

Life Reimagined

HOW MODERN WOMEN
ARE REINVENTING
THEMSELVES AND
BUILDING WEALTH
WITH EASE IN THE
DIGITAL AGE

*Soft Life.
Strong Woman.*



*Grace
Looks Good
on Me.*



*Called.
Chosen.
Covered.
Unstoppable.*



LISA MONET

FAITH-LED. PURPOSE-DRIVEN. LEGACY FOCUSED.

♥ TheLisaMonet.com ♥

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in the Digital Age*

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BEFORE WE BEGIN

I'm Glad You're Here



I want to be straight with you from the start.

This isn't a guide full of vague advice about stepping into your power. I wrote this because I've actually lived the life I'm talking about, and I know what it feels like to be standing in the middle of your life wondering what comes next.

Maybe you're coming out of a divorce. Maybe your life or career needs a reboot, or you're dealing with burnout or some other kind of loss, change, or upheaval. Maybe you've been watching other women build things online thinking, "I wonder if that could work for me."

It absolutely can. And you're not as far away from it as you think.

With love and sisterhead,

Lisa Monet

INTRODUCTION

My Story (And Why It Matters for Yours)



I didn't plan to start over at this point in my life. Nobody does.

After I left my marriage after 30+ years while I was in my fifties, I had to figure out what was next. It wasn't easy. I was a stay at home wife. Our children were grown, our life was settled, and my self-confidence was in the garbage.

I needed a plan to regain my independence, but working a corporate job was not on my list of favorite things to do. Before my marriage ended, I was an online marketer so I started exploring what it might look like to build income online again — not in a hustle-yourself-into-the-ground way, but in a way that actually fit my life. But I learned technology had changed and AI was rapidly emerging and getting a foothold. I tried a few things and even became a certified life coach so I could help other women. But it wasn't easy at first because I was learning on my own, I made mistakes, kept going, and eventually built a life I'm genuinely proud of.

I'm living a happy, secure life as a mom, grandmother, and fur mom. I'm in a beautiful and healthy relationship after healing. And I've relaunched a new career as a digital creator and coach.

Here's what surprised me most during this time: the skills that felt the most "un-digital" were decades of experience, the ability to connect with people, my emotional intelligence earned the hard way — those things turned out to be my biggest advantages.

And they are yours, as well.

This guide is about helping you see that you already have more to work with than you realize.

"You are not starting from scratch. You are starting from experience."

CHAPTER ONE

It's Not Too Late

(And I'm not just saying that)

Let's deal with the voice in your head that says you've missed your window of opportunity to change your life.

We live in a culture obsessed with early success — first business launch or good job at 24, earn six figures by 30. If you follow the playbook, you'll retire and never have to worry about money again. And if you're at 50 or 55 or 60 reading this and those things didn't happen, it's easy to feel like you missed the memo.

Here's the good news...

You didn't. Research from the Harvard Business Review found that founders in their 50s are significantly more likely to build lasting, profitable businesses than younger entrepreneurs. Why? Because they bring things that can't be faked: real experience, emotional steadiness, resilience that comes from having already navigated hard things.

You know yourself better now. You know what you won't tolerate. You've managed complexity that would have undone a younger version of you. The online world doesn't need another polished 25-year-old pretending to have it all figured out. It needs women who actually know things.

That's you.

"Your experience is not baggage. It is your brand."

TAKE A MOMENT

What have I been through that younger women simply haven't had time to learn yet?

If I actually believed it wasn't too late, what would I start this week?

TRY THIS

1. Write your proof list. Ten minutes. Every hard thing you've gotten through. Read it back. That's not a list of struggles — that's evidence of a woman who knows how to keep going.

2. Name what you know. After all your years of experience, what do you understand better than most? Write it down. That's the beginning of your offer.

CHAPTER TWO

What You Already Have That Most People Don't



Women over 50 can start a business with advantages that younger entrepreneurs spend years trying to build. But most of us don't recognize them as advantages.

Credibility you've actually earned

In a world full of online "experts" who learned something last year and are now teaching it, there's something rare about a woman who's been living something for decades. When you speak from that depth, people feel it.

Relationships built on real trust

You didn't accumulate followers. You accumulated relationships. Friendships that go back years. Professional connections built on trust. These are people who already believe in you — and that matters more than most marketing strategies.

Emotional intelligence that took years to develop

Research shows emotional intelligence peaks in midlife. The ability to read a conversation, hold space, communicate with warmth and directness — these build loyal audiences and long-term businesses.

The freedom of not needing everyone's approval

Women who reinvent after 50 have usually stopped performing for people who never truly saw them. That freedom — to just be honest, to just be yourself — is one of the most powerful places to build from.

"The woman who knows her own worth doesn't negotiate it away."

TAKE A MOMENT

What do I know how to do — in relationships, work, life — that took years to actually learn?

Who already comes to me for advice or trusts my judgment?

TRY THIS

1. Name your expertise. Finish this out loud: "After [X] years of [experience], I know more than most people about ____." Don't soften it.

2. Write your trust circle. List ten people who already trust you. That's your first audience.

CHAPTER THREE

Starting Over After Divorce or Burnout



If you're here because life handed you something you didn't ask for, I want to say something before we get into strategy:

What you're feeling is real. The grief. The disorientation. The strange mix of relief and fear. All of it is real, and it doesn't get talked about enough.

On divorce

Divorce after years of marriage isn't just the end of a relationship. It's the end of an identity. It's figuring out, sometimes for the first time, what you actually want — not what kept the peace, not what made someone else comfortable. That process is painful and then, slowly, becomes a gift.

On burnout

Burnout isn't weakness. It's what happens when you give more than was sustainable, for longer than was healthy, to something that didn't fully value you. Your exhaustion makes complete sense. The goal now isn't to white-knuckle into a new hustle. It's to build something different — income that doesn't cost you your peace.

"Build a life you never have to run from."

TAKE A MOMENT

What chapter of my life just ended, and what am I still processing from it?

What parts of myself did I set aside that I'm ready to get back?

TRY THIS

- 1. Give yourself a grief window.** Twenty minutes this week, no productivity, no pivoting. Just honor what you've been through.
- 2. Write your reclamation list.** What did you set aside — interests, dreams, parts of your personality? They're not gone. They've been waiting.

CHAPTER FOUR

Tech Doesn't Have to Be the Thing That Stops You



I hear this one a lot: “I’m just not tech-savvy.”

When I first started, I felt like everyone had gotten a manual I missed. There was a learning curve. Some days it was genuinely frustrating learning new digital marketing strategies. In fact, sometimes it was downright intimidating. But here’s what I figured out: technology and AI are just tools. And you have learned harder things than this.

Think about it...

You learned to drive a car. You graduated college. You navigated a career. You raised a family. You’ve held down a job, been there for your family, and may have suffered unimaginable loss. You managed situations that had no instruction manual. The idea that you can’t figure out a digital platform is a made-up story — not a fact.

The platforms we use to build online businesses now are more beginner-friendly than ever. You don’t need to write code. You don’t need to understand how the internet works. You just need to be willing to click around and ask questions until things make sense. Everyone who operates online with confidence went through an awkward beginner phase. Every single one.

Including myself.

“Competence is a decision before it’s a skill.”

TAKE A MOMENT

What technology feels most intimidating right now, and what story am I telling myself about why I can’t learn it?

What digital skill have I already learned that once felt impossible?

TRY THIS

1. Explore one platform for 20 minutes. Just look around. Don’t build anything. Familiarity takes the edge off.

2. Find one tutorial. Search “[platform] for beginners” and follow along. Watch it twice if you need to.

CHAPTER FIVE

Why Digital Marketing Feels Like Coming Home

And why women like you are leading this shift



Something is happening right now that nobody is talking about loudly enough.

Women — particularly women over 40 and 50 — are quietly becoming one of the fastest-growing groups of digital entrepreneurs in the world. Not because someone handed them a roadmap. Because the digital economy finally offers something that traditional careers almost never did: a way to build income that works around their life instead of consuming it.

After decades of showing up for everyone else — employers, children, partners, parents — the idea of building something that is entirely yours, on your schedule, from your home, using skills you already have? That's not just appealing. For a lot of us, it feels like exhaling for the first time in years.

The world changed. And it changed in your favor.

Not long ago, starting a business meant startup costs, inventory, office space, employees, and risk that most people couldn't afford to take. Digital marketing changed all of that. Today, a woman with a laptop, a Wi-Fi connection, and genuine knowledge in any area can build a real income stream — without a storefront, without a business loan, and without sacrificing the peaceful life she's worked so hard to create.

AI tools have lowered the barrier even further. Writing, designing, brainstorming, scheduling, researching — things that used to require a team or a budget can now be done by one woman, in her home office, in a few hours a week. The playing field didn't just level. It tilted toward people with wisdom, perspective, and something real to say.

That's you. That has always been you.

Why it fits the soft life so well

The soft life isn't about doing nothing. It's about doing things differently — intentionally, on your own terms, without grinding yourself into the ground for someone else's bottom line. Digital marketing fits that vision almost perfectly, and here's why:

You work when you want to. Morning person? Work in the morning. Night owl? Work at midnight. No commute, no dress code, no one timing your lunch break. Your schedule is yours to design.

Your income isn't capped by someone else's budget. In a traditional job, your raise depends on someone else's approval. Online, what you earn is directly tied to the value you provide and the consistency you show up with. That's a completely different relationship with money — and for women who have spent years being underpaid for over-delivering, it's a powerful shift.

You can start small and grow at your own pace. You don't need to go all-in on day one. Many women start their digital business as a side income while they transition out of other responsibilities — and grow it into something full-time only when they're ready. There's no deadline, no investor to answer to, no pressure to scale faster than feels right.

Your story is the product. In the digital world, authenticity sells. Women who have lived real lives, navigated real hardship, and come out the other side with real wisdom are exactly who people are searching for online. Not a perfect polished brand. A real human being who has been where they are and found a way through.

It doesn't require you to perform. You don't have to dance on camera or chase trending sounds. You can write. You can record a calm, thoughtful video from your kitchen. You can send a newsletter. You can show up in a Facebook group and have a real conversation. The women winning online right now are not the loudest ones. They're the most consistent and the most genuine.

The women leading this movement look like you

The fastest-growing demographic of new online business owners is women over 50. Not recent college graduates. Not tech bros in hoodies. Women who raised families, survived layoffs, left difficult marriages, cared for aging parents, and somewhere in the middle of all of that, never stopped dreaming about something that was theirs.

They're building it now. With laptops and iPhones and a few hours carved out of their week. They're selling digital courses, coaching other women through transitions they've already navigated, writing newsletters that people actually look forward to reading, recommending products they genuinely love and getting paid for it.

And the thing that makes them magnetic isn't a perfect website or a huge following. It's that they stopped apologizing for where they are in life and started sharing it honestly. That honesty — hard-earned and unpolished — is exactly what the internet is hungry for right now.

"The digital economy didn't make reinvention possible. It made it accessible. And for women who already had the wisdom, the credibility, and the desire — that changed everything."

TAKE A MOMENT

What responsibilities have I spent years carrying for others that I'm now ready to redirect toward something of my own?

If I could build income doing something that genuinely used my experience and fit my life, what would that look like?

TRY THIS

1. Design your ideal day. Write out what your ideal workday would actually look like — the hours, the setting, the pace. Then ask yourself: does what I'm building (or considering building) fit inside that day? It should.

2. Find one woman who is doing it. Search online for a woman over 50 who has built a digital income doing something she loves. Read her story. Watch one of her videos. Let her existence remind you that this is real, it is being done, and there is absolutely no reason it cannot be you.

CHAPTER SIX

Peace Is the Strategy



If you grew up believing your worth was tied to how hard you worked, this chapter might feel uncomfortable.

But keep reading...

The women who burn out aren't working too little. They're building on urgency, comparison, and the constant feeling of being behind. Sustainable businesses aren't built by the most exhausted women in the room — they're built by the most clear-headed ones.

This doesn't mean doing nothing. It means being intentional: showing up consistently at a pace you can maintain, building systems that work without your constant attention, protecting whatever you need to think clearly, and choosing slow-and-sustainable over fast-and-frantic every time.

And on comparison — you're seeing someone else's highlight reel and measuring it against your private beginning. That is never a fair comparison. You're not building the same thing, on the same timeline, for the same reasons. Your pace is not wrong.

"Comparison is the thief of a beginning that could change your life."

TAKE A MOMENT

Where am I trading peace for the appearance of being busy?

What would my business look like if I treated my peace as a non-negotiable?

TRY THIS

- 1. Write your non-negotiables.** Three things you will protect no matter what. Write them down. These are your rules.
- 2. Schedule one real rest.** This week. In your calendar. Like an actual appointment. Because it is one.

Building Something That Lasts



Reinvention doesn't require a dramatic transformation. It asks something simpler and harder: that you become more of who you already are. More intentional. More honest about what you want. More willing to act on it.

It looks like picking one direction and moving toward it steadily — even on the days nothing feels like it's working. Showing up as yourself instead of a performance. Celebrating the small wins: the first subscriber, the first sale, the first message from someone saying “you have no idea how much I needed this.”

It looks like income that comes in without chasing it every day. Work that feels like yours. A life you actually want to wake up to.

The Queen Move

In chess, the queen is the most powerful piece on the board. She doesn't react to every provocation. She surveys the board, decides where she's going, and moves with her full strength behind her.

That's the energy I want you to carry into whatever you're building. Not urgency. Strategic, purposeful movement toward something that actually matters to you.

Your next chapter is your queen move. Make it count.

“It is not too late. Your next chapter can be your best one yet.”

Ten Things Worth Remembering from Lisa Monet



“Starting over isn’t about erasing what came before. It’s about finally using all of it.”

“The woman who’s been through something hard isn’t fragile. She’s actually the most prepared person in the room.”

“You don’t need to be everywhere. You need to be consistent somewhere.”

“Wisdom isn’t a consolation prize for getting older. It’s the whole point.”

“Peaceful income isn’t passive. It’s what happens when you build something deliberately.”

“The right people don’t need to be convinced. They just need to find you.”

“You don’t need to be louder. You need to be more honest.”

“Rest isn’t the reward for finishing. It’s part of what makes finishing possible.”

“A woman who knows what she’s building and why is more powerful than one who’s just moving fast.”

“You’re not starting from zero. You never were.”

BEFORE YOU CLOSE THIS

A Few Last Questions



Don't skip these. This is usually where the real clarity lives.

Who is the woman I'm becoming? What does her life actually look like?

What's the one next step I'm willing to commit to this week — not someday, this week?

Five years from now, looking back at this moment — what do I want to be able to say about how I started?

YOUR NEXT STEP

Ready to Live Life Reimagined?



If this guide resonated with you, here's the honest truth: reading about reinvention is the beginning. Actually building something — and knowing how to sell it without feeling pushy, salesy, or like someone you're not — that's where the real work happens.

That's exactly what Sell With Confidence 2.0 is built for.

What SWC 2.0 is...

SWC 2.0 is a step-by-step digital marketing course with over 20+ ways to create income and designed for women who are new to the online space and serious about building real income, or women who are scaling their business and want to learn new digital marketing skills. It's not about aggressive tactics or becoming someone you're not. It's about learning to show up, share what you know, and sell in a way that feels honest — and actually works.



GROW WITH LISA

LEARN DIGITAL MARKETING

PERFECT FOR INTROVERTS

CREATE INCOME.
CHANGE YOUR LIFE.

ABOUT THE COURSE

This beginner-friendly course teaches you step-by-step how to build a simple, sustainable digital marketing business.

- ✓ No tech skills needed
- ✓ No inventory
- ✓ No cold calling
- ✓ Just a proven blueprint that works!

WHY THIS COURSE?

- ✓ Beginner-friendly training
- ✓ Easy to follow, step-by-step
- ✓ Supportive community
- ✓ Learn at your own pace
- ✓ Works for busy people & introverts
- ✓ Affordable payment plans available

INSIDE THE COURSE YOU'LL LEARN:

- 1. THE BASICS**
Learn the foundation of digital marketing in simple steps.
- 2. YOUR SYSTEM**
Use simple strategies and tools to build your business.
- 3. ATTRACT & CONNECT**
Learn how to attract the right people without feeling pushy.
- 4. EARN DAILY PAY**
Build multiple income streams with digital products.
- 5. GROW & SCALE**
Scale your business and create the freedom you deserve.

AFFILIATE MARKETING OPTION

Share the course and earn **\$506 COMMISSION** for each sale!

Plus bonuses and ongoing commissions!
A powerful way to create income while helping others.

PAYMENT PLANS AVAILABLE!

Invest in yourself.
Affordable options to fit your budget.

*You don't need to be outgoing to be successful.
You just need the right system and support.*

TheLisaMonet.com

THIS IS FOR YOU IF YOU WANT TO:

- WORK FROM HOME
- SET YOUR OWN HOURS
- EARN EXTRA INCOME
- CREATE FINANCIAL FREEDOM

What you'll learn

- The mindset shifts that make selling feel natural instead of uncomfortable
- How to create content that connects with the right people without chasing everyone
- Digital marketing fundamentals — no tech background required
- How to build multiple income streams, including digital products and affiliate income
- How to grow an audience that trusts you — and buys from you because of that trust
- Strategies that work whether you want to show your face online or not

This is for the woman who has something real to offer and just needs a clear, honest roadmap for how to put it out into the world, and ready to rebuild a life she loves.

No hustle culture. No fake urgency. No pretending to be someone you're not.

Just the skills, the strategy, and the confidence to build something that actually fits your life.

And here's something worth knowing:

SWC 2.0 also comes with a built-in income opportunity. Once you're inside the course, you can also share the course with others — and **earn a life-changing \$506 commission** every time someone enrolls through you. That means the very first skill you learn — selling with confidence — can start paying you back immediately.

You're not just buying a course. You're investing in something you can actually earn from while you're still learning it.

Payment plans are available, and you can get started today for \$0 at TheLisaMonet.com.

Get started today:

TheLisaMonet.com



LisaMonetCoaching.com

Faith-Led. Purpose-Driven. Legacy Focused.