shoes and took a moment to admire the beautiful, golden shrine. Twenty monks occupied the space, kneeling. I sat on the floor in silence, cross-legged, breathing in the vibrational tones of the monks' deep voices. I closed my eyes and inhaled deeply, feeling the sacred warmth the temple provided. A traumatic image crossed my mind—my mother. I relived witnessing her last breaths, my hand on hers as she gasped for air, but only able to take in broken pieces of air not enough to fill her lungs as she lay there in bed. Another deep chant from the red-robed monks filled my ears and helped me release the air I held tight in my chest. Suddenly, the traumatic image in my mind shifted and instead of seeing her lie lifeless, I saw my mom's angelic spirit lift from her body. Her spirit hovered. Flowers were now in her hair and she looked so peaceful. I felt my body release a tension I didn't realize I'd been holding. My next breath came easily as I enjoyed this new image in my mind. It was beautiful. It wasn't haunting anymore. I opened my eyes in disbelief that this sacred place healed my once traumatic memory.

To this day, I still feel a greater sense of peace when I recall my mom's final moments on Earth. I'm grateful for my trip to Japan because not only did I feel a deeper connection to my mom, but I also had

a revelation to do something more with my life. I debated using the inheritance money my mom left me to start a business. I spoke to my husband about it. He was incredibly supportive and wanted me to be passionate about my career. I felt he truly believed in me. With his encouragement and a rumbling in my gut, I decided to go for it and Sensitive Soul Fine Arts was born. I jumped into my art and photography business full time and did everything on my own. I didn't want to hire help, mostly because I believed in myself to learn the skills needed to run a business. I took on accounting, filing for the correct licenses, making prints of my work, and using my previous experience in marketing to run my social media campaigns. Before I knew it, I barely had time to create new art!

I wouldn't change taking on everything myself in the beginning because I learned valuable skills. However, I should have hired help after my first year so that I could put my energy towards joining a community of entrepreneurs to learn from, understanding more about sales, and making new art. I should have been more open to my family's opinions. I was stubborn because I got caught up in the excitement of working for myself and getting to make all the decisions. At times, I felt like my family was trying to tell me how to run my business. I realize now that their advice was coming from a good place, and they just wanted to help me succeed.

One piece of advice I did take to heart came from my sister. She told me to take on every opportunity that came up, even if I didn't think I was ready. Specifically, I was invited to set up a

booth for my art at no charge (which I now realize is incredibly rare) but had no idea how to run a booth at the time. With my sister's words in my head, I decided to take on my first art show. I researched how to make my booth appealing, accept payment, and get the business licenses I needed. If I hadn't seized the opportunity, I wouldn't have gotten experience on how to talk to customers, create the right marketing materials and so much more beyond running a booth. I also learned that not having heavy enough weights to hold down my booth's canopy at an outdoor show meant that the wind will happily drag it across the courtyard!

With every new art show, I gained more confidence and was fueled by even the smallest compliment for my art, but that fire in me slowed down. Each month, I was spending more than I was making. It was difficult to see the numbers. Not only was it a financial challenge, but an emotional one as well. I became disheartened and questioned if being an artist was the right path for me. I remember lying on the floor in my house one day, thinking of my mom, and crying my eyes out. I kept saying to myself, "I just want to do something where I can make art and help people at the same time." I've always wanted to help people but never found the right avenue.

At my next art showing at a farmer's market, I met a woman who was very drawn to my art. The more I talked to her, the more I felt compelled to get to know her. We exchanged numbers and met for coffee the following week. She shared her spiritual

background being a medium and how she connected with the artwork she'd bought from me. I talked about my intuitive side, dream premonitions and how I missed talking to my mom about that part of me. Our bond grew and she became a mentor to me. She even inspired me to explore painting with someone in front of me as I channeled my intuition.

A couple weeks later, I met a kind woman and her mom at another farmer's market. I got a good gut feeling about them and briefly mentioned how I wanted to try combining my art and intuition. To my surprise, she invited me to her friend's home and said I could paint during their meditation session. I was very excited, but also anxious. When I arrived at her home with my paint and canvas a couple of nights later, they were very welcoming. The three friends sat in meditation for an hour as I painted. As I focused on each person, I closed my eyes and different imageries flooded my mind. I finger painted an abstract version of what I saw and explained to them afterwards what came through. Specifically for one woman, I felt tension in a relationship. I saw two colors colliding and separating again and again. I told her that I sensed conflict but great love. It seemed their bond was strong, but they were trying to work out their differences. The woman became emotional and explained that was exactly how she felt about her son. She mentioned how she was just telling her friends about it before I arrived. I hugged her and she was grateful I shared this with her. At the same time, she was shocked about how I could possibly pick up on that. I shared what I felt with the other two friends and they too

connected with what I painted. It was in that moment I knew I wanted to pursue this further. This was how I could create art and help others at the same time.

Today, I call these sessions Energy Portraits. I have been painting them for people ever since. I switched up my marketing as I took my business in this new direction. I researched my target demographic and started painting Energy Portraits at spiritual shows, the **Women Creating Our Futures Conference**, and virtually from photos. I learned that I connect deeply with people who have a spiritual background. I developed a ritual before each show where I ask the universe to connect me with those who could use my services and appreciate what I do. I then say that I am grateful for the gift I've been given and that I will do my best to share it with others.

Creating Energy Portraits has felt like a true calling. I am happy to fulfill it and could not have come to this place on my own. Every person I met along my business journey, I met for a reason. They helped me get to where I am today. I honor my mom with my work and thank her for waking up this gift I had inside me all along. I am also grateful for my supportive mentors, husband, sisters, and dad for believing in me through all the ups and downs. I now have a private art studio in a yoga and wellness center, where people can book an Energy Portrait session with me. It is a safe space where I connect and share intuitive insight with others through art. I look forward to growing my Energy Portrait business and connecting with others.

BUILD YOUR BUSINESS & THEY WILL COME



Diannetta Chargois

FAKE IT UNTIL YOU MAKE IT

The Mother-Daughter team of Diannetta Chargois and Tramaine Chargois Singleton began designing clothes over twenty years ago. In 2001, they started Spoiled By Design Originals Ltd., which provides fashion design/consultation, formalwear and vintage clothing sales and rentals under the labels HOC Originals, HOC Formal Wear, HOC Vintage Boutique and Something Borrowed. In February (2015) Diannetta and Tramaine made the decision to put all of their services under the umbrella of 'THE HOUSE OF CHARGOIS.' They are also the Founders of a newly formed organization The Alliance of Fashion and Beauty Professionals Inc. They have mentored numerous college students about "what it takes to have a business." They've tried to encourage them to always follow their heart and have vehicles to get them to their goals. Through strong faith in God and believing in their abilities, they will get to a place called SUCCESS.

FAKE IT UNTIL YOU MAKE IT

We all have dreams and aspirations, but more often than not, they're just dreams that never become a reality. I quote Langston Hughes' *A Dream Deferred* "What happens to a dream deferred—Does it dry up like a raisin in the sun? Or fester like a sore and then run? Does it stink like rotten meat? Or crust and sugar over like syrupy sweet? Maybe it just sags like a heavy load. Or just explode???" As I so often think about what this means to me, I've always been encouraged to follow my dreams and never ever let them die. I talk and mentor numerous young people that have dreams, but the thing I always hear is, "When I get enough money, I'm going to do this or that." I always tell them, don't wait on anything to start making your dreams come true. **FAKE IT UNTIL YOU MAKE IT.** That simply means to act like you have whatever you want until you get it. "Faith is the substance of things hoped for and the evidence of things not seen" (Hebrews 11:1). If you want to become a designer, start designing and making clothes. If you want to be a photographer, take pictures. A model? Practice walking, applying your own makeup and doing your own hair. You will eventually get noticed and someone will think you are what you ascribe to be.

In my lifetime, as I look back at where I came from, I didn't always have the resources or money to be in the circles or attend some of the events that were thought of as exclusive. I would dress up in my best clothes and somehow, either someone would give me a ticket or I would muster up enough money to attend. I looked

like everyone else and a lot of times better than anyone else because I could sew. I always studied what the designers that I liked created and I would recreate them. That's how I started FAKING IT! If you believe and have strong faith in God and your abilities, you can do anything you want. This was my beginning over 60 years ago and I still strive to accomplish my dreams. You'll have ups and downs throughout your journey. There are never easy fixes, but you can make it. I continue to accomplish some goals each year. I add the goals I didn't accomplish in the previous year to the new goals I list each year.

It takes time and patience to wait on your dreams to come true. For some people, doors open quickly. For some others, it takes some time. Don't get discouraged when things don't happen fast; our time is not God's time. He has a plan for us all and we have to be prepared for whatever we desire. I know I've had to wait and sometimes didn't think my dreams would become a reality. I've had some stumbling blocks and setbacks and am still having them, even though I'm doing what I love. We're all under construct and I am always reminded of this affirmation pasted on my fridge, in my Bible and my composition books that I take notes in daily: "The road to success is not straight. There is a curve called Failure, a loop called Confusion, speed bumps called Friends, red lights called Enemies, caution lights called Family. You will have flats called Jobs. But, if you have a spear called Determination, an engine called Perseverance, insurance called Faith, a driver called Jesus, you will make it to a

place called Success.” Philippians 4:13 says, “I can do all things through Christ who strengthens me.”

There will be times you are discouraged and feel like giving up, but that is the time to keep going and allow your faith to kick in. Never look like what you’re going through. Put on a happy face, look to your help and allow God to strengthen you. Smile through adversity, even when in your heart and mind you want to give up. Over time, it gets easier to overcome and you learn to tell Satan to get behind you. God is a strength during trouble and a bridge over troubled waters. Learn to call upon His name and use it.

In my business I’m always thinking of ways to partner with other people that have similar vision and a desire to work together. In 2016, it was with that idea that my daughter/business partner started The Alliance of Fashion & Beauty Professionals. This is an organization for anyone in the beauty and fashion business; from photographers, beauty consultants, models, graphic artists, designers to much more. We are able to support one another in just about every aspect of the fashion business. Our desire is to always give back to our community and those who need a helping hand.

This is just a short excerpt of a continuous lifetime of opportunities.

BUILD YOUR BUSINESS & THEY WILL COME



Cheri Coley

A RESTORATION OF PEACE

Cheri Coley is a Denver hospice nurse who founded A Restoration of Peace in order to help people following tragic loss. After the loss of her son to suicide and experiencing significant secondary traumatization by a lack of caring and competent crime scene cleaning providers, Cheri went about the much needed task of redefining bioremediation and postvention services with the mission to provide assistance in returning homes and lives to a place of peaceful existence in the aftermath of tragedy. As a registered nurse, educator and trainer with over 25 years experience, Cheri provides scene remediation along with networking and referral services.

A RESTORATION OF PEACE

I have been a registered nurse for many years, beginning my career as a women's health obstetrical nurse specialist and later as a hospice and palliative care nurse. These experiences have provided me with the opportunity to be present during the most intimate moments in people's lives, while undertaking midwifery of the soul at the bookends of life during many of life's most sacred moments.

In a moment that forever changed my own life, my dear twenty-year-old son, Jacob, died by an impulsive act of shotgun suicide on September 17, 2009. I consider myself a fortunate griever as my family and I were immediately surrounded and supported by a tremendous legion of angels in the form of interdisciplinary colleagues in medicine, social work, chaplaincy, and community liaisons, including coroners and funeral service professionals.

In the midst of this profound grief, arrangements had to be made. Among those decisions was finding someone to clean the site of our tragedy. Unfortunately, I found out the hard way that there had previously been a lack of a reputable service to provide cleaning or remediation in a sensitive and thorough manner. Using the only service available at the time, vehicles arrived outside our home boasting signs that read to the effect of "Crime Scene Cleaning...Specializing in Suicides, Homicides and Drug Labs." We felt this violated our privacy and drew unnecessary attention and concern from neighbors

and passersby. The owner was unkind and insensitive and the 'cleaner' was less than thorough, leaving behind stark and gruesome reminders of what had taken place. Many sentimental and valuable items were thrown away without our knowledge or consent, and brush-strokes of white primer were splashed over areas of our walls to cover blood stains. To say this was a source of secondary traumatization is an understatement. I recognized then and there that our community needs and deserves better. I set about forming an organization based on the same interdisciplinary modules and caring tenets I had practiced under, as well as benefited from, in the end-of-life community.

Tragedy and grief leaves one feeling at a total loss of where to turn. Not only did we need someone to clean and restore the site of our tragedy, but we also needed information on mortuary services, how to navigate the confusing maze of insurance, and find grief support and counseling.

As I healed through my grief, I was challenged and called to use my experience to be a light upon the path for others who have also endured sudden and unthinkable pain. In May, 2010, I founded A Restoration of Peace as a way to meaningfully, compassionately and professionally meet the needs of sudden, tragic loss. After extensive research and education on bioremediation and postvention services, I selected and educated a team of caring and competent trauma scene technicians and contractors with a heart for service.

Respect, dignity, privacy, sensitivity, thoroughness and efficiency are part and parcel of the credo for this type of care. Networking and marketing the program within the caring community, providing excellent, sensitive service and resource information for ongoing support—provided as appropriate understanding and coping with loss, mortuary selection, grief support, teaching other responders on the principles of dignity and being a healing presence were key in this mission.

Careful selection of each candidate to be a part of A Restoration of Peace required a heart of service, thorough background and employment screening, each then going on to be educated and certified as a professional bioremediator through classes, not only on trauma scene remediation, infection control, OSHA and safety practices and victim advocacy, but also equal emphasis on decorum and self-care, requiring 100% on writing and field testing.

Upon successful completion and certification, the team members were welcomed into the A Restoration of Peace family of professionals, with a Blessing of the Hands Ceremony to honor them and in oath of their commitment to those we serve.

Because of the understandable secondary trauma experienced by those who witness or work in the area of trauma remediation, each team member individually and collectively was debriefed after attending each case and provided with listening support and follow-up resources, including counseling and Eye Movement Desensitization and Reprocessing.

Each stark reminder of a trauma scene was remediated to the specifications and wishes of each client and each were provided with follow-up resources before being handed off to the next capable and professional community networking partner.

It is said in Judaism to be a high mitzvah to care for the deceased in a respectful manner, as it is something done from the heart in a way that can never be expected to be repaid. It has been my high honor to raise the bar in post-traumatic loss, with expectations of unprecedented levels of care provided honorably by those on my team, in my community and throughout our state.

In keeping with our mission, A Restoration of Peace has brought unprecedented levels of service in the aftermath of tragedy and loss. It has been well for my soul and I know it is well with my son's spirit. May his memory be for blessing and may each of us honor our own heart's call to service with great courage to be forever strong in our faith, that we may shine a light for others along the way.

BUILD YOUR BUSINESS & THEY WILL COME



Veronica Galipo

IT'S MY CHOICE

Veronica Galipo is a Certified Life Coach & Practitioner of Hypnotherapy. She is Australian born with Latin passion vividly running through her veins, aiding her to believe in each client through love & encouragement. Each time, lifting & shifting their mind, body & soul of their unwanted self-story to shine their truth. Veronica's greatest gift is to raise people to reach full brilliance in their own, unique way. She desires to awaken each Woman to realize they have every right to get excited about living their ONE life... because they truly matter!

IT'S MY CHOICE

This incredible journey that I have been universally gifted wasn't really from any idea per se, but more signs that began to show up intuitively. I believe, when I finally came to realise the power in aligning and embracing my inner truth, things unfolded.

My name is Veronica Galipo from Vivid Living Coaching and I want to share that when I was struggling profoundly and internally with myself was when I chose to face my truth. Its ugly head was loud & clear: "I am not happy and I am the only one that can make any changes." This profound but gentle slap led me to unconsciously search for options. In the end, I had only one answer and that was: It is my Choice!

At the time, my way of existing was to keep myself distracted rather than facing how sad, empty and alone I felt. My self-voice, self-worth was non-existent when it mattered the most. They say these things come to us in all forms of tests and challenges, some are genuinely dark and horrendous, but at the right time and with the right beings, an incredible amount of transformation is possible. During my last few years, I have learned to believe in my uniqueness, have faith in the one me and slowly allow myself to come out in the open, through learning to trust my chosen beliefs, acknowledging my wants—finding and expressing my voice. My Vision is to make this wondrous expression of myself common knowledge to myself and then to the world, thus powerfully guide many women on the same path.

This definitely wasn't an easy path, but it was definitely a path worth taking.

As I took time to sieve and sort through many things from my past, I realised that asking for help from the right person would have made a profound difference. Choosing to trust in others more and asking for guidance would have lightened my overwhelm. But, I also know that getting a grip of oneself must come first. Each mini step was a slight upward tilt, which in truth, was a lift in my vibration.

I believe there is power in being aware of your emotional state, shifting and lifting it often. This conscious step has been vital in keeping me strong on my Business path.

Receiving this internal knowing of valuing myself and my well-being was essential; from this, I was guided to begin. These minuscule shifts were when I gained more clear thoughts, as well as less dis-eased corners of mind and body. Afterwards, my sadness and fears began to minimise immensely.

I feel when taking the challenge of choosing to change within and choosing to take care of you is when many opportunities present themselves. Many events occurred for me, all steering me to where I am today but all with specificity. The most impacting was the email I finally reacted to, because the year before when it first showed up, I was in such soul pain, I deleted

it. But at the right time, one whole year later, I received a very similar email—this time an internal pull took over.

This Seminar marked the beginning of the most incredible soul travel I could have imagined.

Everything aligned that day. Each word spoke directly to my internal purpose radar. Everything shared was powerful. That was the first day of the next chapter of my life and wow, was I grateful.

At the end of that whole day, many new dreams arose in me. I knew I could not leave that room without committing to my purpose. Doubt did take over, deep down, the thought of investing in myself was not allowed. I did not value myself, but some higher power sure did. I leapt and hoped my guts would follow both with the asking of permission and the intent of a new belief in myself.

I will be honest, the feelings and the turmoil within me was intense, blocks surfaced: How could I commit? How could I get the money? Did I have the time?

I remember being hunched over, crying, feeling overwhelmed and uncertain. Then, something in me changed and I knew it was time to make a decision and take action. All my energy changed. I walked out of that room feeling bliss, a new feeling

for me. Many fears left me; tears ceased, my emotions settled and every cell began smiling.

All my life, I think, was leading me here, a place where I truly felt I was meant to be. My beautiful mentor, Karen McDermott, always shares, when timing and circumstance truly align, Magic happens.

I confronted many more blocks head-on. Where the strength came from, I will never know, but I do know it was not from me but through me. I asked for guidance and inner strength and boy, did I receive them. I held my head high and my heart with respect. I was so proud of me, beyond recognition. Thank you to those incredible guardians, as this side of me, the side that stood by her voice, her rights, her one life had not existed most of my life.

This pivot in my life created many changes; this was my self-transformation.

I was working part-time, while being a very hands-on and heart-centered Mom, trying to become an independent woman free from a relationship of over twenty years. Many challenges arose, centering around guilt. What right did I have to reach for my stars? My whole life revolved around making others happy. Then, I realised one of my downfalls was people-pleasing and always obliging, hoping I would get noticed or feel important.

The power came when I stepped back and began to please me, then the benefits started and bulldozed a lot of these needs away—rippling through every aspect of my life.

I was able to raise my perceptions of all things around me, change perspective, consider different viewpoints and be open to possibilities, instead of a limiting existence or needing approval from others. This new unfolding allowed me to trust my gift, my calling; finally, to experience it. I began to prioritise; I studied, I practiced on anyone open to sharing, and then like wrapped parcels, clients began to flow gently.

As my Life Coaching and Hypnotherapy Business grew, all flowing at a gentle pace, my inner values and self-worth got stronger. Each unique individual came with delicate timing, allowing me to sit in a supportive, honest, guiding space. Women that felt lost came, struggling in their life from illnesses, work issues or family circumstances, but in the end, their underlying state was feeling a profound loss of all sense of themselves; ironically, precisely where I was.

I now appreciate the power of just starting, stepping into the unknown—embracing and creating more and more changes. I live now being open to uncertainty and embracing imperfection. Amazingly, my most significant hurdles were my most considerable growth.

I am still finding my way through all the parts of selling oneself, building my brand, sharing my mission, strengthening my values, but I have to value that my mission is to always, in every way, be an inspiration!

A year ago, I unusually chose to put myself right out in the Social Media pool. What I mean is, I decided to make videos of self-guidance on a stand-up paddle in the middle of the ocean. Yes, on the water on a paddleboard, not considering equipment or perfection, but instead, believing powerfully in my free-flow and imperfection. I chose to connect with my audience, releasing the outcome—unattached and sharing from my heart.

I believe if we put ourselves out there with freedom, this is when we live authentically. I know as soon as I question and judge that I should do this or that differently, my ideas don't flow and I don't share—stopping any action or growth, and therefore not being of assistance to anyone.

I have a knowing that my highest service is to inspire, guide and help women. My path is to get each woman excited about living her ONE, never-before-lived life, as Mary Morrissey shares. I feel my way is to get out there and start to make a difference to as many women as possible, creating pay-it-forward energy, to their children, their relationships and in their workspaces.

I am proud of the Businesswoman I am becoming, the Mother that has blossomed—the soulful filled woman I am. My Vision is to grow in my stance and strength through my varying ways of coaching and writing. I want to reach many women through group teaching and courses that give empowering tools of clarity and focus in their one lives, ultimately for themselves, all by incorporating experiences in unique places around the world via retreats. I have such an abundance of love to share through my words and compassion that I want to make more women's life successes happen quicker and more profoundly.

BUILD YOUR BUSINESS & THEY WILL COME



Cathy Hawk

THE POWER OF CLARITY

Cathy Hawk is an expert in energy... human energy. Since 1994, she has coached thousands of thought leaders and entrepreneurs to turn human energy into peak experience and peak performance. She created the Get Clarity® Operating System, an innovative method to integrate body, mind, and spirit for life and business. This unique 3-part tool kit renews the body to its lights-on state, teaches positive thought remedies to sustain positivity, and provides a guide map to the journey to personal and leadership power.

THE POWER OF CLARITY

The germ of an idea for starting my coaching practice, Clarity International®, began to grow over an eighteen month period when I stepped back from what I was doing professionally and personally. I was bored and at a point where my life felt like it was stuck on call waiting. I knew I wanted to find something I was passionate and curious about, related to human energy and self-actualization. So I took a sabbatical to stop, reframe and really look at my life. I studied applied kinesiology, eastern energy chakra systems, Chi Gong, intuition practices, heart math physiology, and coaching. I had a lot of fun and learned a lot. I realized that combining these studies was leading me to a new vision to pioneer the field of energy coaching.

Then, serendipity happened. The deep personal work I did to discover my own passion ended up being the template for the coaching process and system I developed. While I was studying that variety of disciplines, the coaching profession was just beginning and I quickly saw that it needed the innovative tools which I created by drawing upon the disciplines I studied during my sabbatical.

I started Clarity International in 1994 using savings and credit cards to finance the development and marketing of my fledgling business. I could have kept earning the funding that I needed by continuing to do my dental hygienist practice part time, but I didn't want to split my energy and only give my new

passion part-time attention. So, I jumped in full time because it demanded and deserved my total focus.

Although it took several months to attract enough client revenue to sustain the business, it required my full focus to create the impact I wanted. As I began working with a few clients and helping them discover their next steps, I quickly came to realize they needed some tools to help them, in the moment, change their thinking to be more effective, and then sustain those thoughts going forward. Much of my time, both in the early years and still today, was spent on development and improvement of the tool kit within the Get Clarity® Operating System.

While there have been many missteps along the way—most of them providing clues to what worked and what didn't work—I think my biggest stumble at the beginning was not setting my vision for what I wanted to create big enough. My vision at the time was more focused on creating independence for myself and helping a few clients find and initiate their own passionate vision. After the first year or so, I expanded my vision to one of Claritizing the World. To this day, twenty-six years later, my deepest desire is having everyone in the world using the Clarity thought changing system to consciously manage their energy and impact.

After a couple of years of building my practice, I received a gift that I believe was divine intervention. I was surprised to

receive acceptance into the Institute of Noetic Sciences, an American non-profit, parapsychological research institute. It was co-founded in 1973 by former astronaut, Edgar Mitchell, the sixth man to walk on the moon. Participating in the institute's programs, I met Deepak Chopra and Michael and Justine Toms of NPR's New Dimensions Radio.

Those introductions led to my training Deepak's team in using the Get Clarity process and tools throughout their organization. Since meeting the Toms, I have appeared on New Dimensions Radio several times over the past two decades, and reached an audience of thousands of people. These two meetings helped put Clarity on a bigger map.

While I've tried many different marketing approaches over the past twenty-six years—including stocking a closet with well designed, beautiful and very expensive brochures—the primary way Clarity's business developed was by conducting small-scale seminars. In these seminars that I've done all over the country, I give the attendees all the information about the Clarity tools process. Many take that information, self-apply it and never go further. However, each time I present a workshop, there are several people who want to have a more intensive, personal experience. I've built my business by giving away my knowledge and my gifts, knowing that many will want to take a deeper dive into the process.

Over the years, the deeper dive involved different levels of intensive workshops. A half-day introductory workshop would lead some to attend a three-day workshop. Then the people who really wanted Clarity to be a grounding force in their life would attend longer retreats. The longer retreats have changed over the years. In the past, they've included a yearlong package requiring on-site participation in a ten-day retreat and a year of bi-weekly coaching calls to put all the client's learning into action.

I've now moved these introductory and more intensive workshops online using the same philosophy of teaching the Clarity's work to as many people as possible, and devoting the time and attention to offering an intensive coaching package to those who want to change how they live their life, love and work.

I couldn't have started and built Clarity without the support of two men. My first husband, Michael Walker, fully participated in the eighteen-month sabbatical, and helped me deliver the workshops and retreats for the first few years. Since 2004 until his retirement in 2020, my second husband, Gary Hawk has been a full partner in delivering all the workshops, coaching and marketing. Gary was the primary writer and editor of our books: *Creating the Rest of Your Life*; *Get Clarity®*, *The Lights-On Guide to Manifesting Success in Life and Work*; *Get Clarity® for Powerful Partnering*, *From Power Struggles to Co-Creative Adventures*, and *Get Clarity® SHIFT, Positive Thoughts for Powerful Results*.

The biggest challenge in creating my business and growing it over the years has been the pull between my desire to Claritize the World, and my desire to have a small, boutique coaching practice, where I maintain a wonderful balance between my work and my personal life. We are now at the finishing stages of marketing and providing the Clarity program online. With the participation of Clarity trained coaches, we will be delivering everything we have to offer through the Internet. It is my dream to reach more people with this life energizing work with the help of those who know its value in their own life.

By far the biggest gift I've received from that germ of desire to find a new passion was the extraordinary people who've been attracted to this work. These people continue to use the tools in their life, some for over 25 years. Many of them remain in my circle of friends to this day. The other gift that I've received is the respect I receive, and the gratification I feel, from channeling and delivering this work from the heart.

My next vision is expanding the power of Clarity by delivering it to a wider audience. At the same time, I'm currently mentoring the next generation of Clarity coaches, so they can be in charge of taking Clarity 2.0 to the world.

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BUILD YOUR BUSINESS & THEY WILL COME



Melinda Jacobs

STEPPING STONES

Melinda Jacobs' life mission is to empower people to transform personally and globally. Certified in Clinical Hypnotherapy, and trained in Metaphysics and Bodywork, Melinda has been working professionally in the healing arts since 1988. Her current Intuitive Coaching practice specializes in empowering people to heal through and beyond patterns established out of trauma. The combination of a heightened sixth sense and these unique trainings has given Melinda a unique perspective on peoples' internal and external relationships and how to achieve a more self-realized and fulfilling life.

STEPPING STONES

Just take a step and the next will be revealed. When looking back through all the different positions, jobs and opportunities of my career, it boils down to a series of stepping stones, one after the other. Step by step and sometimes a leap of faith here and there.

The game-changing step happened for me in 1996, when I was a paralegal supporting an attorney that handled medical malpractice cases—sitting at my desk day after day looking at blowups of a client’s legs being consumed by gangrene due to a doctor’s negligence. It was an exhausting case and the staff were completely depleted. The partners brought in a much needed morale booster—a massage therapist. No need to figure out how to fit in thirty minutes of self-care into a crazy hectic day or take time fighting through traffic, he came to us! It wasn’t a conscious thought in my mind leading up to that moment. As soon as my face hit the face cradle the words just fell out of my mouth, “So...how does one become a massage therapist?”

Unbeknownst to me, that one question was the beginning of my exit from the corporate world and the beginning of my life as an entrepreneur.

Within one week, I had interviewed at the nearby massage school, applied and had been accepted to a year-long 1,000+ hour program. I worked at the firm during the days, went to school at nights, found daycare for my 4 year-old daughter, learned the language of anatomy and somehow made it all work. Funny how when you have a clear goal in sight, everything you need just shows up.

Two things have come relatively easy for me: having deep faith in the Universe and leaping before the net appears. And even though some of the steps feel scary, I trust, take a breath, and take the next step.

One year later, I finished my massage program and was still employed at the law firm. I came to work like every other day—nothing out of the ordinary. All of a sudden, everything and everyone around me slowed down almost to a stop. It felt like I stepped out of my body, not because something traumatic was happening, more because I was having a moment of clarity and seeing a higher truth. As people walked by me, it was as if they were empty shells, their souls starved and withering away—dying on the inside. I realized in that moment that my soul would die if I stayed here. It sounds dramatic and I knew it was true. All the comforts of a steady paycheck, health insurance and other predictable benefits were about to be put on the chopping block. I was holding the axe, terrified to swing.

It was a decision I struggled with for weeks until my partner, knowing the internal struggle I was facing, gave me a card. The message was simple, poetic, and perfect: “I don’t know one person who on their death bed has ever said ‘I wish I had spent one more day in the office’.” I took the next step and handed in my two-week notice that day.

I’ve always had a very Field of Dreams approach to my life—if you build it they will come. I started a private practice built from the clients I met through completing my massage certification. Once I left the law firm, I continued to build my client base and landed a job with a massage clinic. Within a year, the owners of the clinic were ready to move on and asked if I was interested in buying the practice. Every step of the process felt like a leap of faith—from meeting my future business partner over dinner to purchasing the practice. I didn’t know anything about marketing, running a practice, insurance billing, talking with referring doctors—NOTHING! I knew I was an excellent massage therapist. The rest was trusting my intuition and leaning (and sometimes falling) into my faith, knowing all the support I need will come.

Let’s fast forward to five or six years later, through countless stepping stones and leaps of faith, I figured it all out: how to effectively work with my business partner; how to hire staff; how to bill insurance; and even how to talk with doctors. What I didn’t expect is that I would get BORED, and so I was ready to step into my next adventure.

I claimed to my family and the Universe that I wanted to teach massage and within ONE WEEK I received a postcard in the mail from the local massage school, asking if I'd like to be an instructor! The first class I taught was a Professional Development class, "How to build your own business and what income expectations newly trained massage therapists could expect." The course materials stated \$24,000-\$40,000 in your first year. I was stunned. That seemed so LOW to me! I went back to my profit and loss statements to see how much I had made over the last five years of my massage career, shocked to see that I had grossed \$2.47 million in five years. What the...!

Since then, I have leaped multiple times, moving from one inspiration to the next, allowing my passion and desire to lead the way. I sold my massage practice so I could teach full time; then after a number of years teaching, I went back to private practice working just by and for myself. From there, I continued to listen to my inner knowing, which led me away from doing bodywork and stepping into counseling and coaching. And just like I had done back in my paralegal days, I worked full-time in my massage practice while I went to school for hypnotherapy and counseling. A few years after certification, I felt that scary edge approaching once again. It was time for the next step ... time to leap.

This time, it was leaving the comfort of a thriving massage therapy practice and stepping into full-time counseling, which felt harder in some ways with far more responsibilities than past careers.

And so once again I did it, I leaped, saying good bye to bodywork, and within one hour of my very last session as a professional massage therapist, I was at my nearby nail salon having very long nail tips put on, a symbol to myself and the world that my massage career was over and there was no turning back.

My practice and confidence grew. I made mistakes and learned from them. I continued my education so that I could more effectively support people into their healing. Needless to say, I was and am an excellent therapist. What I wasn't at the time was a very good business owner.

Everything on the business side was done in a pinch and on a need to know/learn basis. My marketing efforts were stabs in the dark, my sales were reliant solely on word of mouth and I had no strategy for developing my business beyond next week's bookings. I needed help!

I discovered the brilliant leadership team of Cynthia James and Jean Hendry and found myself stepping into a **Women Creating Our Futures** event in January 2019. My business was struggling, my six-year relationship was all but over and I knew I needed something different. During the event, it became clear that I didn't like women and I had no support in my life. To remedy my isolation and lack of support, I leaped again—into trust and faith—and invested in a coaching program that was designed to look at every aspect of my life, leaving no stone unturned.

Within just a few short months of diving into my **Academy of Women Emerging** coaching program, I had a tribe of powerful and successful women holding my hand while I learned all the things I wish I had learned back in the 90's when I started business for myself. It was a powerful and priceless experience I will cherish for the rest of my life!

What I want every woman to know about running your own business is that you can do it! It takes a clear vision; faith in the Universe that you will land on your feet; getting honest with yourself about what you don't know; and a willingness to reach out for help. It takes time, tears, sweat, perseverance and a little elbow grease. It takes strength and courage to look deeply at yourself and recognize how gifted you are and just how many hundreds, thousands, even millions of people are waiting for you to get brave, take the next step and leap!

It is no mistake that the image on the front page of my website is that of stepping stones leading to a grand formation, standing strong, balanced and shining in the light!

BUILD YOUR BUSINESS & THEY WILL COME



Christine Johnson

BREATHING INTO TRUST

My name is Christine Johnson and I've been a teacher and children's librarian, but always knew I was a healer at least to animals and recently I've realized I'm also capable of healing people through a combination of breathwork, reiki and tapping. I still work at an urban library, but am starting my side hustle business as a breathwork facilitator. This is my calling, my purpose and now more than ever people and animals need healing and I'm ready to say yes!

BREATHING INTO TRUST

I've always known that I'm a healer. I thought that I was an animal healer, but my close friends would tell me that I need to heal people too. I took every kind of training there is but last year, I saw an email about an 8-month program to learn how to be a breathwork facilitator. I knew I had to say yes. Although I didn't know how, I took the steps to make it happen. It was in Sedona, AZ—a very magical place. During the training, we practiced breathwork on ourselves and each other. I had an experience during a breathwork session in which I was in my mother's womb and screaming. I didn't want to come out. I knew that I healed something that happened to me before I was even born. I knew that I wanted to give other people the opportunity to experience that level of healing.

I've been on this journey of learning to facilitate breathwork for about a year and because of COVID, everything changed. I could no longer practice in person, so I needed to try virtual breathwork when I wasn't even feeling 100% confident that I could facilitate in person. I have a lot of desire and determination and those two qualities have gotten me through the toughest times.

After attending the **Women Creating Our Futures Conference** in January, I decided to sign up for the Freedom Circle with Jean Hendry and Cynthia James. We met on Zoom every Monday night for a few months and I could see myself change in front

of all the other women. I started to believe in myself and trust myself. I decided to take action every day to start towards my goal of becoming a breathwork facilitator.

There is something magical about taking action, especially when you don't know what the result will look like. I was in another group coaching program with two business coaches. One day, one of the coaches called me and said that she had an idea. She asked, "Would you be willing to trade coaching for breathwork with me?" YES! Of course, I said yes. She was officially my first practice client with virtual breathwork. I spent hours creating the perfect playlist and setting my intention to be a presence for her to heal. She would be doing the work, but I would be there to witness it. After the session was complete, she said that it was incredible, that she could feel my presence through the computer and through the music. She said that I need to get into the world and help people heal and she was going to help me market myself.

Since then, friends have reached out to me wanting a virtual breathwork session, but I'm finding that I don't have enough time to set the sessions up since I still have a full-time job. I believe that God is answering my prayers because I have said YES and I'm taking action. I'm in a deeper level of trust than I could ever imagine.

BUILD YOUR BUSINESS & THEY WILL COME



Carie King

TRUSTING MY INNER CALLING

Carie King has been on her own personal growth journey for 30 years and supporting others as a Life Coach for 13 years. By uncovering the limited beliefs that hold you back, she can help you find your own answers to create the life you've been wanting. Her training and experience are extensive and eclectic, ranging from an MA in Counseling Psychology (Jungian, Transcendental & Positive Psychologies, etc.) to Indigenous practices like shamanism and Ho'oponopono and everything in between. Carie hears beyond words and heals beyond conscious understanding. With passion and grace, she will support your journey to further wholeness.

TRUSTING MY INNER CALLING

I don't remember a time before coaching. I've always naturally been attuned to those around me, and as an empath, I often felt tossed about in the presence of another's turmoil. As a kid, I felt a strong need to help others return to calm and peace, so that I could as well. Eventually, I sought out support for myself and I started my personal growth journey 30 years ago. I learned a lot about maintaining my own equanimity no matter what was going on around me. Once I realized that I did not have to take care of others in order for me to have peace and happiness, I found that I still enjoyed supporting others through counseling and teaching. I considered psychotherapy, but knew I wanted to work with clients who felt like "My life is pretty good already, but let's take it to the next level." And a coach was born.

In 2001, after 12 years in and out of talk therapy, I discovered Inner Bonding and began my professional training journey. My life-long fascination with the human psyche had developed wings! Over the next two decades, every next step in training presented itself to me at just the right time. Perhaps the largest investment I made was my Master's degree in Counseling Psychology (at Southwestern College in Santa Fe, NM). It was an incredible program because it taught us to look in the mirror and do our own work, and it included a variety of modalities. I had the privilege of studying Sand Tray, Psychodrama, neurobiology, and working with international shamans, just to name a few. And let's not forget going on Vision Quest for 11 days. Four days and

four nights on a solo site, with no tent, food or human interaction (at times I felt like a beached whale, others, a hibernating bear) was monumentally transformational.

After completing my Master's program, I took the grassroots and "Lone Ranger" approaches to building my Life Coaching business. I resisted writing a business plan or budget. I didn't have a marketing plan. I didn't know how to sell my services. I was afraid of "smarmy" salesmanship, so I avoided it altogether. I also avoided hiring any support or investing in more training, because after financing my MA, I didn't think I had the funding for either.

I thought, "It's just me," and I attracted quite the trickle of clients via word of mouth. Looking back, I wonder how many people who crossed my path were ready to dive deep (and I was the perfect one to support them), but because I was afraid to pressure anyone, I didn't ask. I didn't know how to close a sale. In hindsight, if I had invested more money in my young business, I would've had a much easier go of it and my business would have grown much faster.

While I've had oodles of compassionate support all along the way, the first ten years were a slow and steady climb (working various side hustles along the way). It wasn't until I started working with mentors and teachers who were willing to push me out of my comfort zone that my business took off. Apparently, I was finally ready to align with them.

There were several mentors, trainings, seminars, and workshops that contributed to my success. I built my foundation on emotional integration, starting with healing one's inner child and continuing throughout my Master's program. With a better understanding of myself, I followed my intuition and took increasingly greater risks through inspired action. During a 7-day intensive seminar on a ranch, intimidatingly high and low ropes courses pushed me way out of my comfort zone. Wow, did I show myself what I was made of! A 90-day goal setting-and-getting program helped me see my blind spots in sales. I broke down limiting beliefs and formed new habits. Another year-long program taught me valuable marketing and sales skills. I've retaken this program several times and continually honed my skills at each new level.

Looking back, I'm moved by my evolution. Throughout the journey, I doubted myself and often felt out of my league. I didn't know how talented, strong and capable I was. Eventually, I discovered that I belonged wherever I wanted to. Owning my worth and recognizing my inherent strengths has been paramount—ideal preparation for supporting clients in similar awakenings. This is a heart's vocation for me; time stands still and Source flows through me. Over my horizon is coaching coaches, expanding my circle of influence exponentially.

BUILD YOUR BUSINESS & THEY WILL COME



Liezel Lane

HINDSIGHT IS 2020

Liezel Lane (MA Industrial Psychology, Associate Certified Coach, Certified Youth Leadership and Mentoring Coach) As a performer, entrepreneur and executive for 30 years, she has mobilized initiatives that have maximized the potential of individuals and their environments. Amongst other achievements, she was awarded Woman of Excellence for Community Outreach in 2017 and Best Small Business in the Dance category for 2019 and 2020. Her non-profit organization (Atlanta S.E.E.D.s® Self Esteem Empowerment and Education through Dance) specializes in providing girls and women the opportunity to build self esteem through dance; and now spends most of her time helping “Gen Z” youth as a life, career and academic coach at MyTeenLifeCoach.com. Liezel is blessed with a modern blended family of 5 children and her husband.

HINDSIGHT IS 2020

Hindsight is 20-20. There is always a little something that irks me when I hear that. It's such a basic turn-off phrase, yet it also holds so much truth. It also begs the question: "If I knew then what I know now, would my journey to find my purpose in life be the same?" Despite the trials and tribulations that have followed, the answer is still a resounding 'yes.' I don't have to like my journey, but I wouldn't be the person I am today without it.

As I reflect, I've come to the realization that my childhood and young adult experiences were truly the catalyst for how I decided to engage my life. I was the odd girl out at boarding school and bullied regularly. Experiencing sexual and emotional trauma resulted in growing up too fast. I was diagnosed with anorexia. At age eighteen, on my way to train as a principal dancer in England, I was deported due to the political climate in apartheid South Africa. So instead, I spent the years between ages 19 and 24 proving to the world that I was worthy by being the first in my family to go to college. I graduated with three degrees, presented my thesis overseas and became a young executive. By the time I was 35, I had buried my trauma and unhappiness in everything society defined as successful.

After immigrating to America, I was a wife, mother of three and still performed on weekends. I served on the rape crisis committee at a mental facility and was a chief facilitator in a workplace of eleven official languages, working with the integration process in post-apartheid South Africa. After ten years in America, I successfully developed and coached over fifty executives to thrive. All these projects were motivated by me trying to understand the hardships of people, seeing myself in their eyes. In hindsight, it was clear that I was driven by my purpose to understand me. To understand why hardship happens to some and not others and why others abuse, whether knowingly or unknowingly.

The irony in my quest for purpose was that, in all my works around growth and healing others, I actually never worked on my own healing. Instead, I misplaced healing in intellectual brilliance. Although I became good as an executive and artist, I was continually falling into failing relationships and abuse in my personal life. I guess I thought that by putting all my energy into helping others, I could somehow help myself through proximity. There was a defining moment when I remember coming back from a business trip and wondered how, if at all, I could possibly bring together my education and art to make a real difference and find my true place in this world. I did not want to live this double life anymore. Feeling one way and acting another. I felt like a fraud. Something had to change.

I made a bold move in 2010. I left a seven figure income, walked out of my job and I took a six month sabbatical. It seemed as though the universe was gently nudging me during this time to finally bring my artistic and professional career together. My first step was allowing myself to be vulnerable enough to allow my family to support me emotionally and financially to do some soul searching. I decided to follow my intuition and my dance company, Global Dance and Non-Profit Atlanta S.E.E.Ds Inc[®], was born. It was the most invigorating, scary and purpose-filled decision of my life at this point. I thought this was it! I arrived! Running my own business, mentoring and training leadership to girls through dance. I had the support of my husband, the kids were involved and it felt right! However, the adage saying you “need to continuously do your own inner work before you can make a difference in others” hit me squarely between the eyes.

In 2017, my seven-year-old business almost blew up, because I defaulted back into intellectual brilliance and trying to save the world. I was not operating authentically or from a heart-centric space. On the outside, I created a brilliant image of success, whilst inside I was still suffering. My life was still driven by my head and my heart had no say. I had still not really dealt with my past either. It was too easy to ignore the impact of my past sexual and emotional trauma. I became everything to everyone and neglected the fundamental aspects of running my so-called purposeful business. My relationships with my husband, family, friends and colleagues were falling apart and I didn't yet have

the accountability to acknowledge it. My business finances were not well managed, and my marketing and sales strategies were weak. More than anything, I was not focused on my purpose. I knew it was time to face the person looking at herself in the mirror, without the protection of four degrees, make-up, hair and costuming. I was lonely, I had developed addictions, and I was lying to myself.

A friend who was aware of how I was suffering suggested I attend an event that was woman-centric and where like-minded business owners came together to speak. Under duress, I attended the **Women Creating Our Futures Conference**, not really sure whether this was for me, but curious about whether I would find some answers to my never-ending questions about myself. I walked into this conference with arrogance, skepticism and ego. As a psychologist, I knew my attitude was a projection of fear being exposed. I walked in as an expert and I resisted everything this conference stood for. I met Cynthia James. Next came my life-changing moment. She looked me straight in the eyes and said “Darling, this is your time.” This was it. She was the mirror I needed to look into. For the first time in my life, I wanted to start lowering all my guarded walls. I admitted to myself that I was the only person standing in the way of my own success; not my history, not my pain, not my victimology. I realized that in order to fulfill my purpose successfully and authentically, I had to go REALLY deep.

I discovered that it would take a strong community, a village of women leaders and the rest of my life to learn and apply the skills to:

1. Know that it is right to pause and breathe into the discomfort of facing your trauma.
2. Own the parts of my life where I actively sabotaged myself and everyone around me.
3. Forgive myself for what I did to me.
4. Forgive what others knowingly and unknowingly did to me.
5. Viscerally feel the potential of my power and purpose by allowing the support and love of people who genuinely care.
6. Finally understand that there is no time to waste. I am here to do important work in the lives of others, to serve.

It takes a forever-learning attitude to build the discipline, authenticity and spirituality to lead a purposeful life and heart-centric successful business. It takes a non-negotiable contract of self-care and unlearning ALL those scripts that have been running in my head for all these years. Scripts like: “Act like a man to be successful, but look sexy or they won’t listen.”, “You have to be body perfect to be accepted.”, “Do what the man says, no matter what.”...and on and on.

For the first time, applying my new found wisdom, I have launched MyTeenLifeCoach.com—my heart-centric and purpose-filled practice, using evidence-based practices coaching adolescents, millennials and their parents who are experiencing similar things I did. I am their mirror. I meet them where they are with no judgment, with expertise and love. I am living an authentic life and I am passing my expertise and wisdom on to a new generation of entrepreneurs in the artistic space. I am a community leader and I now bring young women into their leadership through my work.

There are days now when I talk to my younger self. I tell her often: “Guess what? You were born wise. You knew what you were here to do all along. The journey served to give you the stories and words so that you can show the countless young people today that they are also already wise and that in their soul, they know what they must do too. They can trust your path and borrow from its lessons if they choose to.”

Hindsight is 20-20. Yes. It is true and if I knew then what I know now, would I have done the same? Probably. If there is any part of you that can relate to what I have written, know that you have inner wisdom and a truth about yourself that will set you free and allow you to live your purpose. Your journey so far has already shown you the way.

BUILD YOUR BUSINESS & THEY WILL COME



Kristen Lena

ENTREPRENEURSHIP TAKES COURAGE

Kristen Lena is a Catalyst for the Audacious Expression of Divine Feminine Leadership. After a 17-year fitness industry career, she discovered that the path to healing is the integration of all parts of self... heart, mind, body and spirit... and the courageous expression of all parts in all forms. Kristen has spent the last 20 years discovering her power and truth by discarding the pieces that were never her. She is a speaker, guide and mentor helping women own all parts of themselves so that they can do the work they are meant to do.

ENTREPRENEURSHIP TAKES COURAGE

The seed of entrepreneurship was planted in me long ago, in my childhood, but I didn't know it was even there until it started to actually blossom in my late 30's. I was born to a carpenter and a homemaker. My father was tough and strong-willed and my mother was kind and sweet-natured. That can be a powerful combination for entrepreneurship.

From a very young age, I remember "questioning" things. The incessant "why" that a toddler asks when they're beginning to discover the world just seemed to grow in me as I grew. In retrospect, I can see that questioning myself, my life, my purpose and my path were the first roots of entrepreneurship that forged my journey.

I watched my parents try their hand at business ownership when they purchased a restaurant. It was hard work, which I didn't see at the time. I just saw the fun and the freedom of it. I worked my way through college as a waiter in the restaurant industry. It afforded me my first dose of good, fast money and lots of freedom. I was hooked.

Hooked turned into stuck when I realized that I was a college-educated 32 year-old bartender. Feeling broken and confused, I turned on myself, wondering what was wrong with me that I couldn't go "get a real job." I didn't know what I wanted to be when I grew up but I KNEW deep within me that it wasn't going

to be sitting in some cubicle working for some guy who saw me as a replaceable cog in his machine. I rejected that path with all of my being. But, I still felt like I was broken in some way.

I discovered transformational leadership and my life transformed. I discovered my true, authentic self. I discovered that the seeds of questioning were buried deep inside me because they led to the ultimate fruit of truth and purpose.

Having worked so long in the restaurant business, my values of freedom and independence were well-nurtured. I knew I was here to make a difference with people. That I was meant to do profound and meaningful work. I knew I was here for that.

My first career after bartending was in the fitness industry as a personal trainer. I loved the job because I was able to have that freedom, make great money and make a positive impact on others. I was essentially my own boss for the first time. I was a boss but not yet an entrepreneur.

The freedom of personal training came with a lack of security and for the first time, I began to think about my future. I wanted to have children one day, and I realized that, as a personal trainer, if I didn't work, I didn't get paid. So, I stayed in fitness but began working for a fitness equipment distributor.

I left fitness altogether when I moved to Phoenix in 2006. I got a job at a software company. I was once again making the conscious decision to trade my freedom for benefits and a 401k.

After my first daughter was born in 2008, that trade became unbearable as I watched the inevitable path of her future and mine... daycare for nine hours a day, long work hours, long commute, zero freedom and my daughter growing up “without” me.

That was the moment I knew I had to make the ‘prison break’ back to freedom. That was the moment that my entrepreneurship journey was officially forged. And my reason was no longer just about me.

I decided to go back into fitness to start my own fitness bootcamp company. It would be for moms (just like me) struggling to find the time to work out after babies. I worked my full-time job for a year and a half, while building my business on the side, eventually doing so while pregnant with my second baby. Doing it this way afforded me less stress from a financial standpoint, but more energy expenditure doing both. I wouldn’t have changed starting out this way.

I struggled financially for that first year and half (while still working) because finding clients was hard. Having little TIME to devote to my business building was also challenging. I knew NOTHING about pricing, websites, marketing or business finances. I started that business with \$1000 pulled from my husband's and my joint savings account. I had no debt; however, I found myself holding onto money and not investing it back into my business, simply because I was too afraid to make a wrong move with my spending.

My first business really took traction when I found Groupon. I used that marketing platform to generate new clients for four years. This formula worked until it didn't work any longer. My passion for doing this work with women was starting to wane. I wanted to go deeper with them, as I was going deeper into my own spiritual awakening.

I closed my bootcamp business after six years because I had outgrown it. I was diving deeper into my own spiritual truth and I wanted to do work that reflected that. I stayed in fitness and got a job in a gym to pay the bills. I worked that job for three years while establishing my second business—empowerment coaching for women. Parallel-preneur both times!

With my second business, I was clear that I would invest money this time around. There were things I didn't know that I didn't

know, and I knew that not knowing them cost me greatly in my first business. I hired a business coach and found a community I could lean on. That factor was one of the most significant decisions I made and impacted me in massive ways, not just in business, but my personal development and spiritual well-being. By far, above everything else, having a community was the greatest factor in forging ahead when it got tough. We're most definitely not meant to do this alone.

I invested a lot of money, but the biggest investment was into myself. Diving into myself to discover my truth so that I could share it out with others and also diving into my fears so I could find out what they are here to teach me. That is what I do now. I help women awaken to their divine purpose and actualize an aligned life of prosperity.

The biggest challenge in building my business has been finding my own path and trusting myself. I looked outside of myself for answers I thought I didn't have—business structure, marketing plans, the how-to's thinking that would lead me to "success." What I learned is that, my unique gifts, my journey, my divinity, my truth, my passions and my purpose—those things form the foundation of my business. No one knows or has them except me. What a glorious realization to discover.

My guidance to anyone struggling in their business or wanting to step out and create their own is:

Entrepreneurship takes a lot of courage, determination and perseverance. These are qualities that are innately within you—they are already there. There is NOTHING that you lack to be successful. A strong vision and purpose are the foundations upon which you stand. If there is a desire within you and it's strong, follow it. Go wherever it is taking you because all roads lead back to your truth. Trust that you have the answers. Trust that you are being divinely led. Trust that the desires within you are meant to be followed, nurtured and harvested. Your gifts are needed now.

What's next on the horizon for me is to catalyze more spirit-led, socially-conscious women to discover their path and to trust themselves, so that the ripple effect of this level of truth can work to heal our people and our planet.

BUILD YOUR BUSINESS & THEY WILL COME



Katie Lewis

A CALLING TO SERVE THE YOUNG

Katie Lewis is a software engineer, former elementary teacher, and the executive director of the Leon Foundation of Excellence.

She strongly believes in the importance of women in STEM, educational equity, and personal empowerment.

Courage and growth are the building blocks for her endeavours. In her free time she loves to workout, travel, and mentor students.

A CALLING TO SERVE THE YOUNG

Life is full of opportunities. In fact, the array of choices for the kind of person you can be, the kind of impact you can have, the kind of career or personal path you can follow is so large that sometimes we are not even aware of the choices that are out there and how well they fit with what we were placed here to do.

Throughout my life, I have had the opportunity to discover facets of myself, my tastes, my desires, my talents, causes I care about, and so on. Through mentorship, education, travel, self-reflection, and facing hard challenges, over time I have refined my story, beliefs, and character. This journey is ongoing, but the process becomes more meaningful and fun each step of the way as I watch myself grow, and as my life's vision and mission become clearer.

This process of self-discovery can be a long and arduous one without support, resources, wisdom, and guidance. Many fall prey to stereotypes, trends, and commonly held limitations and self-doubt when they do not have the chance to explore who they are and discover the wonders of all that they can be. Knowing this opportunity could be missed by many, I decided to start a nonprofit organization to help students and young adults grow and enrich themselves as people, leaders, and change makers.

I was still in my senior year of college when I spoke with a professor and suggested the idea of creating a nonprofit for students. He was in full support and encouraged me by sponsoring an independent study in my last semester where I could develop the business plan and curriculum for the first summer program. The NPO was launched in May of that year, 2016.

We hosted our first camp of ten students, more the following year, and eventually fifty college students nationwide in 2020. All of the camps are focused on teaching students about themselves, about ways of being in the world, career paths, character, leadership, and social-emotional wellbeing. Everything is funded by public grants and private donations and we work hard to keep the operating budget low. All participants come for free.

With my own career just starting to take off, I did not and have not worked full time growing the nonprofit. It is very organic and grows based on how many volunteers we have and how much time I can give to the work that needs to be done. There may come a time when we reach a tipping point and I or someone else needs to work on the business full time, however that time is yet to be.

Whenever something new is created, there are always areas that can be refined, that were not thought through, that missed the mark and need to be changed to better serve the market. Every

year we continue to change as we get a better sense of what students need most from us and how we can meet those needs in a way that best serves them. Whether it was marketing copy that did not get the message across, or registration deadlines that were too tight, there have been plenty of stumbling blocks. The key to moving beyond those stumbles is to see the gift that, what I like to call the “reorientation pause,” brings. At that moment after the fall, when one has to get back up and reposition themselves in space, although it can seem like a messy and chaotic moment, that’s where the wisdom lies. This is true for anyone and even a lesson we share as part of our programming for the students.

Finding students who lack resources can be challenging, as they often lack the exact modalities we want to use to reach them, such as a community center, internet, professional networks, and more. Part of how we have handled this is by expanding who we include in our target market so all students of any resource level can participate. If and when we decide to feed our growth, we will expand our marketing in two ways. The first is by word of mouth. We aim to represent high-quality programs and distinguish ourselves as an organization that large companies and leaders want to partner with and support. The second is by having a presence in the communities that need the most in-person encouragement by creating community centers that provide resources, summer programs, mentorship, and classes.

Starting the nonprofit with a mentor and leader in the community was a big help. Taking a leap of faith in your dream is easy when someone is ready to take the jump with you. As we continued to grow, more people got on board as they found out about our mission and impact. The more clarity and refinement of our purpose and values the organization gains, the more we, just like our students, continue to grow and thrive.

When a dream is born, it must be realized. If we are not the ones to realize it, it will be realized by someone else. Even though realizing that dream can seem like a nightmare—the cost, the risk, the passing of judgment upon your idea, the rejections, the disappointments, etc. – someone somewhere will decide that the dream is worth the change of it becoming a nightmare in order to wake up and see it become a reality. See your idea through to the end. It is not hard to start something. Filling out the forms is easy. We were approved in a few weeks as a 501(c)3. Picking a name can be done in a matter of minutes and someone online can create your logo at a cheap rate in a day. Starting is not the issue. Deciding to let go of your fear and inviting the whole world to watch you fly is.

The greatest gift of running a nonprofit that teaches students how to realize their greatness within, is the push it gives me to keep working on myself and be the role model I would want for them. My inspiration and feedback come from the students we work with. They continue to help me realize what we can do better and what we are doing well. That is priceless. As quick

as people are to criticize, it takes a mature person to give kind feedback. Our students, volunteers, and interns do that.

Looking forward, we are so thrilled about what is next. This year really changed the way we do business. It would have been easy to cancel our camps because they are normally in person. Instead, we opened them up to the virtual space and had fifty students from around the world. This helped us realize how much potential we have. During this ‘pause’ called 2020, we are growing, analyzing, discussing, and brainstorming what comes next. Presumably, we will reach more students, expand to new parts of the world, and add more people to the team. How amazing our future seems! Knowing we have the opportunity to be a part of so many wonderful young lives, simply because we offer a service—that is the unique and very special gift of “doing business.” Following my calling showed me the potential of my dream and blessed me with the opportunity to grow, which is all we are really here for anyway. To dream. To love. To grow.

Walk your own path with courage.

BUILD YOUR BUSINESS & THEY WILL COME



Janice McDermott

LEAP AND THE NET WILL APPEAR!

Janice McDermott grew up in a small town in eastern Iowa, she used her life experiences to write two books: “What Would Your Father Say?” and “Resilient: My Life Story.” She now works as a leadership/life coach, helping her clients achieve their dreams. She sees herself as her clients’ thinking/success partner. Her work with her clients is life changing because they are energized, become clear about their next steps and are committed to taking small actions consistently to achieve their dreams. She has prepared her whole life for her coaching work and it brings her immense joy.

LEAP AND THE NET WILL APPEAR!

I began a life/leadership coaching business with the grace of God. I had taught twenty-nine years, left teaching and was working for the Department of Education as a Regional Manager. I got this promotion when my boss was dying of ALS. I was doing his job and he decided he had nothing to lose, because he was leaving the Department. So, he promoted me. The only problem was that the Regional Managers were all men and the Commissioner wanted to keep it that way. Life overnight became hell for me. On the advice of a friend, I hired a man named Steve. He was a life coach. He convinced me that I could stand up for myself at the Department, but I could also become a great life coach. He said he would hire me once I took the year-long training program. I didn't end up working for him, but I did become a life coach and started my own leadership/life coaching business. I had to have a number of paying clients before I could graduate from Coach University, so I began with those ten clients and offered to coach anyone for a small amount of money. This helped me gain some very useful experience. I loved coaching. It felt like I had finally found work I loved.

I started my business as soon as I retired. I had heard that retirement is about reinventing yourself, so I reinvented myself as a life coach. I registered my business as an LLC with the State of Colorado. I had no experience starting a business, but learned as I went along. I had no expenses from my business. I met my

clients at public libraries, Starbucks, Panera, or in a park. I got my clients by word of mouth so I didn't do any advertising.

At the same time, some of the Regional Managers left to work in districts as Superintendents. One of those superintendents hired me to work with his administrative team during my first year as a coach. I signed a contract with the district to coach his team. The next year, the district found grant money. I could work with the same administrators and also work in a Title I school with any teacher interested in coaching. I loved this work because I had taught in inner city schools my whole life; it was hard work and I so badly needed support when I was teaching in such challenging situations. I had spent the last eight years working with administrators at the Department so leadership/life coaching was a perfect fit for my skills. I loved it until I burned out by not taking better care of myself. I could not say NO. I coached everyone who wanted coaching. I found myself working too hard. I was overwhelmed and had not learned how to gracefully end a work situation that was too demanding, so I just quit. Many of my clients were so upset that the Superintendent set up an individual contract with the administrators that were the most vocal about me leaving. That worked better for me and for them. I got to work with them for a number of years before another painful situation happened, which really forced me to quit in the district all together.

I wish I could say I left gracefully but I didn't. Looking back, I would love to say that I met with the Superintendent and asked to only work a couple days a week, negotiated a better schedule or admitted to myself that I needed to take better care of myself. The biggest issue was that I was trying to teach my clients self-love and self-care and I was not modeling that. I could no longer do this work when I hadn't mastered those precious skills that are at the heart of almost everyone's issues. So, I stopped coaching. I had finally discovered my life's calling at sixty-two and then I lost my way. I still had some clients that I have worked with long term, but essentially, I stopped looking for clients and talking about what a difference coaching made in my life and in the lives of my clients. I lost my focus, my intense desire to make a difference. I let some cruel friends and family say things that hurt me deeply..... things like: "Look, I am NOT interested in coaching.... what do you want?", "I don't want to visit you because Janice is going to be there and she will want to talk about FEELINGS, FEELINGS, FEELINGS!" I fell into deep despair. I couldn't sleep. I cried a lot.

Yes, I continued to always have my own coach, but I needed a very skilled coach to get to the bottom of the deep issues of not loving myself. I had fooled myself and the world. I got busy doing other things like writing books. I wrote a memoir (Resilient: My Life Story) and published it. I made three trips to John of God in Brazil and wrote a book about those incredible experiences. All of this distracted me from my coaching work and business.

My own life coach recently died unexpectedly and I was able to hire a skilled new coach. She is helping me get back on track with my coaching and my business. I look forward to starting over to rediscover the passion I feel for helping others.

I feel I am on solid ground now, as I welcome my inner child back into my life and learn to be more kind and loving to myself. I am learning self-care as the most important thing I can do for myself and my business. I am taking all the actions I need to make sure I stay committed to loving and caring for myself, so that I can be there for my clients. I will NOT burn out this time. I am now back on track doing the work I have been called to do. I know this because it brings me so much joy and it is my gift to alleviate suffering and help heal our planet. I will not shrink back this time. I will stay in the arena as Brene Brown suggests: "I want to be in the arena. I want to be brave with my life. And when we make the choice to dare greatly, we sign up to get our asses kicked. We can choose courage or we can choose comfort, but we can't have both. Not at the same time."

BUILD YOUR BUSINESS & THEY WILL COME



Loretta Moore

NEVER TOO LATE!

Loretta Moore is an African American female published writer/author and produced playwright. Some of her published novels: The Color of Murder, The Way of Love, Bottom Tales and Others, The Light of Day, Saving Grace and Love, August His Family, A Narrow Path. Plays consist of: Down The Way with Calvin and Boogie, Gossamer's People, Riding a Peacock, Churchtime in New Orleans, In The Light of Day, Journey, A Black Family Reunites in Mississippi, A Deep Rural Tract, The Lights Go Down. Ghostwriting is also something she's done. Loretta is a volunteer in her community and serves in church, and is involved with other activities.

NEVER TOO LATE!

At the age of seventy-something, I find I'm more in vogue as a writer than ever in my life. I am multi-published: novels, short-stories, plays, essays, poetry, music and more. I say this to inspire or invigorate any wistful aging writer to believe it's never too late to expect success. Here's what is true: you have to pursue writing if your reality is to channel the universe, circling life, love, the dark depths, everyone and everything. I travelled down the writing path for a very long time before my efforts paid off. I was in my late fifties, before anything I'd created became a published work. Since then, I've had novels, short stories, essays, poetry, and plays published. My dramas and musicals have been productions. There seems to be no end to my creative success! As far back as I can remember, I yearned for nature's wonderland, that serene place where romantic notions reside. A writer's job is to describe the subtle, silent places, the stored away magic and mystery calling him or her to empty into the dark, forlorn forest...the space of the heart and mind, the life capsule.

There's another aspect I'd like to address to benefit senior women or women of any age: take care of your image and appearance. I maintain an exercise regime, I try to eat healthily, and I'm socially active: church, community, organizations. I pursue learning and knowledge, and enjoyment. And of course, I'm involved with my husband, children and grandchildren. The message: remain physically active and involved.

I'm a wife of fifty-seven years, mother of three, grandmother of eight—living more fully than in my earlier days. I just wanted to demonstrate to all women that you can hold fast to your dreams and goals, it might take a 'minute', but they are attainable.

MY HISTORY

From a young girl growing up in a section of Philadelphia, Pennsylvania known as The Bottom, I knew the purpose of my being. I became aware of an inspiring alternative, a treasured place in my environment where my spirit assimilated with the subtle, silent places stored away in magic and mystery. I parlayed my thoughts with dreams, aspiration, consolation, knowledge, inspiration and optimism, to interpret and pour into a world culture.

Ostensibly, The Bottom was so called because it was wedged in the lower portion of West Philadelphia. It existed in an area roughly between 33rd and 40th streets east and west, and to Lancaster and University Boulevard. The ascription, "The Bottom" could also have meant that most of the residents lived at the low end of society. Throughout The Bottom, most streets were little and narrow, embanked by rows of small, lowly houses. And to a lesser degree, there were larger thoroughfares, avenues, apartment buildings and impressive, stalwart homes within the area.

Over the many years The Bottom had existed, Germans, Irish, Italians, Jews, Dutch, Polish and other ethnic groups inhabited the lowly working-class community. During the time I grew up in The Bottom, the 1940's and 50's, Negroes were a majority, with a sprinkling of its earlier residents around.

Throughout my childhood, The Bottom was principally with longing, invention, inspiration and discovery, a place flowing with precious, valuable humanity. (The location was a marvelous, dim structure for distance and time with visions that reproduced myths, legends and sparkling glimpses of the brilliant light of wonder). The Bottom was a place of astounding glory, a place spreading out its arms of warmth and texture to me, a place of encouragement and hope.

No sophistication or betterment of life could ever drain my memory of The Bottom, for it was fertile ground for my imagination...a bejeweled, poetic excursion that authorized the Writer I am today.

The Bottom's inhabitants were largely poor. Nearly everyone in the community worked for a living. People were employed in factories, plants, as domestics and in other service-type jobs: city workers, garages, filling stations, restaurants, hotels, as well as in other skilled and unskilled jobs across the City of Philadelphia. Despite

the misery and struggles faced by all back then, a caring cooperative spirit incorporated The Bottom.

Many who lived in the Bottom were among that enormous flow of Negroes who were abandoning their southern homeland for big northern cities. My parents and many of my relatives were a part of that huge migration during the 1940's and 50's abandoning the south. They were romantics, adventurers, dark pilgrims, young—clothed in innocence and immaturity, leaving behind the burden of poverty, racial segregation and injustice, for a life in the North they thought was better and promised shelter. Northern-bound, the southerners traveled on trains, Trail ways and Greyhound buses and automobiles, traversing rails, highways and roads. They were wrapped in hope and an idealistic dream, with the strength of their projections dented by doubt, and their visions ushered by burgeoning loneliness. Traveling in the summer months meant days of relentless, burdensome heat with images of solemn countryside and seas of prolific fields burning in the blazing sun, while the nights swelled with the sweet aromas of honeysuckle and magnolia, and the pure magic of soundless, smooth darkness along with the long tracts of landscape looming with mystery and intimidation. Autumn and winter travel presented cobalt, somber skies, cold rain and vast vigils of stark, lonesome woods. There were the sights of lifeless pasture-fields stretched by stubble and isolation. The empty fields bore gracious

manors, or tiny, tarpaper houses shackled to silent, leaden landscapes.

The flow of southern arrivals enriched the northern cities for they brought a tender message, the melodious song of the south: the announcement of 'newcomers' was affectionately spread rapidly throughout the community as a runner passes a baton. Sadly, they seemed unable to break the bond with their roots, the south that had nurtured them. They used, "Down Home," and other familiar phrases like a badge of honor to reflect how deeply they felt.

World War Two projected a concentration of gloom and doom that veiled the United States and the world. In an atmosphere of dark suppression naturally over the environment, or from the southern past that had pressed them down, a spirit of celebration released them from fear and timidity.

My experience with creativity takes me places through 'words' and 'music' – throughout any day I am composing, through either or both. And even when I'm not actively creating, my thoughts are often involved, reaching out to the outer rims of life, fielding the yearning place and space for writers and creativity in other forms.

I'll continue on a writing path, that place I have long lived!

BUILD YOUR BUSINESS & THEY WILL COME



Kelly O'Connor

SAY YES TO THE PRESS

Kelly Grace O'Connor aka SeniorCareKelly is a lifestyle advocate and elder care consultant with a national practice headquartered in Denver, Colorado. Her deep compassion, enthusiastic support, and expert knowledge of the senior care industry allow her to live her life's purpose every day.

SAY YES TO THE PRESS

As a little girl, I was always comfortable with the idea of death and dying. I loved religious rituals, church buildings, gospel music, and the thought of angels all around me. It was off-putting to my young mother who was concerned about her darling daughter's fascination with cemeteries, especially the above ground mausoleums where our relatives were buried in New Orleans. Every time we visited, I would extend my little arms and ask her if she would put an angel on my grave with her wings spread out "like this" demanding she look at my pose, depicting how I wanted the angel to look. It was always met with a gentle slap and a "knock it off" message from her in her soft Southern voice. This theme continued even after I graduated from high school and someone mentioned that I should be a funeral director and how much money was to be made in the funeral business. I considered it, but it just didn't seem cool enough for the girl who was now into fashion and MTV. Some years later, when my mom died at the age of 52, I thought that I would one day be a hospice volunteer to give back to those who helped us through her last days. I told myself it wasn't yet time as I was just beginning to build my career then. In 2000, when I received a Master's degree in Spiritual Psychology, I thought about being a grief counselor or death doula, which was a newer profession at the time, but again, I didn't take action. It seemed too much to make such a radical shift in careers and I didn't see how I could make enough money to live the lifestyle that I had grown accustomed to.

Then in 2008, at a fancy personal development retreat in the British Virgin Islands, I had a vision that I would like to help the elderly navigate the journey through end of life, but I went back to my real life once the conference was over. Two whole years later, I started to take action and become that hospice volunteer I had once hoped to be, and then another two years later I started to work in senior living at a wage I was making in college. Eventually, after learning almost every aspect of the senior care business and supporting hundreds of families through the care transition process, I started my own agency in Denver.

Four years later, I found a way to expand my business nationally and support an even larger number of families through a network of professionals. Throughout my journey, I've made lots of mistakes and spent too many days, weeks and months regretting the decision to go out on my own. In retrospect, I realize that I didn't ask for help soon enough. My pride kept me from being honest and facing the reality that I was drowning and trying to balance the administrative functions of running a business, with the sales and marketing, and the arduous process of supporting families in crisis. More times than not, I felt I was

in over my head and would never be a success. It was much harder than I expected. I was rather fortunate that my clients and strategic partners always saw my heart. They knew I was in the business for the right reasons and trusted me to be honest, defend my elders' best interest, and do anything in my power to help them make the best decisions possible.

What I would have done differently? Well, for starters, I would have had more money set aside; I was undercapitalized and the stress of not having a paycheck as a single person was almost unbearable at times. I would also have found an entrepreneurial group earlier in the journey so that I could learn from the unique challenges that women face as leaders and caregivers. Once I found that group, everything took off for me. It allowed me to put the necessary structures and disciplines that are tied to building a strong business in place, as opposed to the ones that just “sounded” good. I dove into the emotional and spiritual issues that were holding me back from really going for it. My greatest obstacles were my self-doubt and poor time management, and through the assessment my coaching group administered, I was able to see that what I considered my obstacles and the so-called “proof” that I would never succeed, were actually fixable.

When I began to live in my strengths and invite others into their strengths to fulfill functions that were draining me of my “brilliance,” I began to soar and enjoy the entrepreneurial journey much more. That joy and ease attracted more clients and partners to my business and things really took off. It wasn’t until recently that I realized that I had actually created a lucrative career celebrating life, aging, death and dying in a way that connected the little girl in me to what she loved most. I was being nudged in the direction I have been headed for as long as I can remember, and only when I said “yes to the press” did my life take off in extraordinary ways.

What's next? Well, I have blended my love of fashion, beauty and elders together into a mission to promote Positive Aging and a vibrant Longevity Lifestyle on a national level through speaking, writing, product and program development. Today, I am known as SeniorCareKelly and the future is unfolding day by day. My heart and focus will always be on my elder care consulting work, but it is simply the foundation and springboard for what my life in my late 50s and beyond will be.

BUILD YOUR BUSINESS & THEY WILL COME



Janine Valentine

BURN YOUR SHIPS

Janine Valentine became an entrepreneur in March of 2017 when she created her own real estate transaction management company. This work requires a trusting relationship between herself and the agent, which is one of her favorite things about her work. She's very relational and enjoys creating community, which means that her clients not only experience her authenticity from day one, they also become part of her client community, leading to more genuine relationships and resources for them inside Janine's Key TC Family. Janine now teaches others how to create their own transaction management business, and according to her, it's thrilling to watch others preparing to launch this journey!

BURN YOUR SHIPS

I am a planner by nature. I like to minimize risk. Ironically, this led to the biggest leap of faith I have ever taken.

As 2017 began, I realized that while I loved the people that I worked with at my office job, I did not love the work I was doing. I had just turned 51, and on the heels of my recent divorce, my primary focus was stability. From my beautifully naïve perspective, working for myself felt more long-term reliable than continuing to put the future of my career and income flow into other peoples' hands. I wanted the freedom to decide what I wanted to spend my time on, to work from home, and to make the decisions that impacted the stability, growth, and longevity of my company. But, what did I want to be when I grew up? I had no idea. I did know what I was good at, and what I liked doing, so I just sat with that for a bit.

A couple of months later, a friend told me about real estate transaction management. I had never heard of it, nor had I ever worked in real estate in any capacity. Yet, as she described the job and the skill set involved, I had feelings of a simultaneous full-body “YES! This is totally in my wheelhouse! I would be so good at this!” paired with stomach-dropping “Oh NO! I am not really about to do this giant scary thing, am I?!” I went into my coping mode of research and planning, partially hoping to find reasons NOT to do this and let myself off the hook. Instead, six weeks after hearing the words “Transaction Coordinator”

for the first time, I created my own Transaction Management company.

For the next six months, I worked ridiculously hard at learning real estate, setting up systems, and networking—all the while, working my full-time day job. All these things were completely new to me; I was learning a new language, and every single day there were discoveries of the next layer of what else I did not yet know. I was emotionally and physically exhausted. I had not yet landed my first client because I was afraid to. I did not feel prepared. The thing is, you must DO the job to learn the job, and it is scary to do it for the first time on an actual client transaction. There were no practice runs. I was not sure how to meet other independent TC's (Transaction Coordinators), and the few I found were not willing to let me learn from them. Now, I understand it more from this side; we each had to basically reinvent the wheel by ourselves. Once up and running, we naturally feel protective and proprietary of our hard-fought processes and systems. And we are BUSY! It is difficult enough to find time to train an assistant who will eventually be helpful to you in your business, let alone to train someone who ultimately is not going to stay and help, but rather start their own business. It feels like a waste of limited energy and resources. During this time of struggling to create my own systems out of thin air, I vowed to pay it forward and create a guide for others to follow. (I am proud to say that I am currently working on this and will launch training and support for TCs nationwide in the next few months!)

I was fortunate to have a female entrepreneur as my boss and mentor during this time. She had created her own business at a time when women did not really do that sort of thing, and now in her 70s, had a highly successful business and amazing relationships within the community. When I told her about this business I was launching, she was extremely supportive. Her first words were, “Janine, I want to see you FLY!” She gave me the flexibility to continue to work for her while building my business. I could pop out for an hour or two to network, take a half day off to attend a class; whatever I needed, as long as it remained beneficial to us both.

I was literally always working. I utilized my breaks during my day job, my evenings and weekends, early mornings, late nights—all to set up and build my business. And yet, I was not signing any clients. I felt like I was living way out of my comfort zone. In hindsight, I see that I was always keeping at least one foot INSIDE my comfort zone. I went to several networking events a week, which were so scary at first that I shook with adrenaline every time after standing up to introduce myself... but these networking events were created for beginners. I was surrounded by others learning to introduce themselves as well, which was PERFECT for learning, and not effective at all for meeting potential clients who were busy enough to need my assistance on their transactions! I did not move on to more intimidating networking events. My fear was holding me back. I was practicing meeting that fear eye-to-eye though. In the end, this has served me very well. This time of figuring out how to

keep pushing against the edges of my comfort zone created a very strong foundation to build my business upon.

I had invested six months of my time and energy into starting my company. I was too far in to walk away—I didn't want to. I knew I had the ability to be exceptional at this job. Also true: I was depleted. I could not imagine having any more to give and was not sure how much longer I could go at this pace. I felt alone and scared, and at times I wanted someone to do this WITH me, or even FOR me.

It was at this point that I was reminded of the story of the Spanish Captain Hernán Cortés, who in 1519 during the conquest of Mexico, ordered his ships to be burned upon arrival. The men would either achieve victory or die fighting for what they wanted, but there would be no retreat. No plan B. Epiphany! The next Monday with a lump in my throat and feeling nauseous, I burned my ships. I quit my day job. I released my reliable income source. I did not have a partner to lean onto for safety. I had ME. This was a huge turning point for me. That job was my comfort zone. As long as I continued to hold that safety net close and invest just as much time and energy into my back up plan as I did into my plan for my future as an entrepreneur, I would be stuck. You cannot walk forward with one foot on one path and the other foot on another path. This was such a paradigm shift for me. (Have I mentioned that I'm a planner? I have always had plans for my plans and backup plans for every conceivable alternative!) Moving forward onto this unknown singular path by myself, I

chose to find my comfort in my abilities and resources rather than in contingency plans. I could always go get another office job if I had to. I had friends and family that would help me get back on my feet if this failed. I had savings that would support my needs for six months. This was my “emergency fund” and it felt scary, and even decadent, to spend it this way. This is not what I would have considered an emergency. In hindsight, it actually WAS an emergency of the soul: my self-confidence and ability to trust myself were at risk had I chosen to give up my dream out of fear (yet again) rather than literally INVESTING in myself in this moment. It was time for me to choose ME.

One month at a time, I transferred portions of my savings into my account to pay rent and buy groceries. What amazed me was how much more I had in me to give and risk once my retreat “ship” had been burned. I learned that fear could work against me, holding me back—or FOR me, motivating and propelling me forward.

Four months after leaving my day job, I began signing clients and making money. Within six months of having actual clients and managing transactions, I was able to start replenishing my savings. There were some bumps ahead, where I needed to cover a slower month with some savings again, but those were no longer scary because I knew what I was capable of doing.

This whole experience has changed the way I see myself. Minimizing risk also minimizes the life you are living. I want to be “all in” on my life!

My advice to you: Willingly burn your ships, and FLY!