



BUSINESS

DIANA RICHARDSON-PHILLIPUS: THE ENTREPRENEUR BUILDING A VILLAGE OF EMPOWERING WOMEN



Dr. Pamela Gurley June 16, 2022

In a world that can often be challenging for Black women, Richardson-Phillipus' is a powerful reminder that we are stronger when we stand together. She is working tirelessly because she is on a mission to empower women everywhere to reach their fullest potential – TOGETHER. She knows it takes more than just one woman to make a difference. It takes a village.

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Diana, a Pennsylvania native, has seen first-hand how collaboration and community can help women thrive in business. The founder of Empowered Women Empower and author of *Transformation: Finding Greater Purpose With Self-Knowledge*, she creates spaces for women to connect, collaborate, and sometimes partner with each other. Her life experience has taught her the importance of building relationships and supporting others – especially in business.

Having had quite the journey in her life from the time she was born and residing in numerous places, in an interview, Diana shares how this contributed to her journey to entrepreneurship and the challenges and experiences that have lent to her success.

Thank you for taking time out to chat with me. What inspired you to become an entrepreneur?

I always knew that I wanted to be an entrepreneur! The stumbling block for me during that time was in what capacity. I've always been the type of person that would be willing to offer up any kind of service, from ministering to my friends and family. I have been an avid reader all my life and particularly enjoyed books that spoke to the power of the Law of Attraction. I remember the first book on this topic introduced to me back in 2001 by a co-worker at the time called "The Wisdom Of Florence Scovel Shinn" (I still have this book to this day!). This was my introduction to the Law of Attraction, and my mind was completely blown away! But it wasn't until 2018 that I finally realized my true purpose in entrepreneurship: to curate products and services for women worldwide that foster Empowerment, Networking. It was with this vision that I launched Bronzed GLO Beauty, Organic Cosmetics, and the Empowered Women Empower Movement.

Share a little about your experiences as a woman and what empowerment means to you.

On my journey, I didn't have many people that shared the same thought process on entrepreneurship. I was always taught to work hard on my job to get promotions and social security. But I never did very well at this! I never had the mentality that was set to work for someone else. I didn't like being told what to do! So, I started out on my empowerment journey, and I was my first client! Empowerment to me is creating a safe space for women to be who they are and whom they desire to be! I Empower women by educating, creating social atmospheres for growth, and taping into the psychological to help women with their mindsets.



What challenges have you faced becoming an entrepreneur, and how did you overcome them?



I would say one of the biggest challenges I have had on my journey was the ability to knock down the doors to get my Brand out there! It was a true journey, and the journey is a continuous process. I have a CAN-DO attitude, so while it was a bit discouraging at times, I never stopped giving in! I kept at it. I continued to educate myself; I pounded the concrete and went door to door to bring my vision to life. I sought out people and places to enhance my knowledge, and all these things have and still do make a difference in how I scale as an entrepreneur.

What has been your journey thus far in creating spaces for women? How has that changed the trajectory of what you do as a business owner?

Great question! Empowered Women Empower is all about creating spaces for women. I started by curating small popup shops for women business owners to showcase their products and services. This movement swiftly moved from a small to a larger scale showcasing over 30 business owners at each Popup! I also hold annual Women in Business conferences where I bring Powerhouse Women business owners to educate, network, and empower women wanting to embark on this road of entrepreneurship.

As a business owner, what does investing in yourself, and others look like? How do you find that “sweet spot” to balance it out? (Meaning not under-receiving or over-giving)

That is still a pain point for me. I am naturally a giver and sometimes to a fault! I invest in myself, however, by always placing myself in spaces to learn and grow. I attend seminars and workshops to always keep my creative energies churning! But the pain point, as I mentioned, is being able to recognize that I cannot be all things to all people all the time! Whew! It is a process, to say the least.

What drives you to help other women – passion and motivation?

As a child, I witnessed the domestic abuse of my mother, and as an adult, I went thru that same cycle. My passion for the Empowerment of Women stems from this place. It was through my pain that I was able to evolve as a woman. This continues to serve as a motivating factor in my life. I truly believe that it takes a village! No one woman has gotten to any successful thing without the assistance of another. It is my mission to be that bridge for all women willing and able! It truly makes my heart full when I see the

light bulb moments of women I come into contact with. It brings me joy when I see other women WINNING!

You wrote “Transformation: Finding Greater Purpose With Self-Knowledge.” What inspired you to write a book for others to “declutter” their lives and operate in a consistent space of Purpose?

Transformation – Finding Greater Purpose With Self-Knowledge is a book that tells my journey and was written to inspire, motivate and empower all who read that they too can do it!

This book gives very specific steps to help one unveil their true purpose/passion. It was important to me to get this information out to the public. You see, as long as your mind stays in a constant state habit formed negativity, you will never get to that desired place of purpose.

We all have a purpose! We all have a gift! We are all creative! And it all begins with the Transformation of your mind.



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Where do you draw your inspiration from?

I stay inspired by always being grounded in my faith. Every day I am afforded the opportunity to wake up and take a breath keeps me full of gratitude! I am always in a state of gratitude and thanksgiving; through this, I can stay creative.



What is the most surprising thing you discovered while writing your book?

Wow! Excellent question! I was most surprised by just how much I had to say. Don't get me wrong, when you are writing a book; you know you want to say something! But what I am referring to is just how it poured out of me! It was such a pleasure to write. I was excited and motivated throughout the entire process because I knew this would be a game-changer for all who read!

What is next for you, and how can people connect with you, find your books, etc.?

I am currently in the process of finishing up my follow-up book to Transformation.

Also, I have two events lined up for July 2022:

The Summer GLO Popup Shop 7/23

The Queens Big Hat Lunch & Learn 7/30

For people to stay connected, please see my IG and website below:

IG: @dianarichardsonphillipus, @bronzedglobeauty

Website: sheisdiana.com

Website: bronzedglobeauty.com

Book, Notebooks, Inspirational Journals, Calendars: Available on Amazon (Links Below):



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