

JANUARY 2021 ISSUE NO. 4

\$17.99

Magistra Magazine

WE'RE
STEPPING
BOLDLY
INTO 2021

Women Leaders
share their
insights on the
year ahead!

The Young
Woman
Entrepreneur
Education
Foundation

Honoring Women
to
Inspire Women

CALLING ALL
BOSS LATINAS
IN THE NEW YEAR

A NEW ANTHOLOGY IS ON ITS WAY!



Magistra: Latin Origin \ (Classical) / \ Noun \ magistra f; a female teacher



Magistra International

Magistra: [LATIN] Female Teacher | Instructress | Directress | Conductress

*DESIGNED BY WOMEN BUSINESS OWNERS
FOR WOMEN BUSINESS OWNERS*

The Magistra Mission



*Honor Women Founders, Entrepreneurs,
Designers, Artists, Businesswomen, & Women
Professionals on a Global Scale
by highlighting our successes,
telling our stories and encouraging others
to reach for their dreams making them reality!*

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Magistra International

Magistra: [LATIN] Female Teacher | Instructress | Directress | Conductress

The Magistra Movement



We are making progress in our global economy as women continue to take lead on developing businesses across the industries.

Magistra Magazine is committed to spotlighting and celebrating these women.

Since our launch one year ago this month in January 2020 we have grown across the United States & NOW AROUND THE WORLD!

We are reaching our goal to spotlight and empower Women on a Global Scale!

Join the Movement!

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WELCOME TO THE ISSUE!

*From the Editor
Ms. Vihil H. Vigil*

Founder | CEO Empowerment Empire, LLC

Womens Empowerment Coach

Therapeutic Empowerment

Editor in Chief

Magistra Magazine & BOSS LATINAS 2021 ANTHOLOGY



I present to you the 1 Year Anniversary Edition and the JANUARY 2021 ISSUE OF Magistra Magazine!

We are boldly stepping into 2021 with a fire we haven't felt in quite some time! In this 4th issue of our Women's Empowerment Business Publication it is my great honor to introduce amazing women who are continuing to kick a\$\$ and are taking names in growing their EMPIRES!!! This is what we do! We persevere!

We get super creative, super collaborative, super resourceful and we THRIVE TOGETHER!

It is hard to believe that Magistra Magazine is now a full year old, let alone the fact that it is now January 2021! We have learned so much haven't we? We have tripled+ our responsibilities due to a global pandemic, we have persevered through global civil unrest and well so many trials of patience and of the will haven't we?!

Living in such a rich and thriving culture of Diverse Business Women and Entrepreneurs has provided us all with such great inspiration through each and every issue of Magistra Magazine! To date we have now featured 100 Women and with this issue we move into a New Year with even more Women Leaders sharing their stories and experiences of thriving, succeeding and growing! It is such a great honor for me to not only showcase Women Entrepreneurs & Business Owners but it is also such a great learning experience for me and for our Magistra Team to continue to learn from all of the amazing stories and experiences! So as we move into this first quarter of the New Year make sure you're taking a fresh look at all you are doing, take a moment to step back and ensure you are continuing in alignment with your core purpose! Make sure to read through the "Taking the Next Steps" article in the following pages where I help you explore your approach by asking specific questions to jumpstart your thinking.

Even before I started Therapeutic Empowerment to provide Women's Empowerment Health, Wellness & Business Coaching, before Magistra Magazine, The Business Women of Diversity Summits, The International Women in Business Mastermind & before The Empowerment Empire ever came to be something inside of me knew that I was put on this earth to effect great positive change!

It takes courage, resilience, planning and execution to make your dreams come true! Keep listening to those amazing podcasts, keep yourself and your family inspired and never be afraid to grow, learn and change with the times. YOU WILL PERSEVERE IF YOU DO NOT GIVE UP ON YOURSELF! Make sure to connect with all of the amazing contributors you'll find throughout this issue & tell them you saw them here in the January Issue of Magistra Mag!

xx ~Vihil

*The
Editor's
Bookshelf*

FOUR
TITLES
ON MY
READING
LIST



From left:

Sabrina & Corina by Kali Fajardo-Anstine

The Virtuous Circle by Gaby Natale

Practical Law of Attraction by Victoria M. Gallagher

It is Wood, It is Stone by Gabriella Burnham

THE EMPOWERMENT EMPIRE PRESENTS

→ *Moving Forward Together!*

The Business Women of Diversity Southern California Power Luncheon

*Sponsor &
Speaker
Opportunities
are available!*

CALIFORNIA WOMEN, ENTREPRENEURS & BUSINESS OWNERS ARE GATHERING FOR THE
FIRST 2021 POWER LUNCHEON OF THE YEAR IN SAN DIEGO!

WILL YOU BE THERE?

FRIDAY, JULY 16TH, 2021

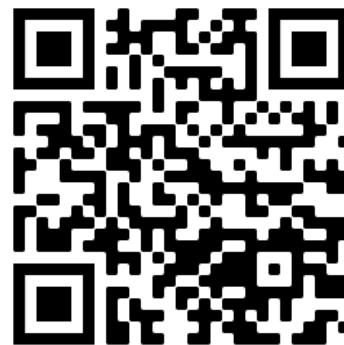
HILTON SAN DIEGO BAYFRONT, SAN DIEGO, CALIFORNIA, USA



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Dynamic & Diverse Women in Business speak to YOU on entrepreneurship, business management strategies, mastering your marketing, personal health & wellness, making great social & community connections, financial management, investment & growth, getting past the fear of networking, goal planning and self-care ALL OVER AN AMAZING LUNCH!

**SIGN UP TODAY for early
registration discounted pricing!**



<https://socialpowerluncheon.eventbrite.com>

At the conclusion of this Power Luncheon participants will have:

- The crucial opportunity to review your 2021 Business Goals!
- Identified areas in your business that need attention and a fresh look moving forward
- Learned more about yourself!
- Experienced unprecedented connections with other businesswomen & have the opportunity to make like-minded new friends.
- Created a next steps action plan for your mental & physical health and for your professional career/business growth!
- Received an AMAZING Attendee Gift Bag for joining us!
- AND SO MUCH MORE!!!

SEE YOU THERE!

Magistra Magazine Contents

THE MAGISTRA MAGAZINE JANUARY 2021 ISSUE BRINGS TO YOU GROUNDBREAKING ENTREPRENEURS FROM ACROSS INTERNATIONAL COMMUNITIES TO INSPIRE YOU, TO CELEBRATE YOU, AND TO ENCOURAGE YOU TO PURSUE YOUR DREAMS WITH EVERY OUNCE OF PASSION WITHIN YOU!

THESE PHENOMENAL WOMEN ARE CREATING PROGRAMS, PROJECTS, BUSINESSES, COLLABORATIVES, LUNCHEONS, BRUNCHES, YOU NAME IT & THEY ARE MOST LIKELY CREATING IT OR HELPING TO BRING IT TO FRUITION!

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MAGISTRA MAGAZINE CREATED IN CALIFORNIA FOR A GLOBAL COMMUNITY

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The Magistra Magazine Young Woman Entrepreneur Education Foundation

About the Foundation

The foundation grew out of the obvious need to help young women and girls interested in building their own businesses or to begin a life as an entrepreneur. Education programs, seminars, higher education needs, workshops, business fees, website fees, business marketing expenses from websites to business cards all carry an expense that some just do not have available to them. Our goal is to provide scholarship money to help fund those necessary items to get her moving!

Educational Scholarships

The Magistra Magazine Young Woman Entrepreneur Education Foundation provides annual scholarships to women wanting to start their own business or to aid in funding educational programs to prepare them for their entrepreneurial ventures.

All donations and revenue from Magistra Magazine sponsored events go directly to fund the annually awarded scholarships.

If you would like to make a donation please do so and help support aspiring business owners & entrepreneurs!

***DONATE TO THE FOUNDATION TODAY at
www.Magistra.us/education-foundation***

*Scholarship applications are accepted through out the year.
Winners are announced annually at the awards presentation during
The Magistra Magazine Winter Gala benefiting The Young Woman Entrepreneur Education Foundation!*

Magistra Magazine Supports Non-Profit Organizations!



Girl Scouts
www.GirlScouts.org



CHICANO LATINO YOUTH
LEADERSHIP PROJECT
WWW.CLYLP.ORG



FIRST BOOK
WWW.FIRSTBOOK.ORG



The Magistra Magazine
Young Woman Entrepreneur
Education Foundation

Taking the Next Steps

w/ Vihil

We are launching into our first quarter of the New Year but before we move too far along take a moment to give pause to personal reflection, identifying your strengths, renewing your purpose and solidifying next steps!

1. Take an honest assessment of where you currently are.
 - a. What has gotten you to where you currently are?
 - b. What do you know is not working to take you further?
2. Do you know what you really want next?
 - a. What does your gut tell you, what do you long for in your life and in your business?
3. You need to ask yourself what are your strengths?
 - a. What are your natural gifts and talents that you know you can rely on?
4. What is your purpose and have your written down your Purpose Statement?
 - a. Why do you want to be a business owner?
 - b. When you remember why, you remember your vision, you start feel your passion, you become crystal clear on this and then this is where you become capable of anything!
5. What do you value most dear? Family? Faith? Integrity? Honesty? Love?
 - a. You make the most important decisions based on your values.
 - b. Is your current way of living inline with your states values?
 - c. Consider your daily life and how you will live it in alignment to your values.
 - d. What adjustment need to be made to align yourself?
6. Write out your long term plan.
 - a. "AKA" Your Bucket List. Write it down and make sure to update it yearly.
 - b. Now is the time to consider the rest of your life and to make the decision on how you intend to spend it.
7. What will be your Legacy?
 - a. Is there a theme to your wishes, plans, goals and desires?
 - b. What accomplishments would you like to be remembered for?
8. Now to your INSPIRED ACTIONS! What will you truly do next?
9. What rules do you follow?
10. Will you live up to your own expectations? It all depends on what you do now...

WORDS!

Women Entrepreneurs are some of the most versatile, dedicated and hard working as they come! We surveyed Women Entrepreneurs to ask about their Words in the New Year and here is what we found!

PASSION
INSPIRE
RELEASE
EXCITE
SURRENDER
PROSPER
THRIVE
DEDICATION
PERSEVERE
SLAY
MANIFEST
ENGAGE
SHINE
REINVENT
FOCUS
EASE
INTENTION
BELIEVE
DO
GROWTH
CREATE
SEEN
EXPANSION
STRENGTH
HEAL

COMMITMENT
EMPOWERMENT
FORWARD
MAGNETIZE
LEAD
BELIEVE
CONNECT
MEDITATE
BUILD
COMMUNICATE
HOPE
PERFORM
FAITH
ORGANIZE
HUSTLE
FREEDOM
GIVE
CREATE
SPEAK
IMPROVE
PRIORITIZE
DREAM
CONTRIBUTE
GROW
COLLABORATE

SELF-LOVE
CONNECT
FREEDOM
REVOLUTION
EPIC
UNSTOPPABLE
POWER
UNLEASH
APPRECIATE
ELEVATE
LOVE
CLARITY
VISION
STRUCTURE
PERSEVERANCE
MODERNIZE
AUTOMATE
EMBRACE
INSPIRE
ENCOURAGE
PLAN
WISDOM
ACKNOWLEDGE
LEAD
NURTURE



"I believe that sales is service, I also believe that it is our responsibility to fall forward on a regular basis so we can find that thing that "clicks". You are not designed to be great at everything, but you are great at a lot of things"
-Stevie Marie

"We can be expansive in our values and attract like-minded people who also share similar values and morals. At The Redesign Empire, the biggest things we focus on is mindset, business strategy and sales" - Stevie Marie

"Rapport is EVERYTHING in business" - Stevie Marie

There is nothing that converts better than connecting with people at the level of being a human.

"Human first, client second" - Stevie Marie

"People go into business because they genuinely feel that what they have to offer is beneficial to people" - Stevie Marie

"Would you really be that upset if it took you 10 years to create your ideal life?"

"Would you really be that upset if you got 1000 no's before you got an abundance of YES'S?"

"Can you find enough drive and inspiration in yourself to keep going when it does it hard?"

Cause being an Entrepreneur is hard, I don't care what anyone tells you
- Stevie Marie

You are worthy and you are more than capable to have everything that you want. No one is stopping you from creating your life by design, other than that person who stares back at you in the mirror every morning. She is the one person that you can never lie to.

claim your worth and understand that the world needs you. Your family needs you, your community needs you. The world needs you.

Confidently step into the highest version of who you want to become and start ACTING like her now. There are no excuses available for leaders who make a decision to take on the role of healing humanity

There is massive power in decisions and all you have to do is decide who you want to be and the type of business you want to create.

Stevie Marie is a sales trainer and a business developer. Founder of The Redesign Empire, Empire Media and the voice behind the Queens Quest Podcast. She resides in Alberta, Canada and is a mother of 3 children. Stevie has experience in B2B, C2C, Network Marketing, Direct Sales and has strong leadership skills and helps corporations build sales teams. She has been featured in multiple publications and will not stop impacting the world till the legacy is felt by millions of women globally.



Claiming Your Value While Building Unshakeable Confidence; Become the "Queen of Your Empire"

By Stevie Marie - Founder of The Redesign Empire

Stevie started The Redesign Empire back in 2018. With over 15 years of sales experience, she saw that there was a need to help women create more influence online so they could serve more clients and sell more of their services.

Sales is one of the most elite professions and skills to master in the world. Stevie got into sales because she wasn't qualified to do anything else. With no high school diploma, she wasn't "qualified" to hold a regular paying job. She had to do something, being she was a young mother and had her first baby at the age of 17.

Stevie considers herself the "joker" of all trades. She has tried her hands at everything from selling advertising, to being in the automobile industry. With an extensive background in both network marketing and direct sales, Stevie has collectively sold over 50 million dollars in products and services in the last decade.

Stevie works with female business owners who range in an expansive niche market. Everyone from coaches, consultants and entrepreneurs. She believes that global impact is more important than only serving a small audience of people who would "qualify" for her services and product suite.

Mindset is everything when it comes to building a profitable business both online and offline.

If you don't believe in yourself, no one else is going to believe in you! So how do we increase our belief system, so that our audience values our impact as the female leaders we are?

We have to claim our value so we can build unshakeable confidence.

Being able to claim our value is about becoming self-aware. When we know who we truly are and the value that we bring to others - it's going to allow us to show up as an authority figure and deliver massive amounts of value to our audience, allowing us to build rapport.

If we can't build rapport, we can't build influence. If we can't build influence, we can't use the power that attraction marketing offers us when it comes to organic marketing and relationship building.

Stevie has built a multiple 6 figure business in just a short couple of years running with no paid ads...not one.

So how can you build your confidence in building your business without feeling "slimy" about reaching out to people to offer them the support that you have to offer them?

Understand this, you are here to help people. You help people by offering them your products and your services.

Taking the pressure off yourself to make "numbers" or "quotes" and just coming from you - a place of serving the masses allowing you to receive an overflow of abundance in all areas in both your business and your personal life. Not to mention your bank account will naturally grow by itself.

You can confidently move you and your teams forward knowing that you are here for the impact of humanity, not just the material aspect of what life has to offer.

Knowing that building something of significance takes time; you can focus more on the long-term picture instead of short-term gratification.

It is proven to be true that it takes 10 years to be considered an "expert" at your trade. Only 10 years. 10 years of you consistently pivoting, growing, evolving, expanding, and failing, over and over and over again.

Nothing will ever challenge you, grow you, mold you and allow for you to become the highest version of who it is that you are designed to discover.

Understand that no one is designed to deliver to humanity the way you can.

"If I quit then I do a dis-service to man-kind and I don't want to be held responsible for that" - Stevie Marie

So you claim who you are and be unapologetic about your visions, your goals and your desires.



Hi, I'm Stevie. Founder of Redesigned Empire!

I'm a sales strategist for coaches and experts that want their sales game to be stronger than their morning coffee... So that they can massively scale their visibility and impact. I have almost 2 decades of experience selling 50MM worth of products and services. From a \$3 lip gloss sample to a multi 7 figure sales deal... Been there, done that... With every single person I bought from THANKING me.

I've also been able to use my sales genius to build a multi 6 figure business with a remote team, and with a community of thousands of small business CEO's who's focused on making an impact just as much as I am. (While #MakingItRain and changing lives).

So if you're ready for amazing conversions + sales numbers that'll have your inbox filled with committed AF clients all day long, and your peers and old mentors saying, **"how did you do that?!"** ... Let's start talking.

If anyone asked me 20 years ago what my dreams are, I had one simple answer. To survive.

Growing up as a child in a very unstable, abusive environment, I was forced to grow up very fast and take large amounts of risk and responsibility. I left home at 16 years old to live with my boyfriend's family at the time.

That's the first time I've ever felt a sense of "home"... But due to the amount of school I missed due to depression, working and seeing a therapist, I got expelled from high school... And in the midst of moving around across the country, I ended up having my first kid at the age of 17.

As I was holding my baby... There was only ONE thought in my mind.

"I'll give my child the life that they deserve. A stable, safe and loving environment where they never have to worry about what they'll eat the next day. And I'll do whatever it takes". Then my mind drew a blank. I survived the first 17 years of my life. But I've never thought of any possibilities as to what I could do to make it happen. I ran into a chicken or an egg situation. To start a career, you need a job opportunity. But nobody was willing to give a job to someone who couldn't finish high school. It seemed like every job out there needed me to have at least a degree or two. But I wasn't going to back down. It wasn't just myself anymore. I was hungry for success. And my commitment to self education was unparalleled. I eventually found a full time entry level position in the restaurant industry. The job itself was simple. Conversing with people as a part of the job? Not so much. I was so used to moving around for the sake of survival that I've forgotten how to connect with people.

But being mediocre at my job wasn't an option. I had to be the best in order to survive. It was a series of small steps. But eventually, I learned how to converse and connect with literally anyone that walked into the door. I mastered juggling countless priorities, different positions and various demands in a very high pressure environment....I fell in love with being around people and solving problems for them. Yet, I still didn't see much possibility in myself. I didn't even know there were other possibilities. But an opportunity came by to prove me wrong. I ended up getting a job as an advertising sales consultant-- a job I never thought I'd get because I didn't have a college degree. I loved my time there. (And of course, I killed it there like a #boss). But I'm truly grateful for that position because it proved my beliefs wrong. It even taught me the most life changing lesson.



Redesigned Empire

Stevie Marie



As long as I can sell my value and deliver on it, the possibilities are limitless. That position shifted me into the corporate ladder in various industries-- automobile, insurance, telecommunications, direct sales, consumer goods... I even sold tractors! Every position I took on, I was moving up. I was finally able to support myself and my children. And I finally landed a sales management opportunity at one of the biggest telecommunications companies in Canada. But something weird happened when I received my new business card. Was I happy? Of course. But did I really feel the whole "I made it in life?" feeling? Nope. I couldn't shake off the thought, "there should be something more". And even when I started working in my new position, training and managing countless sales representatives.... It wasn't going away. I made it in life. My children had a loving and safe home that I could financially provide for. I had a thriving career where my leadership abilities were being fully recognized. Finally. So why wasn't that thought going away? Where was this all coming from?

This question was answered by someone I was least expecting an answer from-- my youngest. My worst part of the day is leaving my youngest behind with my older children and the babysitter. And conflicts caused by people with terrible management skills at work were not helping. Even though I loved my job, I most looked forward to being home with my family. Every single day, I had to choose between my family and my job. And I hated that feeling. The corporate world, particularly for people in leadership positions, is not set up for mothers or people that want a great work-life-family balance. I wanted to create a space that allows not only myself, but also my team, to have flexibility to wear jeans to their office. And most of all.. Never having to choose between my family and my job ever again. Then I remembered a lesson that I learned a long time ago that I've forgotten about. As long as I can sell my value and deliver on it, the possibilities are limitless. So instead of selling and delivering my value to an employer, why not deliver it to the whole world?

The brain chatter stopped. And the rest, is history. I've been able to take my almost 2 decades of experience selling 50MM worth of products and services... And started to teach women owned businesses how to do the same. This turned into a multi 6 figure business with a remote team, and with a community of thousands of small business CEO's who's focused on making an impact just as much as I am. But what I love about my job the most? It elevates my clients and THEIR lives. Having the flexibility to attend soccer games, help with the school play, and tuck small ones in at bedtime without agonizing in front of the laptop... Thanks to business's sales. That's what I love the most. I want to leave you with this. As long as you can sell your value and deliver on it, the possibilities are limitless. No matter what ANYONE says. So when you're ready to find out what that means for your business, come find me in my community or even in one of my programs. Let's do some badass things together.

Business Tax-Saving Strategies for 2021

For many of us leaving 2020 behind feels like a weight is being lifted off our shoulders. Entering 2021 is welcomed turn of the page on our calendars as we leave behind the year that introduced us to the Covid-19 global pandemic, business shutdowns, and arguably one of the most devastating years in our recent history.

The good news is that with a new year comes a fresh start. It is a time for us to hit the reset button not only in our minds or in our personal lives, but also in our businesses. This being said, I wanted to present to you three important business legal strategies that can help you make some changes to your business and could potentially help you save money on taxes.

So here we go:

1. “Incorporating”/ Creating a Legal Structure

Creating a legal entity your business is not only a great legal protection from personal liability creating a shield between your personal assets and your business assets, but it also brings with it some tax benefits that you can implement if you manage the entity correctly with help of your attorney and CPA.

Incorporating as you begin the new year is especially beneficial now that the state of California has extended the first-year franchise tax payment exemption of the \$800 minimum tax, which was previously only extended to Corporations, to now also extending it to LLC’s, LLP’s, or LP’s. So now more businesses can take advantage of the entire first year of utilizing their newly formed entity’s tax strategies before receiving the Franchise Tax Board’s first tax bill.[1] So take full advantage of the twelve months and incorporate as early as possible in 2021.

*M. Viviana Oropeza,
MBL, Esq.*

[1] This is applicable in the state of California; check with your individual State’s Secretary of State and Franchise Tax Board to verify your state requirements if you are located in any other state.



Business Tax-Saving Strategies for 2021

M. Viviana Oropeza, MBA, Esq.

2. Hiring Your Children

For those of us who have children we all know how expensive they are to keep and maintain (insert wink emoji), so being able to use them to save on taxes is only fitting given all we've spent on keeping smiles on their little faces over the years. Good news, in 2018 the TCJA nearly doubled the standard deduction from \$6,350 to \$12,000. So, if you want to hire your children to teach them work ethic or to help them learn some skills in the family business, your children will not have to pay any income tax on their earnings up to \$12,000. And depending on your business structure, you may be able to save on your child's payroll taxes.

This payroll tax exemption applies to sole proprietorships, single-member LLC's taxed as a sole proprietorship, husband-wife partnerships, or LLC's treated as a husband-wife partnership. This exemption applies to both part-time and full-time work. This allows you to shift some of the income from your own tax rate to your child's rate, which is most likely significantly lower than yours.

If you run an S or C corporation, you'll have to withhold payroll taxes on your children's wages. However, all of the other tax benefits still apply, and there are other creative strategies that can allow even these corporate entities to reap similar payroll-tax savings. [1] If you have an S or C corp, please reach out to us to learn more about such creative tax-saving strategies.

[1] Tax Cuts and Jobs Act of 2018.

3. Using Deductions Wisely

If we have to pick something positive out of the COVID-19 pandemic and that as many of us were forced to work from home, is that if you have the proper business structure, and keep proper records you can take full advantage of your business tax deductions and save some of your hard-earned mullah. Running your business from your home can give you some legitimate deductions you can use to save on taxes using business "write-offs." If you have had to move your business to and currently operate it out of your home you now can write off some portions, if not all, of your pesky bills such as your internet, your electricity, and even some of you rent or mortgage.

Business Tax-Saving Strategies for 2021

Further, you can also implement a medical care plan, a Health Savings Account, and other various insurance plans that can be written off through your business and cover your medical expenses. You can even write off your “corporate gym” expenses if you’ve spent money on gym equipment, cleaning supplies, and other home/work related expenses. Also, with some limitations, some home “corporate meeting meals” could also be deducted.

Either way, keep all of your receipts, write down all your meeting details in a small tax planner (“Tax Diary”) with details in the calendar of each of your expenses and for what corporate purpose they were used. Also, for “corporate meeting” expenses that include meals or travel, keep detailed meeting notes/ minutes that explain the purpose of meetings as well as any business decisions made during those meetings. There are many other deductible expenses that can be written off, but make sure you consult with your CPA or EA before you go too crazy. Also, feel free to contact us if you need any additional guidance and how to set up the corporate structure to take advantage of these tax deductions.

I hope you’ll all take advantage of these strategies and of everything this fresh new start has to offer us. So, let’s give a warm welcome to 2021, and may it be our best business year yet.



AS FOUNDER AND MANAGING ATTORNEY OF OROPEZA LAW, PC, VIVIANA (AKA ATTORNEY IN HEELS) IS NOT ONLY A LEGAL EXPERT, SHE'S A FINANCIAL EXPERT HOLDING AN MBA IN FINANCE WITH KNOWLEDGE IN IMPORTANT AREAS OF BUSINESS AND ESTATE PLANNING, INCLUDING FINANCE, INVESTMENTS, AND INSURANCE, WHICH GIVES HER GREATER INSIGHT INTO HER CLIENTS' NEEDS FROM ALL ANGLES.



LETICIA ORDAZ



Hello! My name is Leticia Ordaz.

I'm founder and publisher of Cielito Lindo Books, an award-winning author at the International Latino Book Awards, and an Emmy-nominated anchor & reporter in Sacramento, California.

A journalist for more than 20 years, I grew up in Galt, California and graduated from Sacramento State University. I've covered some of the biggest stories in the country. Growing up, I was the shy girl in class who dreamed of being on the news. As a young girl, I didn't see people who looked like me on TV. My parents always encouraged me to go after my dreams and to pursue Higher Education because they were not given the same opportunities in Mexico.

I became the first in my family to graduate from college and have a successful career in television news.

I have written my own story: *That Girl on TV Could Be Me! The Journey of a Latina News Anchor*. Through this book, I hope to inspire kids and young adults to make their dreams come true. I'm excited I got to write the first American children's book on making a career in Broadcast News. In college, I received an internship at my hometown Sacramento TV station, Channel 3. Luckily, mentors who I grew up watching gave me advice and support. To climb the ladder, I had to move to different cities. I learned to write, shoot, and edit my reports, so one day I could help others too. Being on the news is about believing in yourself and so much more. Through my children's autobiography, I get to showcase my immigrant family who has been my biggest supporters. My Mami and Papi are my biggest heroes. In Mexico, my parents left school after 6th grade to help support their families.

LETICIA ORDAZ

FOUNDER AND PUBLISHER OF CIELITO LINDO BOOKS, AWARD-WINNING AUTHOR AT THE
INTERNATIONAL LATINO BOOK AWARDS,
EMMY-NOMINATED ANCHOR & REPORTER IN SACRAMENTO, CALIFORNIA.

My parents came to the US to seek a better life for us. My book is bilingual in Spanish and English to honor how they taught me the values of hard work and education. That Girl on TV Could Be Me is the second children's book I wrote and released in 2020. THE ADVENTURES OF MR. MACAW, Las Aventuras del Sr. Macaw is my first book. I'm thrilled to share bilingual stories with children around the world. I hope to break barriers and change statistics that currently show only 5% of American children's books feature Latinx characters or subjects and there are only 5% Latinx authors and illustrators in the throughout the United States. These are the findings from the Cooperative Children's Book Center (CCBC) which releases statistics every year on the number of children's books by and about people of color.

People of color are underrepresented in American publishing and TV, both as subjects and creators. As a Latina mother of two Spanish-speaking boys, I see the importance of having more bilingual books for them and other children to choose from. After spending countless nights translating picture books to my children in Spanish, I decided it was time to write my own stories for the world to read. I want my sons to be proud of their Latinx culture and find children who look like them in children's literature. I hope my successes as an author/anchor/literacy advocate can inspire and ignite the spark in children of all backgrounds, especially the shy ones from disadvantaged neighborhoods. I'm glad I didn't follow the advice of some teachers and counselors in elementary school and high school who told me I was too shy and soft-spoken to pursue a career in journalism.

In my children's autobiography, one of the pages shows a young Leticia reading out loud in front of the mirror every night. My story is proof that when you give it everything you've got, anything is possible! I'm enjoying a long career in journalism because I followed my heart, followed the example of my hardworking parents and never gave up. I want girls to know they can defy expectations and demand a seat at the table. When they hear the word no, I want them to keep going and pave their own path.

Diversity, equity, and inclusion are critical in every job sector. Create your businesses and create opportunities for more women like you. I want boys to dream big too and for parents to stand behind their children no matter what career they chose. In my first job on the news in Elko, Nevada, I only made \$8 an hour, but I went for it, working long hard hours to get to where I am today.

It's so fulfilling to have a role in giving my community a voice. We give a voice to the voiceless and that's powerful. The backbone of our democracy is an independent and responsible media that serves and represents all our viewers. We live in the community alongside you and stand with you to keep you informed. When I'm not on the news or helping my two boys with distance learning, I'm writing bilingual books featuring diverse characters so children can see themselves on the pages of children's literature. It's resonating with them.

Parents are reaching out and letting me know it's giving their children confidence in themselves and pride in their Latinx culture. Kids on zoom calls are raising their hands to let me know it makes them feel good to see brown characters like Maxton and Bronx, who by the way are my sons. A part of my mission is to give books to children who have never owned them. I've teamed with #learningkits4migrantkids, title one schools, children's hospitals like Shriners in Sacramento, Little Libraries across the country, and literacy programs all over the world like Mexico and the Philippines. Through my book donations and virtual readings, children get to escape the hardships they are going through and experience the magic of reading in two languages. It allows their imagination to soar and run wild. Children from a migrant camp recently got to open some books I sent them with a personalized message. It said, "Dream Big! My parents used to work in the fields too." I hope they can see that no matter where they come from they too can achieve their dreams

LETICIA ORDAZ

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Sí, Se Puede!

My message for the women reading this story, please, never stop believing in yourself. It's never too late to dream. Your dream doesn't have to end because you have a family and you think too much time has passed. Dreams have no expiration date. Take the necessary steps to turn those goals into accomplishments.

The time to start is now.

- 1) Set high goals for yourself!**
- 2) Write them down where they are visible for you.**
- 3) Spend at least 15-30 minutes a day working on your craft.**
- 4) Get out of your way and allow yourself to fly like Mr. Macaw.**
- 5) Find a mentor.**
- 6) Reach out to other women with similar goals.**

In 2020, I wrote down in my journal that I would be an award-winning author. In September, I won not one but 4 International Latino Book Awards. This is the largest and most prestigious Latino Book Awards in the world. In the words of my Mami, "You can do it!" Do what you love. Only you know your inner passion. I promise, the rest will fall into place. You will be so happy you went for your dreams.



That Girl on TV Could Be Me!

The Journey of a
Latina News Anchor

¡Yo Podría Ser Esa Chica en la Tele!

El Camino de una Noticiera Latina



By Leticia Ordaz
Illustrated by Juan Calle

Hanna J. Miller, Ringmaster

How a Ringmaster Learned to Help Leaders Move from Isolation and Self-Doubt to Clarity and Connection

I recently reconnected with an old friend—we had cut our teeth together as leaders when we worked in the circus. Arden has always been the kind of leader I admire and respect so when I piloted a new program I was building for leaders during the Covid-19 shutdown, I had to ask her to help. I knew that she could help me build something spectacular just like in the old days. She didn't hesitate—she responded with a resounding “YES!!!” and I immediately felt a sense of peaceful power settling into my bones. It wasn't that I'd just reconnected with an old friend, but that I'd brought in a true collaborator.

The hardest part of being the boss is the isolation. Working alone makes it easy for doubt to creep in—that insidious feeling that clouds your vision and pollutes your decisions. The deeper doubt sinks its hooks into you, the harder it is to regain confidence and trust your instincts. When you're at the top and don't have access to trustworthy voices, it puts you in a dangerous position. Let me illustrate. When I was a young leader in the circus, before I'd found dependable collaborators, I often felt like I was spinning my wheels. Most of the changes I tried to implement stalled out, and many problems I tried to solve persisted. I was young, and in many ways didn't know what I was doing, so I tended to blame myself for the failures. Until one day Arden, then a junior performer in the circus, came to my office and told me that the problem was a whole lot bigger than I had imagined.

The managers who reported to me were telling all the new performers, “there's the way the boss wants you to do things and there's the way we actually do things.” These people I trusted, who were obligated to enact the changes I was seeking, were actively undercutting my program. They were telling me what I wanted to hear while fostering the very problems I was trying to solve.

Rather than feeling powerless when I heard the news, I felt relieved. I felt the weight of insecurity and doubt slipping away, because this 21-year-old saw what I was trying to do and had the courage to come tell me why my efforts were failing. Arden was a true leader who had been hiding in plain sight. Here was a collaborator I could trust.

Things changed a lot for me after that. Soon there were four of us, all women under 30, building the runway a few feet in front of the plane as we barreled toward takeoff. Together we clarified our vision, decided what we wanted to build, and then tackled every problem that came our way. We never relied on ‘the way things have always been’ because we believed that there had to be a better way—and there always was. With every problem we faced, we collaborated in finding the right solution.



Hanna J. Miller, Ringmaster

How a Ringmaster Learned to Help Leaders Move from Isolation and Self-Doubt to Clarity and Connection

Eventually I ran away from the circus and made a home in the business world, where I saw all kinds of leaders struggling with the same isolation that my team and I had overcome. Knowing that good collaboration frees us from self-doubt, and that, like Arden, I could step up and support leaders who needed a trusted advisor, I became a collaborator and confidante to leaders. I built a practice working with leaders seeking to clarify their vision, overcome their doubt, and step confidently into the spotlight.

During the pandemic things changed. I watched many leaders become even more isolated and overwhelmed as they adapted to the turbulence caused by Covid-19, and I realized that collaboration needed a new way to operate in this unpredictable world. I saw that leaders need connection with their peers in a space where they can be vulnerable and safely air their doubts and concerns. These leaders need to be reminded that their struggles don't have to isolate them—in fact their hardships can be the key to forming powerful relationships that free them from their isolation.

So, with the help of Arden and other leaders I admire, while continuing my 1-to-1 consulting practice, I created Synergy Circles: Small Group Support for Exceptional Leaders. In the Synergy Circles we meet via video every two weeks to talk about shared issues like accomplishing more by setting clear priorities, navigating difficult conversations, and keeping our eyes on the horizon. I facilitate each conversation, but Circle members drive the process, determining the issues most critical to them and supporting one another. Members also stay in touch between meetings, sharing victories and setbacks in their personal and professional lives, and building community.

I create each Circle by carefully curating diverse groups of 4-6 leaders from different industries and backgrounds, different points in their careers, and different places in the country. All Circle members share the spark that sets leaders apart—the drive and the passion that inspire them to always look for the better way forward.

The folks who participate in Synergy Circles say that the results are transformative. They feel inspired and motivated, connected and empowered, because this kind of collaboration is how magic happens: it's how we build something greater than ourselves. Having successfully piloted Synergy Circles during the spring and fall of 2020, I'm looking forward to the year ahead, when I'll be welcoming new groups of leaders eager to embrace the power of collaboration. If you think a Circle might be right for you, please reach out—I'd love to speak with you!

HANNA J. MILLER,

RINGMASTER

WWW.MASTERYOURCIRCUS.COM



RINGMASTER

Inspired Support for Exceptional Leaders

Nirali Patel, MBA

Apparel Industry Multi-hyphenate, Creative Director and Designer



Nirali has worked in the Apparel industry over two decades and began her career in her teens. The self-made Canadian born designer, was brought up in the United States influenced by her South Asian background.

Her various experiences in the industry has led to opportunities from designing for films, television, music videos, stage shows, and other entertainment industry jobs worldwide as well as executive level jobs supervising the production of multiple lines via China, India, and Pakistan. Nirali has worked on the design teams of large corporate accounts including Disney, Nordstrom, Macy's, JCPenney, Kohl's, Target, Walmart, Dancing with the Stars, NFL cheerleaders, U.S. Olympic teams, and The American Ballet Theatre to name a few.

Nirali's work has been featured on the Bravo network as well as MTV in addition to numerous other notable media and press.

Coupled with these professional experiences, Nirali's strong academic background from the United States, Italy, and India, earning her a Bachelors in Fashion Design, Certificate in Costume Design and MBA in Management and Marketing, has led her brands to be the most trusted among the Entertainment Industry and South Asian clients. Her clients, colleagues, and employers accredit her with being a visionary, reliable, honest, budget conscious, and easy to work with. Nirali is respected as an industry expert receiving accolades from reputable executives such as,

Corinne Ionescu VP of multi-million dollar company

Hale Bob "there's clear talent here"

&

Kiean Satvat Design Director of JC Penney brands

"you're impressive Nirali"!

Nirali Patel, MBA

Apparel Industry Multi-hyphenate, Creative Director and Designer

Her well received work has gained her a nomination for Adrianna Papell & E! Television Network Design Award along with several wins for best costume at various dance competitions and pageants. Nirali is also credited with being the official inventor of South Asian special occasion maternity and nursing apparel via her brand Mamta Maternity and Nursing by Nirali Designs LLC®, the first of its kind launched worldwide in 2006. Since 1995, Nirali has launched a total of five brands which make up Nirali Designs LLC Group of Brands today.

Although she designed her first actual garment at 11, it wasn't until the age of 15 that she decided to start building Nirali Designs LLC Group of Brands offering her work to others. Being in her teens and not having access to any mentors from the industry in her family, she relied on her teachers Ms. Judy Wenger and Mrs. Bakula Dharamdas Sanghavi for guidance. After taking a few fashion courses at her high school, she began by designing dance costumes for herself and other young dancers. At 17 years old, she was offered the position of design assistant in Mumbai creating pieces for leading Bollywood actress and dance queen, Madhuri Dixit. At 19 she had her debut fashion show at the South Asian Students Alliance Conference, where she was discovered by her first retailer in California. Shortly after, Nirali opened up a pop up shop at Shireen Boutique in Schaumburg, IL, where she was invited to show for one week, but she sold out in the first day!

During the first decade of her career, Nirali is accredited with building a multi-brand corporation and being the first female owned, second generation South Asian apparel company, to have had her brands carried by 7 retailers nationwide. In the second decade of her career she was called to design for various film and TV projects as well as landing herself a seat at multiple corporate design accounts worth 30-40 million dollars in business. These are just a few of the mile stones pushing her to keep pursuing her goals and only the beginning of what she brings to any programming as a Fashion Business Expert.

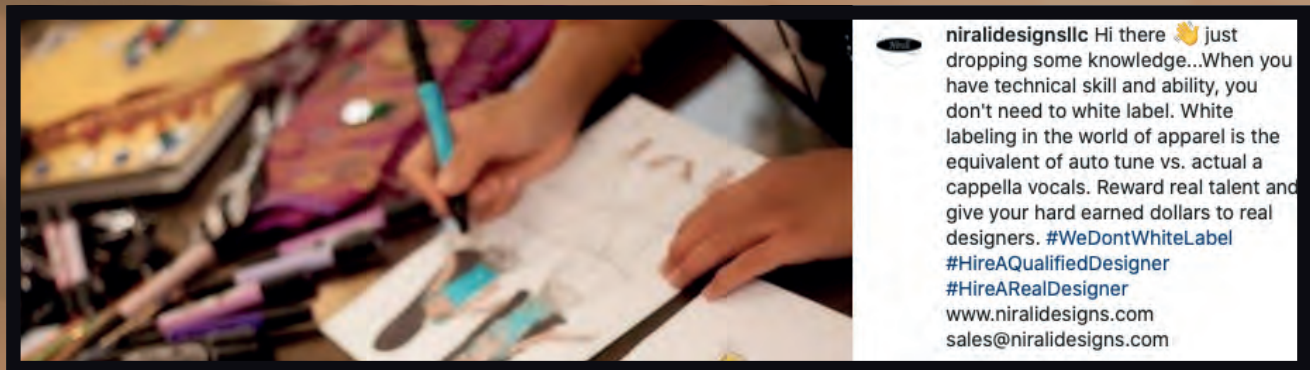


Nirali Patel, MBA

Apparel Industry Multi-hyphenate, Creative Director and Designer

In addition to design, a few other noteworthy roles Nirali has conquered in her career, included being the youngest professor at the Art Institutes in the Fashion Marketing program called to teach at three campuses. She has been a guest speaker on the Entrepreneurs Panel for Fashion Group International and involved in many internship programs from FIT, NIFT to FIDM naming a few. Nirali has also worked as a writer providing Costume and Fashion design content for publications and as a correspondent covering local fashion events. The most rewarding has been her volunteer work with the organization Free Arts for Abused Children. Through the use of arts, crafts, and other fun activities, Nirali works with kids who have experienced abuse, neglect, poverty, and homelessness, to help restore hope, resiliency, and self-esteem.

These successes have not come easily. Nirali has faced much adversity from some for pulling away from the usual South Asian American career paths to pursue her goals. Despite the lack of support at times, the designer is grateful for every opportunity and truly loves what she does. Nirali's passion stems from her deep desire to make her clients' look and feel beautiful. Currently Nirali is at a great place in her career where she can take on projects she truly enjoys that align with her personal mission of spreading beauty and joy in addition to owning and operating her own business Nirali Designs LLC Group of Brands® via www.NiraliDesigns.com *.



**For an interview or to schedule a screen test please contact
Nirali@niralidesigns.com**

MTV NEWS: https://www.imdb.com/videoplayer/vi3109857817?ref_nmvi_vi_limdb_3

TikTok: <https://vm.tiktok.com/ZMJDq2YHf/>

YouTube: <http://www.youtube.com/user/NiraliDesignsLLC>

LinkedIn: <https://www.linkedin.com/in/nirali-patel-mba-b8080415>

Portfolio: www.coroflot.com/NiraliHPatel/portfolio

IMDB Costume Design: <http://www.imdb.com/name/nm2966920/>

Facebook: <https://www.facebook.com/NiraliDesignsLLC/?fref=ts>

Twitter: <http://twitter.com/NiraliDesigns>

Instagram: <https://www.instagram.com/niralidesignsllc/>

**Website is currently under construction, for more information please view other provided links or click icons at the bottom of the current landing page found at www.NiraliDesigns.com*



IMPACT

Girl Scouts provides girls with programming in science, technology, engineering, and math (STEM); the outdoors; entrepreneurship; and life skills—areas essential to preparing them for a lifetime of leadership, success, and adventure. Your investment in lifetime membership ensures that girls always have the support they need to reach their full potential and change the world.



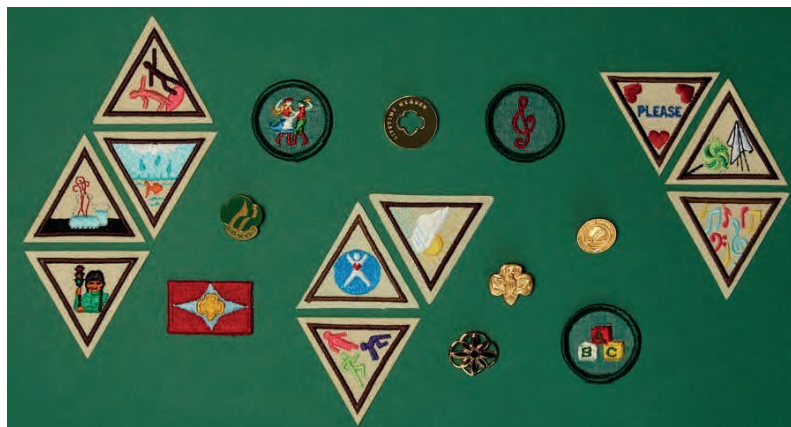
BE A CHAMPION. FOR GIRLS. TODAY.

WHO IS ELIGIBLE?

Lifetime membership is available to any individual who accepts the principles and beliefs of the Girl Scout Movement, pays the one-time lifetime membership fee, and is at least 18 years old (or a high school graduate or equivalent). Lifetime membership dues are \$400, though we offer “young alum” lifetime membership for just \$200 (applies to any former Girl Scout under age 30).

DUES DO GOOD

Now, when you sign up as a lifetime member, \$25 of your dues will automatically fund one year of Girl Scout membership for an underserved girl in your local council. Girl Scouts can be a life-changing experience—and you can give that to a girl who might not otherwise have the opportunity.



VOLUNTEER AT WWW.GIRLSCOUTS.ORG

H. E. DENISA GOKOVI

**Pianist & Composer, Model & Writer, Philosopher,
Global Goodwill Ambassador for Art, Culture, Peace, and Human Rights**



**CEO & FOUNDER
HOINSE
MAGAZINE &
NEWSPAPER
GLOBAL
AMBASSADOR
& MUSICIAN**

H.E. Denisa Gokovi was born in the City of Shkoder: the "Cradle of Culture" in Albania.

H.E. Denisa Gokovi developed interest in the piano from an early age of six and later on went on to study it at the University of Art in Albania. She holds a Master of Arts in Music Theory and Composition from the Academy of Arts.

Today, H.E. Denisa Gokovi is an accomplished musician and has become the leading pianists in Albania. This is evident in the many national and international awards she has won following her performances. H.E. Gokovi is renowned for developing concerts for humanity, where she performs live and donates the proceeds to underprivileged communities and children globally.

H. E. DENISA GOKOVI

**Pianist & Composer, Model & Writer, Philosopher,
Global Goodwill Ambassador for Art, Culture, Peace, and Human Rights**

Her Excellence Denisa Gokovi is an actress, composer, pianist, singer, writer, philanthropist, human rights activist and goodwill ambassador. She represented Albania as a goodwill ambassador for the FAAVM, and the Olympia Art Institute in the USA. She is also an honorary member of the International Royal Academy of the United Nations, an Ambassador of Culture and Art for the World Peace Committee, an Ambassador for Social Cultural Arts & Humanity in the Royal Society Group, and an Ambassador from the African Child Project.

H.E. Denisa Gokovi guides young artists in their professional development and training as upcoming musicians. Recently, H.E. Denisa Gokovi delivered an impressive presentation at a conference and festival in Albania where she collaborated with a young inspirational dancer Ms. Geraldine Gryka. This collaboration was celebrated by a national audience and was considered one of the best professional presentations in Albania. Aside from her performances, H.E. Denisa Gokovi engages in humanitarian work both nationally and internationally. She has been part of many charitable activities and has greatly contributed through her imagination, professional image, productive ideas, and ongoing consultancy on improving people's psychological well-being. H.E. Gokovi embodies that volunteering is an opportunity, a form of rebellion against the ills of society, and a liberating activity for the self.

H.E. Gokovi has always believed in her vision and in the unconditional belief that one day the world would hear her story. She writes on her philosophy in her upcoming book the "Deception of Truth". In this book, she hopes to share her perspectives on justice, equality and freedom. Her perspective, developed from the tangible reality in Albania, is influenced by innovative thoughts such as the humanitarian model of youth tolerance and spirit, and to integrate their vision into fair advantages and right choices.



H. E. DENISA GOKOVI

**Pianist & Composer, Model & Writer, Philosopher,
Global Goodwill Ambassador for Art, Culture, Peace, and Human Rights**

H.E. Denisa Gokovi has been a member of several national and international associations, mainly to protect the rights of women and children. She continues to collaborate with one of the oldest and most recognized associations in Albania; The Association for the Benefit of Albanian Women in which they work as a team for women's rights, integrity and personal development. Additionally, The Association for the Benefit of Albanian Women maintains a branch of music instruction where women and abandoned children are given free music education in an effort to improve their psychological and economic wellbeing. Albania, on Southeastern Europe's Balkan Peninsula, is a small country with Adriatic and Ionian coastlines and an interior crossed by the Albanian Alps.

H.E. Denisa Gokovi has been invited to various conferences where she acts as the voice of the underprivileged in the Albanian society. She has been part of various national and international interviews cited by TV, magazines and newspapers. One of the most notable interviews is the New York City radio show "In the Hearts of People" which invited various personalities from around the world to speak on culture and humanity. Ms. Gokovi has appeared in various magazines and blogs that have supported her global initiatives as a humanitarian. H.E. Denisa Gokovi's campaigns and initiatives have been welcomed and appreciated in many parts of the world including Africa, India and Asia.

H.E. Denisa Gokovi has sought to document major changes and organize members of various international organizations on fundraising objectives to open children's centers, women's charity centers, and has proposed agreements between countries that plan social education campaigns and improve the economic standing of their people. Her mission is to create radical changes in activities that interpret the culture of different countries by promoting young people through humanitarian work. H.E. Gokovi's success is to be measured by the existence of heroes, the greatness of truth, and the individual ability and human attitude to conquer the ills of society. In the near future, her activism will focus on the field of entertainment and humanitarianism. This calls for cultural innovation, structural leadership, sharp diplomacy and human positioning. This power of leadership and human greatness will lead global justice in all the corners of the world as the rights of poor populations become realized.

H. E. DENISA GOKOVI

**Pianist & Composer, Model & Writer, Philosopher,
Global Goodwill Ambassador for Art, Culture, Peace, and Human Rights**

To achieve her vision, H.E. Denisa Gokovi holds various roles which include:

- Global Goodwill Ambassador at the Canadian non-profit
- FAAVM Ambassador for Human Rights and Peace for Cad bridge Corporation, USA
- Honoured Member the "International Royal Academy" of the UN
- Ambassador of Culture & Art for the International World Peace Committee
- Ambassador for Arts and Humanities in the "Royal Society Group"
- Ambassador for African Child Projects
- Goodwill Ambassador to of the Noble World Records, India
- Dame Grand Officer of the Holy Order of Protection & Education for women children and families (H.O.P.E)
- General Coordinator for "Wisdom International Festival", Albania.
- National Brand Ambassador of International Non-Olympic University
- Adviser of INOU Peace – Mission

H.E. Denisa Gokovi has also received various awards such as the Global Humanitarian Award by the World Peace & Diplomacy Organization in 2019. She has been appointed as Chairperson & Speaker for Albania in the Women's Economic Forum, India and also in the Global Ambassadors' Organization for Human Rights. She is a member of the ECO LEAGUE Forums team & Cher Eco City - Singapore (2019-2021).

"Based on her work and achievements as a pianist, composer, model, writer, philosopher, and Global Goodwill Ambassador for Art, Culture, Peace and Human Rights it is evident that Her Excellence Denisa Gokovi has aligned herself to her greatness and created new paths. We at Greatness University consider it an honor to bestow upon her the prestigious World Greatness Award. As she has been a leading light that is shining brightly and attracting followers from various parts of the world, we recognize her as a Leading Light of Greatness."





For years, women have struggled to obtain equality in the developing European country, Albania. Recently, however, this topic has received greater publicity as it becomes an increasingly pressing issue for thousands of citizens. Here are five facts about women's rights in Albania that illustrate Albanians' struggles. Moreover, these facts highlight organizations and initiatives that are inspiring positive change.



5 Facts about Women's Rights in Albania:

1. The number of Albanian women in the workforce is rapidly increasing. Women now comprise the majority of agricultural workers in Albania, yet they are still paid lower wages than their male counterparts. On average, women receive 18% lesser salaries than men. To promote gender equality in the workforce, the U.N. Economic Empowerment Program in Albania provides resources for programs and initiatives. Such initiatives aim to expand vocational training and encourage female entrepreneurship throughout the country.
2. Over 50% of Albanian women have experienced sexual violence. According to a study performed by the Swedish government, U.N.D.P. and U.N. Women, more than 50% of Albanian women have been victims of some form of "sexual, physical or psychological violence." This most commonly occurs as a result of a partner's perpetration. Additionally, a recent combination of economic struggles and stay-at-home orders due to the COVID-19 has caused an increase in domestic violence in Albania. This leaves women with little protection from violent situations. Under these circumstances, U.N. Women is initiating social media campaigns to spread awareness about resources providing security and shelter for domestic violence victims throughout Albania.
3. Traditional customs prevent women from owning property. Under Albanian laws, women can purchase and own property. However, these laws often go ignored. Because women are traditionally unable to sign as a "head of the household" in legal affairs, it is incredibly difficult for women to become property owners. As of 2018, only 8% of Albanian women owned land. The Center for Civic and Legal Initiatives in Albania is working to boost this figure by encouraging women to purchase property. Also, they provide legal support to help navigate the obstacles that traditional customs present.
4. More women participate in Albanian politics. Aiming to lessen the country's multitude of gender inequalities, many women have successfully run for office. As of 2017, "women make up 23% of members of parliament, 35% of local counselors, 9 in 61 mayors and 8 in 20 cabinet ministers." Though the numbers fall short of achieving proper representation, initiatives by the Albanian Parliament are encouraging women to run for various political offices.
5. Women and girls struggle to access safe reproductive health care amid COVID-19. Albanian law severely limits access to abortion. Coupled with restricted access to healthcare due to the COVID-19 outbreak, many women find it impossible to receive access to safe abortion care. According to Amnesty International, governments in the region deem abortion care as an inessential health service. Leah Hctor, the Regional Director for Europe's Center for Reproductive Rights, has called on many governments, including the Albanian government, to intervene. She states "European governments must act urgently to guarantee safe and timely access to abortion care during the COVID-19 pandemic."



Continuing the Fight

Women in Albania struggle to lead independent lives due to the prevalence and severity of gender inequality. Sexist laws and cultural norms limit women's rights in Albania. This, in turn, prevents many women from achieving equality in health, safety and prosperity. Though organizations like U.N. Women and the Center for Legal and Civic Initiatives, improving the quality of life for these women has become a real possibility.

Article originally published by Courtney Bergsieker
<https://borgenproject.org/womens-rights-in-albania/>





CHICANO LATINO YOUTH LEADERSHIP PROJECT

WWW.CLYLP.ORG

The Chicano Latino Youth Leadership Project, Inc. (CLYLP) was founded in 1982 with the primary purpose of preparing students to participate in California's economic, social and political development. CLYLP is guided by the overall theme "California's Future Leaders," and its programs emphasize the importance of culture, community, college and careers.

The mission of the CLYLP is to enhance and further develop the leadership potential of California's youth as they prepare to become the future leaders of our state and nation. The CLYLP seeks to fulfill its mission by accomplishing the following objectives:

Strengthening students' knowledge of state and local politics; emphasizing the importance of cultural and family values; inspiring students to realize their academic and professional potential through individual and group interaction with business, community, and political leaders; and encouraging students to continue their education by attending college and providing them with the information they need to ensure success at the postsecondary level.

Connect with the Chicano Latino Youth Leadership Project online at www.CLYLP.org and on Facebook at <https://www.facebook.com/CLYLP>.



FIRST BOOK

WWW.FIRSTBOOK.ORG

Providing equal access to quality education for kids in need since 1992, First Book is a nonprofit that provides new books, learning materials, and other essentials to children in need. Looking to remove barriers to quality education, First Book has distributed more than 185 million books and resources to low-income communities in more than 30 countries. Currently, they are working to deliver more than 8 million books to children currently unable to attend school or access the internet due to the coronavirus pandemic.



Two Sisters, Two Stories, One Mission



Cindy Taylor

&

Kim Schmit

FOUNDERS

THE BÉNE NETWORK

Sisters Cindy Taylor and Kim Schmit reside in a small town just outside of Milwaukee, Wisconsin. They're both married to wonderful husbands who help support their mission. Cindy has two daughters and Kim has a son and daughter. They want to inspire their children and show them that no dream is too big to turn into a reality.

From farm girls to military service, corporate-ladder-climbers to stay-at-home moms, their stories separated them for many years, but their passion brought the sisters back together.

After years of soul searching, they discovered that it's their life's purpose to help others. When they first set off on bringing their vision to life, they weren't exactly sure how it would look, but they had one singular goal in mind: to create greater well-being in the world. Their vision was to create a community where people could find trusted experts that could help people live their best lives - physically, emotionally, and financially.

Two Sisters, Two Stories, One Mission

They put pen to paper and spent countless hours brainstorming ideas of ways they could turn their helping hearts into a purpose-filled business. Their dream became a reality and The Béne Network (www.benenetwork.com) was born. They created the very community they envisioned.

They are now vetting and growing a network of professionals to help people find their way to health, wealth and happiness. From financial advisers to nutritionists, therapists and coaches, this community is curated with all the best professionals where people who need them can easily find them.

Béne is a Latin word meaning "well" - this is what these two sisters want for others in the community. They want the online platform to expand nationally and eventually globally so they can impact people throughout the entire world.

Their hope is that everyone has an opportunity to find professionals who can help them achieve optimal health, financial peace of mind and overall happiness. With the right connections, they believe it's possible.

Be well,
- Cindy & Kim



Connecting you with trusted experts and resources so that you can live your best life - physically, emotionally and financially.



WWW.BENENETWORK.COM



Roxi Thiam Bougie Garden Apothecary™

For over a decade, I struggled with an “incurable” condition called Polycystic Ovarian Syndrome (PCOS), an endocrine, hormonal and metabolic disorder that affects 1 in 5 women (I always put quotes around incurable because that’s what most doctors tell women with PCOS.) Honestly, it almost feels like yesterday when my 17-year-old self was told “You have less than a 5% chance of ever conceiving naturally and you’re predisposition for heart disease and type 2 diabetes”. From adolescence to adulthood, I experienced many of the classic PCOS symptoms like facial hair growth, irregular menstrual cycles, infertility, acne, hair loss, obesity, insulin resistance, heavy, painful cycles and more. Even had a cycle that carried on for 9 months and my body became anemic (insert eye roll here). After years of failed fad diets, weight loss drinks, fat burning pills, waist trainers, and other quick ways to lose weight – I nearly gave up.

I believed it was extremely difficult to maintain a healthy lifestyle. The gym felt intimidating, selecting healthier foods was like learning a new foreign language and stress became my new normal. As my weight began to rise, I was informed by my physicians that my insulin resistance had advanced to type 2 diabetes and they had noticed a different gynecological issue, four (4) uterine fibroids. I began to feel sorry for myself but still didn’t understand how to create the healthy lifestyle my body required. I carried on with life like business as usual.

After a while, my doctors began to prescribed various medications like Metformin (for diabetes), Clomid (for fertility), hormonal birth control pills, antibiotics, and more – but the side-effects were really taking a toll. That was truly my catalyst to change. I was sick and tired of the constant digestion issues, brain fog, lack of energy, stubborn weight gain, and all of the other symptoms that came with being a woman with PCOS, fibroids, and diabetes. To me, the options were clear – get liposuction or change my lifestyle in a way that I had never done before. After 2 liposuction consultations and a pep talk from my girlfriends, a complete lifestyle transformation was needed. I created a health & wellness vision board, jotted down why the change was necessary and consumed countless hours of nutritional knowledge. My goal quickly went from “losing weight” to simply becoming the healthiest me I had ever been.....EVER.

By incorporating consistent routines, I’ve lost 129 pounds naturally with no calorie counting or watching. In February of 2018 and after living with PCOS for fourteen and a half years, I received amazing news (backed by lab results) from my team of physicians that I no longer fit the [Rotterdam] criteria for having PCOS. And, you may have guessed it – the uterine fibroids were gone and diabetes along with all its symptoms were completely reversed as well.

Roxi Thiam
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Roxi Thiam

Bougie Garden Apothecary™

Women with PCOS are often told by doctors that this condition is incurable and toxic pharmaceuticals are inevitable to manage its symptoms. This misinformation, along with my recovery lead me to write and publish my first book, “No Prescriptions Needed: A Proven step-by-step Guide to Healing Polycystic Ovarian Syndrome Through Simple Diet and Lifestyle Changes”. Since the symptoms are so widespread, most women suffering from PCOS are often misdiagnosed and treated with band-aid pharmaceuticals which can lead to even more harm. In my book, I demystify PCOS by explaining its underlying cause - insulin resistance, hormone balance, and inflammation. Readers can easily understand how diet and lifestyle influence reproductive hormones and decrease the risk of diabetes, heart disease, and infertility. It's certainly a must-read for every woman of reproductive age. This literary work has been reviewed by naturopathic doctors and has been featured on Fox, ABC, NBC, CBS, Telemundo, and more.

I'm constantly asked, “What did you do?” “How did you lose all the weight?” - especially by other women with gynecological or weight issues. The formula was in fact simple, but I had to transform my entire lifestyle down to the way I think. I attributed 75% of my weight loss to nutrition, 15% to stress reduction & adequate sleep, and the final 10% to fun exercises and natural Vitamin D (sunlight). Learning how to shop, creating a consistent schedule, setting clear goals, and knowing what to cook was also key.

I've always understood the body had an innate ability to heal itself, but I wanted more knowledge on the phenomenon. That's when Ayurveda, Reiki, meditation, acupuncture, and other healing modalities seemed to call out for me. After attending Energetic Health Institute, Eclectic School of Herbal Medicine, and International Tea Association, I was able to absorb even more information on the body's functions, the flow of energy, our nutritional needs, and how to use plants as medicine. I've earned diplomas & certifications as a Holistic Nutritionist (CHN), Clinical Herbalist, Tea Sommelier, Weight Loss Strategist and others. With the abundance of new awareness and first-hand experiences, I gained the confidence to form a health & wellness enterprise for the community called, Finesse Life Holistics and Bougie Garden Apothecary™.



Roxi Thiam

Bougie Garden Apothecary™

Finesse Life Holistics LLC & Bougie Garden Apothecary™ is a social enterprise promoting wellbeing through daily self-care & herbs. We specialize in exotic, medicinal tea & herbal blends, creative hands-on workshops, and events that empower and educate others about the extensive uses of herbs. Our commitment is to promote optimal wellness and preventative medicine by providing our community with high-quality holistic care. We empower our community to explore healing through natural therapies, holistic nutrition, herbal education, and most of all, a fun social environment. Bi-weekly, attendees of our (virtual) Bougie Tea Parties receive an herbal kit that includes over 30 organic, natural products & herbs to create their own herbal medicine from home.

This beautiful journey has shed light on my passion for working with women who seek natural solutions to their health and wellness challenges. I view my story as proof that anyone can beat the odds and live beyond your own limitations. I also share my story to encourage ladies that they too can change their relationship with PCOS. The most difficult component about my health transformation wasn't losing 129 pounds; it was actually believing that I could do it!



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Biography

Jatarah “Roxi” Thiam, is a published author and holistic health & wellness expert, with extraordinary ambition to help others achieve a healthier lifestyle. Over the years, she has morphed from being an accountant and small business growth expert to a certified Holistic Nutritionist who specializes in Weight Loss and Women’s Wellness. Prior to commencing a journey to cure her chronic illness, Roxi struggled with obesity, feelings of low self-esteem, diabetes and more; resulting from Polycystic Ovarian Syndrome (PCOS). She decided to take charge of her life and begin a natural treatment journey that helped her shed over 100 pounds in 12 months (128 pounds to date) and eliminate her PCOS symptoms for good.

After making this great recovery, Roxi is ever determined to share her story and help others combat fear and live healthier lives despite their unique challenges. To this end, she founded Finesse Life Holistics LLC and Bougie Garden Apothecary™ - aimed at building a foundation of knowledge with continuous support that helps people redefine “self love”. Roxi is an advocate of a whole foods, plant-based diet and runs challenges, programs, and workshops to educate others about the importance of clean eating & herbal medicine. Her programs, courses, and workshops like the Pure Balance Program, Healthy Habits Challenges and Clean it Up! are designed for those who have an active goal of naturally treating various gynecological conditions, gaining control over symptoms, shedding unwanted weight, and to eat more mindfully. Roxi also hosts bi-weekly herbal workshops called *Bougie Tea Party*, to help her audience further understand the power of plant medicine.

More so, Roxi is the author of ***“No Prescription Needed – A Proven Step-By-Step Guide to Healing Polycystic Ovarian Syndrome through Simple Diet and Lifestyle Changes”***. Her book has been featured on FOX, ABC, NBC, CBS, Telemundo, PBS, and more.



Raised in Tucson, Arizona, Roxi Thiam received her MBA in Accounting and earned her Certified Public Accountant (CPA) license in 2011 from Arizona State University. Her desire to protect the owners of small businesses from financial mishaps, inspired her to form Taylormade Financial, LLC. While earning degrees in Math and Accounting, Roxi Thiam discovered a passion for the art of music business. She is a master at applying big business organizational principles and methodologies to entertainment professionals and entrepreneurs. In September of 2012, Roxi followed her passion of unique solutions for musicians and artists; and formed her second business, Ace Talent Management, LLC, followed by Truce Entertainment Corporation. Roxi Thiam has worked with a wide range of talent and has contributed strategic business management and innovative financial solutions to music professionals.

Though a serial entrepreneur, Roxi was still in search for peace and optimum health. She made a major life changing decision in 2017, and was determined to pursue health and wellness for herself and others. Roxi currently holds certifications as a Holistic Lifestyle Specialist, Holistic Health Practitioner and Holistic Nutritionist from Energetic Health Institute. Additionally, Roxi has earned certifications as a Reiki Practitioner, Clinical Herbalist & Tea Sommelier from International Tea Masters Association respectively. Through metaphysical healing, nutritional interventions and other avenues, Roxi has guided many through the transformational journey of becoming the best version of themselves. She believes that life has no limitations, except the ones we make.



Her book *No Prescriptions Needed. The Proven Step-by-Step Guide to Healing Polycystic Ovarian Syndrome Through Simple Diet and Lifestyle Changes* is well researched, inspires readers, and provides clear steps for transformational success. Apart from running her programs, guest speaker at community events teaching natural health, hosting workshops, & supporting charitable causes, Roxi also enjoys spending time playing board games with her family and friends. To her clients, Roxi is more than just a strategist: she's an advisor, a mentor, and a friend.



"No Prescription Needed DELIVERS! Jatarah does an incredible job of candidly sharing her challenges and triumphs in a way that will inspire her audience to take full control of their health with the most powerful medicines known...organic, plant-based foods & herbs. I loved reading her story and I felt completely informed and encouraged from the first page to the last."

DR. HENELE F'ALE, CHN

Founder of Energetic Health Institute

*Available on Amazon Kindle, Amazon Prime, Barnes and Noble, barnesandnoble.com, Nook, Google Play, Finesse Life Holistics store and more!

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LL'S KITCHEN

*"I believe in
taking the time
to feel good about
what you're fueling
your body with.
Health is wealth."*

-Lindsey Mifsud



LL'S KITCHEN
Pumpkin Pie Spice





LL'S KITCHEN

LINDSEY MIFSUD

WWW.LLSKITCHEN.COM

I grew up in Belmont, California. I was an only child, attended catholic school my whole life and spent all of my young life playing various sports. I had, and still have, a close relationship with my parents, as well as my extended family. Even though I didn't have siblings growing up, my cousins, aunts and uncles, as well as grandparents have been a huge part of my life, and what makes family so special and important to me. My family always taught me I could achieve whatever I set my mind to. There was no path I was expected to follow, just values my parents had instilled in me along the way: hard work, respect and kindness. I graduated from the University of Redlands in 2019 with a Bachelor of Arts in Sociology and Physical Education with an Emphasis in Writing. Initially, I intended on majoring in business, but after taking Sociology 101 my freshman year, I quickly switched majors.

I was a four-year starter on the Women's Softball team at the University of Redlands.

The pitcher's "mound" was the place I felt most confident, empowered and unstoppable. I took such pride in my fearless demeanor and how I presented myself on the softball field. This was the 'Lindsey' I was most proud of and how I wanted to always portray myself. I was 'Rookie of the Year' my freshman year, a member of our leadership committee as a sophomore and junior, and was a captain my senior year. I was an all academic player my senior year as well as SCIAC Pitcher of the week during my senior year. Redlands softball was the most thrilling and rewarding part of my college experience. Not only did I make lifelong friends, I felt the lessons I learned on the field carried over into my personal and professional life.



LL'S KITCHEN

Aside from loving the physical aspect of playing softball, I felt the role I took on as a leader carried over into what I set my mind to off the field. I quickly learned that anything worth having takes persistence, dedication, hard work, and being willing to make sacrifices. I've always tried to live by the motto I learned from the late great Father James Mifsud - "Never Give Up." On the softball field, this message was brought to life. No matter how tired or sore I was, how skilled the other team was, I always wanted the ball. I always wanted to face my battles head on and never give up.

My freshman and sophomore year, I dealt with some pretty intense stomach issues. I was constantly in pain and the doctors weren't able to find an answer or cause. I wasn't at risk of any kind of injury, so I was able to still play softball. I was constantly pushing through pain. Constantly having to dig deep and find strength to push through. I had no choice but to persist. Giving up or giving in was not an option. I think this was one of the major lessons I can transfer into my life off the field. It's not always going to be smooth sailing. There is going to be adversity and hardship. There are going to be ups and downs. It doesn't matter how you get through it, just as long as you go to the good and come out on the other side and fight. It's okay to lean on those around you, but at the end of the day, it's up to you to pave your own fate.

I had the chance to work alongside a few incredible coaches along the way. My freshman and senior year were my favorite seasons. Feeling the support from a coach and knowing someone believes in you makes all the difference in a successful athlete. This is something I hope to take into my career path and adult life: to make someone feel the way Coach Spaulding and Coach Ortega did during my time at Redlands.

I learned along the way that it's important to take time to smell the roses. For me, on long days, or during a tough practice, taking an extra second to appreciate where you are and the opportunity you have.

Post grad, I moved back home to the Bay Area and started working in a management position at SoulCycle in Palo Alto, California. SoulCycle is an indoor cycling studio with a vivacious energy in each spin class.

Upbeat and intense were my middle name at the time and I was struggling with where I wanted to take my career path. I knew I loved taking classes at SoulCycle, so that's where I began. SoulCycle was the only place and activity outside of the softball field that gave me the same intense and thrilling energy that pitching did. I wanted to feel close to that feeling forever, so I had hopes of one day becoming an instructor there to keep those vibes going.

In March of 2020, I lost my job there due to Covid-19.





LL'S KITCHEN

After struggling with how to decide what my career path would look like, I earned my Nutrition Coaching Certification through the National Academy of Sports Medicine and chose to dive head first into my passion for nutrition. I wanted to take my love for cooking and nutrition and combine them. I grew up always having home cooked meals. We rarely ate out, and my mom and dad always made sure dinner was on the table, even after long sports practices. I'm Italian and have always LOVED watching my Noni cook big pasta dinners, and make her famous biscotti. From a young age, I simply just loved food. Over the past few years, granola was always my gift of choice when visiting a friend or loved one's house. It was a crowd favorite. One day during quarantine, my Grandmother asked me to make some for her, and the idea of making a business out of it began to blossom. From there, the rest is history.

I simply googled how to make and sell a homemade good. I learned I needed to obtain a cottage food permit through my county and make sure to comply with all health and safety regulations when operating. I thought up some ideas for packing and a logo and began selling to friends and family in the local area. The early feedback was overwhelmingly positive. A small idea shortly turned into my passion and independence project. Having since grown LL's Kitchen in a short amount of time, I've now obtained my Certified Food Handler's license and have begun making my granola in an industrial kitchen space to handle the increase in volume. It was a trial and error process for me. I didn't have anyone formally instructing me or advising me. It started as something I wanted to do for fun and make some money. I had no timeline or strategic business plan. I invested my own money for supplies and production and had the support of my parents for letting me use their kitchen and drastically increase their takeout food budget since I was in the kitchen non-stop. LOL

I have learned so much through this experience, my favorite lesson being that we're all capable of achieving what we put our minds to!

Through the various trials and tribulations, such as burnt granola batches, days without sales, and the learning curve of making a profit, I have not only learned so much about myself, I've found my confidence and voice. There's no one there to clean up the mess. It's all on me. Although that can feel overwhelming and intimidating, it's also empowering and rewarding. At the end of the day, you're the biggest contributor to your own success and we should find inspiration through that on its own.

With my refined sugar free and all-natural granola, I hope to change the way we as a society see and eat food. Eating healthy doesn't have to be boring or bland. I believe that taking the time to feel good about what we fuel our bodies with is important. Health is wealth and can make all the difference when it comes to how we physically and mentally feel. In 2021, I have hopes to sell my granola at as many farmer's markets as I can, make it onto the shelves of local grocery stores and supermarkets and hopefully develop new and exciting recipes for not only just granola, but healthy alternatives for sweet treats and baked goods. I hope my story can inspire others who have ideas or aspirations to take the plunge and go the next step further. All you need is the willingness to try and persist. The rest is a journey you create for yourself.



LL'S KITCHEN

LINDSEY MIFSUD

WWW.LLSKITCHEN.COM

Lindsey is a former NCAA softball player and certified Nutrition Coach, born and raised in the Bay Area. Her passion for all things health and wellness runs deep. When she's not whipping up granola in the kitchen, you can find her in the gym! Her passion for health and nutrition began when she became a collegiate athlete, where she was a four-year starting pitcher on the women's softball team at the University of Redlands.

"I personally experienced the negative and positive effects of nutrition on performance. When I took the time to care about what I put into my body, I felt the difference in my level of play.

When launching LL's Kitchen, I set out with the goal to change the way we as a society think about food. It is undeniable that different foods affect the way we feel. With granola from LL's Kitchen, you can feel good about what you're putting in your body, while simultaneously enjoying yourself."



2 Important Tools Needed to Consistent 10K Months in 2021



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"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style." ~Maya Angelou

When I think about being an Entrepreneur, this quote by Maya Angelou, captures it so well.

Of course, we need to survive, it's nice to thrive, you really do need some passion, compassion for self is imperative, a sense of humor will take you a long way & some style is always nice. Over the years speaking to hundreds of female entrepreneurs what I hear over and over again is the desire to have consistent 10K months in their business. Before we dive into that topic let me tell you a bit about me. My name is Patty Rogers, wife, mom of three kids, business owner and as my husband likes to call me Boss-Mama. I run a marketing and sales agency focusing on business automation. We work with female entrepreneurs in the online space usually coaches, consultants and service providers. Typically, our clients come to us with one or more of the following challenges:

1. Stuck in analysis paralysis, they don't know which strategy or method can move their business forward.
2. They are stuck in technology overwhelm. Too much technology, not enough technology or things are duct-taped together.
3. Some are stuck taking the wrong clients, charging too little or working crazy hours on the edge of burnout.
4. Sometimes they're just stuck in status quo. They've built a business but it's stagnant and they're realizing what got them to where they are will not get them to where they want to go.

2



Important Tools Needed to Consistent 10K Months in 2021

More on how we work with these amazing female entrepreneurs later. For now, let's get back to the topic of getting to those supposedly elusive 10k months.

If 2020 taught us anything it's the importance of having an online presence and the ability to adapt. Now that 2020 is behind us let's talk about some things you might want to focus on in the first couple months of this year.

If you weren't already using social media and an online presence to run your business, you probably are by now. That's a great thing!

Here's where I see a lot of business owners get stuck. They moved their business online, but they are relying too heavily on social media. You see, if the majority of your business is run on social media you don't own that platform. Social media is a tool...an excellent tool.

I've seen far too many business owners get stuck in this trap. They have some initial success getting clients and running their business from social media but then they hit a plateau. Often times if we have a prospective client who doesn't purchase from us right away, we forget about them. We abandon them. 95% of people take 7 to 13 interactions or touches before they buy from someone. If you don't have a solid way to follow up with people and stay connected with prospective clients you're missing out on a ton of business.

For this reason alone, it's really important to take your business off social media. With social media you cannot be certain, nor can you influence who is seeing your content. It's not in your control. When you take your business off social media and incorporate your own email marketing on a platform that belongs to you, you take back some of that control. You see social media is incredibly important but it's one tool in a toolbox and I see all too often business owners relying too heavily on social media.

I've spoken a lot about taking your business off social media.

What does that mean exactly? Let's talk about systems to support you getting to those 10K months. If you haven't thought about incorporating automation into your business then 2021 maybe the perfect time to do so. Automation is another tool that is a must add to your toolbox!

2

Important Tools Needed to Consistent 10K Months in 2021

The platform we use and recommend is Keap, I am also a certified partner with Keap. Using a software like Keap allows business owners to serve their clients, be present on social media, consistently follow up, provide value and stay connected with people outside of social media. It does the heavy lifting for you allowing you to make sales and nurture a constant flow of leads making those 10k months much easier to obtain.

In a nutshell, Keap is:

- CRM (client management)
- Track what your leads are clicking on and interested in
- Messages (text your clients and prospects through your database)
- Automated appointment scheduler
- Landing page builder
- Sales pipeline
- Marketing automation
- Invoicing & Payments (including recurring subscriptions)

Let's talk about what you can do in the first months of this New Year. If you haven't written out your financial goals for 2021 then that is where you need to start. Take it a step further and break down your financial goals by the different products, services, strategic partnerships and affiliate programs you have within your business.

You need to know how much revenue you want to be coming in from each line of business or offering you have. Once you know how much revenue you want to come from each of your business lines the next step is figuring out HOW you are going to get there. That might appear difficult for to calculate, so let me explain to you how I did it in my business.

I have five different revenue streams that consist of programs, workshops and courses. I wrote down each one on a piece of paper with the price of that service. Next, I wrote down a realistic number of how many I could sell and support on a monthly or quarterly basis depending on the service. Once you can break it down by the service on a monthly basis your desired numbers don't seem so overwhelming. It is eye opening, it was for me and I know it will be for you!

When you're able to break your goals down into smaller pieces and steps to reach those goals it makes it much easier to see the path to your financial goals with each line of your revenue streams. The next thing I do is map out exactly how I will bring clients into my programs.

- Webinars
- A Facebook 5-day challenge
- Workshops
- Recommendations directly from clients to another

An important part of the process I just described is ensuring you have a product ladder that makes sense for your audience. A product ladder is simply a path that one person can take with your company through your offerings. The same person can go all the way through your product ladder starting from a free or tiny offer all the way up to your high-end program. It just makes sense because your ladder takes a person through a journey.

Hitting consistent 10k months is really simple when you have the right strategy, tools and systems to support you.

2



Important Tools Needed to Consistent 10K Months in 2021

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Hitting consistent 10k months is really simple when you have the right strategy, tools and systems to support you.

If you are facing any of the challenges I talked about please reach out and mention this article. I'm always happy to chat with fellow Entrepreneurs and I have something special for you as part of the Magistra Magazine following.

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~Patty Rogers

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Helping Families Save Money with Carol Ransom



Hi, I'm Carol Ransom, a savvy shopper always looking for the best deals. As a kid growing up in affluent Connecticut, my family wasn't like everyone else - we didn't take vacations to France or wear designer clothes. My Dad worked two jobs and maintained an acre organic garden to put food on the table. I realized that I would have to work hard if I wanted nice things.

I joined the Navy at 18 and spent 26 serving my country. I was fortunate enough to gain leadership skills, travel the world, and have a son in the Army, a lovely daughter in law and 2 grandchildren. I am now retired from the military and work part time.

I have couponed for 38 years through periods of being poor and wealthy. My spending habits remained the same. During 2020 I had plenty of time to think about how I could help people. I teach Couponing 101 classes in my town, as well as, providing Coupon Binder classes at home.

Because of Covid, I had to revamp the way I communicated with potential clients and how I could educate them. Thus, I created Coupon with Carol. On social media, I share ways to get groceries and drug store items for free or inexpensively. My website sells coupon binders and coupons in variety packs made-to-order, and every coupon binder features a Coupon Strategy Guide and a list of over 170 companies that send coupons.

This guide took over a year to compile and is exclusive to Coupon with Carol. As a couponing expert, I teach local classes on how to combine coupons, such as store coupons or paper coupons, with a sale item and how to tack on discounts with multiple money-saving apps. I teach my clients how to "Coupon with Confidence"! For example, a great store app hack is to go to the coupon section then type in the word "free". Typically, there are one or two free items available this way. Last year my husband and I saved \$26,000 using coupons. Couponing has improved my quality of life and the ability to live my best life. I love sharing my knowledge with others and helping families save money. Visit www.couponwithcarol.com

Coupon with Carol – Coupon with Confidence! The Coupon Binder. 2" lightweight Coupon Organizer Binder with stow pockets and Coupon Strategy Guide comes pre-filled with custom coupon pages. Visit me at www.couponwithcarol.com to learn more about how you can save on your next shopping trip!



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Boss Latinas 2021 Anthology

THE MISSION:

To provide powerful wisdom, experience, and insights around Latina Women **STEPPING** more into our **POWER** and **PURPOSE**....becoming more empowered in our life, business, and in how we are **SUCCEEDING** in life and business.

This book is to be a powerful resource to our Latina Sisters that are looking to learn and grow around their own personal empowerment. Co-Authors are appropriately positioned as experts and influencers in their respective fields.

BOSS LATINAS 2021 ANTHOLOGY will serve our readers to step forward as women in a more **EMPOWERED** and **PURPOSEFUL** way.

This is the fifth publication produced by The Empowerment Empire and we are so very proud to bring it forward! **WILL YOU BE 1 OF 50 AUTHORS BEING REPRESENTED? SIGN UP BY EMAILING VIHIL@MAGISTRA.US:**



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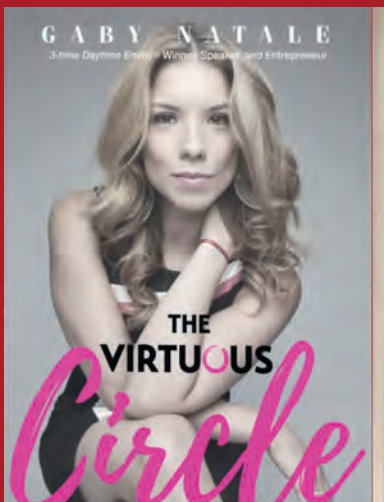
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