

My **BIG** Secret!

Women Leaders Reveal
their Top Secrets to
Becoming a Happy, Wealthy &
High Powered Entrepreneur

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Introduction

“Shout your secret so others may benefit.”

~Rosie Aiello, host of the online video Empowered Women’s Prosperity Party

Women like to give and share, have you noticed? I wanted to take it a step further. That’s why I asked the brilliant women of the 2016 Empowered Women’s Prosperity Online Video Summit Party to share their *secrets* to success.

In *My BIG Secret!—Women Leaders Reveal their Secrets to Becoming a Happy, Wealthy & High Powered Entrepreneur*, you’ll experience those little known backstories that you don’t hear much about.

Each woman has a personal journey that will touch your heart, inspire and motivate you, and help you to catapult your business and transform you into a more empowered woman.

You have the privilege to enjoy their stories and secrets rarely revealed, and sometimes publicly for the first time.

Let’s not hold onto our secrets that could help others. Rather, let’s shout our secret so others may benefit.

Please join the conversation in our Facebook Group, Empowered Women’s Prosperity Party. [Click here to join the conversation](#)

Share in the Facebook group which “secret or secrets” inspired you. Ones you are going to implement?

What’s the secret you have that could help other women become more empowered and successful? Share it in the Facebook group!

You deserve a happy, joyful and prosperous life! And that’s no secret!

To your growing success,

Rosie Aiello

Host, of the online video Empowered Women’s Prosperity Party

The Secret of FOCUS

~Rosie Aiello, MBA



I'm often asked how I accomplish so much in a day, in a year, or during my short time as an entrepreneur. I find the question odd because I never feel that I accomplish enough; or I feel I never get enough done during the day. I rarely meet my goals 100%. Yet, isn't it amazing how our perception of ourselves is so much different from how people see us!

One of the secrets to my success I realize is my ability to stay focused and on task. By no means does that mean I'm 100% focused 100% of the time. That would be crazy! I don't think I'm crazy!

I realized that when I have a goal in mind, however, I became very focused and driven even though I may not know how to achieve that goal at first.

My drive and focus saved my daughter's and my life. I had been living in a highly emotionally and verbally abusive relationship in the Middle East. The moment my daughter, who was a junior at a university in Beirut, Lebanon, begged me to take her away from her abusive father, I went into high gear to plan our escape. Although fear was rushing through my veins, I garnered every scrap of time management and focused on the end goal: getting out safely. Which we did, I'm happy to say!

At the beginning of my entrepreneur life, I used and developed other strategies to help me stay focused. I had very clear goals I wanted to achieve. I wrote down every single day what I wanted to accomplish. I use my to-do list as my "GPS" for the day. I look at it constantly. What am I supposed to do next? Checking off and re-evaluating what I need to do. I learned, however, to be flexible with my to-do or "action" list. I call it focus with flexibility.

I would then block times in my calendar to accomplish what I needed to accomplish. However, I didn't only block times in my calendar; I blocked myself from the outside. From outside distractions and interruptions. I would laser focus on what I needed to accomplish.

Unexpected things can pop up during the day, of course. You need to know how to evaluate that new item to decide whether you need to address it at the moment, or

whether you ought to address it later. These are skills I've developed over the years and now teach my clients so they can stay focused, on task and get things done easier and to achieve their goals faster.

I taught myself a mantra to help me stay on task, which I teach all my students: "Is the task I am working on right now helping me achieve my goals?"

This mantra became my little voice talking to me; it was like someone tapping on my shoulder to remind me to get back to the important task at hand.

I learned to challenge myself when I go off task. "What's going on here, Rosie?" Yes, of course, I get off task. I'm human! You, too, will get sidetracked. You will become unfocused. The key is recognizing when you do, having the skills to get back on track, and getting back on track faster.

I'll catch myself getting up for a glass of water -- as a distraction. On the outside, it seems that I'm doing something good—hydrating, but the real reason is that I'm making an excuse to get up from my desk; I'm avoiding doing something that I don't want to do. Or, I'll start cleaning up in the middle of a project. Well, hello! Is that the time to clean up and rearrange? No, of course not! Or, a message from Skype or Facebook would pop up tempting me to look at it. Overtime, I've developed my focus muscle. I'm still developing my focus muscle. It's a huge distraction jungle out there!

As I increased my awareness of where I was allowing myself to lose focus and developed my skills to get back on track faster, I, of course, got more done in less time and reached my goals faster. I could also handle more tasks.

Your time is precious. As an entrepreneur, your time is your money. When you waste your precious time because you lose focus, you are letting your profits go down the drain, and you are also losing out on beautiful opportunities this life has to offer.

Staying focused on my goal and tasks saved my daughter's and my life and helped me create a life and business that I love. Will I lose focus? Will I "fail?" Will I fall? Will I mess up? Will I be disappointed with my results? Yes to all those questions. Will I stop? No. I will hop back on the path, refocus and continue.

My secret? Strengthening my focus muscle so I can make the best use of my precious time to create a business and life I love.

ABOUT THE EXPERT:

Award winning entrepreneur, bestselling author, speaker, and founder of ClearVista Consulting International, Rosie Aiello champions women entrepreneurs and professionals to realize their dreams and vision with clarity and focus. She loves defeating productivity black holes and small business overwhelm, just like she loves her pasta. With her proven programs, Rosie empowers her clients to organize and value their time, resulting in higher profits, less stress, and more freedom to enjoy fulfilling lives.

She is co-author with other experts in *Entrepreneur Extraordinaire*, a must have book for all entrepreneurs and has written 3 eBooks, *12 Essential Success Habits That Create More Time, Money & Fun*, and the series *The One Minute Productivity Tip*.

She is co-author of the bestselling book *Conversations that Make a Difference—Shifting Your Beliefs to Get What You Want*.

Rosie is a guest blogger for many sites, published in a number of online magazines, spoken on numerous live stages and Blog Talk Radio Shows, and produces Accelerated Profits LIVE Summit several times a year.

What inspired you? What Aha did you have reading this story?

What action are you going to take?

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## **My Secret had been Hiding in Plain Sight**

~ Angela Artemis



Working in the financial industry for 25+ years I got used to keeping a big part of who I was under wraps. Only a handful few of close associates knew I was an intuitive, practitioner of EFT (Emotional Freedom Technique), meditation instructor, or that I had been part of an ashram. During work hours, I was a “buttoned up” corporate executive but on my own time, I led workshops on meditation and consciously creating the reality of your choosing. Sharing these methods with people was deeply fulfilling and in direct contrast to the stressful pace of my day job. I loved teaching these principles and wished there was a way I could make a living doing it.

Years later I left my finance career after writing some books on listening to your intuition to find and follow a more fulfilling life path. I discovered the “online business model” in 2008 and began building an audience for my books there, rather than doing live workshops. I’d been building my “so called” business on the side for over five years when I finally decided I was ready to take the plunge into full-time entrepreneurship.

After I had quit my job, I found out that starting a business and making enough money at it was a lot harder than I expected. I also had a lot to learn about being a successful business owner. Plus, having very little money coming in put me in a state of fear greater than I had never experienced before. I had always made a good living up until 2008 when the economy crashed, and even then while my income went down, I still had a paycheck. After quitting my job, there was nothing to fall back on, and I started raiding my savings account. Watching 25 years’ worth of savings going down pushed my fear and anxiety through the roof.

Out of the clear blue, waves of fear would overtake my body making me tremble and shudder involuntarily. My stomach “would drop” from a sudden “punch in the gut” sensation that would take my breath away and constrict my chest. The feeling of being in free fall without a net was terrifying!

The stress of worrying about money kept me in a constant state of anxiety and emotionally I was spiraling out of control. I couldn’t sleep and was barraged by constant worry. And the worst part was that I couldn’t stop it even when I would “reason” with myself and say, “Hey, you’re irrational. There’s nothing wrong right now, calm down!” My body wouldn’t cooperate. I meditated daily, and it would help but a few hours later

the “fear” would whack me hard, and I’d start spinning out of control all over again. My mind would race with thoughts like, “I’m going to fail” or “I’m not good enough.” I just wanted to run away and hide and have everything be alright again.

Then one day a dear friend whom I had introduced to EFT years earlier said, “Why aren’t you using EFT on this?” It was such a simple statement, but it had a huge impact. After our conversation, I began using EFT on all my fears and soon my anxiety level started to decrease. I became calmer and more focused. I stopped hearing those sabotaging voices in my head telling me I wasn’t going to make it and soon things began to get better. My business picked up. I started attracting clients and using EFT with them to help alleviate their fears too, and suddenly I had more business. The secret to my self-empowerment and growing my business had been hiding in plain sight the whole time!

#### **ABOUT THE EXPERT:**

Angela Artemis works with entrepreneurs who are tired of working way too hard for too few clients and wish they could fill their practice without having to sell. She helps them overcome their anxiety around sales so that they bring on more clients, grow their income and feel authentic and self-assured in the process. She is a speaker, best-selling author of “The Intuition Principle,” award-winning blogger, internationally recognized intuition expert, business coach and women’s worth and wealth mentor. What Angela’s really good at is rooting out the inner barriers that keep coaches from making more money, knowing their worth and confidently stepping out and proclaiming their expertise. Her passion is teaching clients to learn to trust their instincts in business so they stop second-guessing themselves and to eliminate the fears and limiting beliefs that hold them back from becoming wildly successful. What inspires her is empowering them with confidence in their intuition and mindset tools plus winning business strategies to help them build a thriving business and life they love!

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What action are you going to take?

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WHAT it is that 7-Figure Business Owners Know about Achieving Success...that you could use to grow Your Business?

~Cheryl Cook



When I started my business, I used all the habits I thought had contributed to past success and did the ‘stuff’ I thought business owners do. But one day as I was reviewing my results and wondering why I was going nowhere fast, it dawned on me.

Growing up on a farm as the only girl of 5 siblings wasn’t the idyllic life many folks imagine. It was downright hard work. I helped pick rocks from the fields that were to be planted with corn, helped put up hay for the animals and pitched manure along with my brothers. Action was preferred over idleness.

Then, I learned pretty early on as an employee how to quickly look busy when the big boss appeared. Stop smiling, stop talking, look serious, head down, eyes focused intently. You’ve likely done it, too.

As a new business owner, I knew no boss would be walking in to prompt me to look busy. Now that I was the boss, I’d need self-discipline.

And, I was very good at being busy. With so many things to do, my to-do list extended to volumes 1 and 2! I furiously ticked things off that list, added more, until one day. As a reminder popped up on my computer, instead of hitting the *Dismiss* button, I hit the *Dismiss ALL* button.

Poof. All my to-do’s gone.

In a split second, all the things I thought were as important to my success as a business owner were gone.

All I could do at first was breathe.

It dawned on me all those things I spent my day being busy at weren’t focused at all on achieving the goals I’d set in my business. I was so busy ticking things off; I didn’t have time to get to the things I so wanted to achieve.

I was doing what I’d become good at from those days on the farm, to my experiences in corporate America. Being busy. Doing what I thought a business owner was supposed to do.

Go to the office. Check email. Respond to requests. Check voice mail. Return phone calls. Add more to-dos to my list. Go to meetings to network with prospects. Schedule follow-up meetings.

But what about the things I wanted to achieve. The things I didn't have time to focus on. The folks I wanted to help. If it was that important, shouldn't I be focusing on taking steps that would help me achieve my goals.

Wasn't the time I spent endlessly refining the copy for a website contributing to my goal of getting clients? Yes, having a web presence could help me get clients. Consider once that perfect website is launched, the odds out of the 4.84 billion web pages currently in existence that your ideal client is just going to happen on your page.

You can get clients without a website. You can launch an on-line product without a website. You can hold a workshop without a website.

Focusing on endlessly writing and re-writing copy for the website was one of the things I thought I was supposed to do. You're supposed to have a website, right? But, if I simply focused on my goal – which as a new business owner was to get clients – I could take action to get results right now.

I needed to match the action I was taking to the direction I wanted to go. Focusing first on email and phone calls usually had me taking action to address the agenda others had rather than what would get me closer to my goals.

So, I began by asking an important question. "What's the most important thing I can do today to move closer to my goals?"

Everyday, I asked that same question, focusing on the most important thing. And... to hold myself accountable... at the end of the day, I asked, "What did I do to move closer to my goals?"

Being busy was an old habit I'd perfected. Busy wasn't the point. Focusing on things that'd get me closer to my goals was really the secret to getting BIG results.

ABOUT THE EXPERT:

As CEO of Small Biz BIG Results, Cheryl Cook is an award winning entrepreneur who specializes in training business owners who are being run over by their business, create 7-figure habits so their business runs like a well-oiled machine, without their hands always on the controls. Her passion is focused on equipping business owners to grow and manage remarkable organizations, and compelling them to share their unique abilities with the world.

Cheryl is the author of the book, *Small Business BIG RESULTS*, and speaks to small business owners in intimate workshops as well as to large audiences. Her topics focus on small business success and growth of remarkable organizations.

With 30 years background in Management and Finance, working with small, medium and Fortune 10 companies in diverse industries, Cheryl brings an unmatched perspective to the bottom line for clients. While she's best known as the BIG Results Coach for business owners, her fans love the way she weaves every day observations into ah-ha! Moments for their businesses.

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## **My biggest secret to business growth and how I became an empowered woman**

~Dawn Andrews



When I look back on nearly 14 years running my Hollywood Business strategy consulting company, there are 2 unexpected things that have made all the difference in my growth and exponentially sped up the process of reaching a healthy 6 figures in revenue. It wasn't a marketing method or sales training, though those are necessary skills for being in business.

### **Video and Vulnerability.**

Four years into my business, a mentor encouraged me to do a short **video** to post on the main page of my website. This was before the birth of iPhone videos, and people were just starting to use FlipCams. Very few websites had video unless they were major brands. I created a short video - terrified of making a fool of myself, but doing it anyway - and posted it. I had a background as an actor, but I wasn't confident standing in front of the camera talking about myself or making a case for my business.

Within two weeks I received a call from a TV show looking for an on camera expert (who me??). I did the television appearance and after that my phone began to ring, new clients came my way and my business tripled in 1 year. The new clients came from the credibility that video gave me.

But I want to be clear that even though this was a first wave marketing tactic, it was another benefit of video that truly changed the game for me. As I became more confident on camera, I became more confident as a coach. Each time I had to speak into the lens, it clarified my purpose, intention and conviction in my business. Doing videos was like working out to build muscle. It was building my confidence, my voice and visibility.

The second secret to growing my business is **vulnerability**. I think that as women we sometimes strive for everything to be pretty and perfect before we take risks or put things out in the world. We will share intimate details of our life but hold back on the things that really scare us or would help us make quantum leaps forward. I was deeply caught up in that trap. I didn't want anyone to think I needed help. Especially because the business had grown and because I had high profile fancy clients. I didn't want to appear unprofessional or unpolished. I should know this stuff already, right??

But without sharing and asking for help (about the things you're really afraid to ask for help with), there is no pathway to real growth, personally or in business. Admitting that you don't know what you don't know is freeing.

The change for me started with a simple request. I reached out to one of the women in my joint venture networking group, told her how much I admired her and, though I felt silly and awkward, I wondered if she might have time to help me with a project I was working on.

She said yes. In the span of 18 months, her guidance helped changed the direction of a project which became Video Diva Bootcamp. Being awkward, asking for help, making a mess of things and letting go of perfection has caused me to take that business through 3 JV launches and earn five figures in revenue in less than 12 months while still running my other company. It engaged my passion for helping women find their voice through the power of video. And I now have an amazing continuing friendship and a deep dedication to mutual growth of both of our businesses.

During the growth of Video Diva, I have looked like an idiot, unprepared and sometimes overly emotional, more than I ever would have allowed myself before. What made the difference was finding a group of other women entrepreneurs that I could bounce ideas off of, Skype without clean hair and makeup on, breakdown into tears of frustration with and support deeply in the way they support me.

There is nothing more empowering than owning your awkwardness and going public with it on video or in person. It brings out your confidence and uniqueness and gives other people permission to do the same. And it turns out it's great for business too.

#### **ABOUT THE EXPERT:**

Dawn Andrews can help you reboot your life. Period. She's the trusted advisor to more than 250 individuals and businesses in the world of entertainment. Her company, Free Range Thinking, is credited with cultivating extraordinary leaders, and she is committed to transforming the entertainment industry from the inside out. Dawn's clients are influencers, visionaries and creative, CEOs, entrepreneurs, producers, executives, managers, professionals and artists. With a core expertise in the entertainment industry, she also helps her clients improve every aspect of their lives, both personally and professionally by creating growth strategies, improving communication skills and leadership performance while incorporating organizational effectiveness. Her company, Video Diva teaches women in business how to create and use video marketing for visibility and exponential growth. She has been featured on The Oprah Winfrey Network, CBS, CNN and VH1. Bottom line? Dawn can help you become a visible and extraordinary leader in your field. How does that sound?

## **I will never drink my own Kool-Aid**

~Jane Deuber



**“Share how you transformed yourself into an empowered woman.”** That was the request of Rosie Aiello, the vibrant woman behind the *Empowered Women’s Prosperity Party Video Summit*, which I am honored to be a part of.

Hmmm... to write about that, one must first embrace what “being an empowered woman” means. Images of Superwoman and sharply dressed, broad-shouldered moguls come to mind. Nope, that’s not what “being an empowered woman” means to me.

Being an empowered woman (to me) means I am an advocate of my vision, my values and those things and people that I care about. It means I take action to right the things that pull at my heartstrings, and I’m willing to take risks to make a difference, change the world and live an abundant life. It also means that I allow myself to be kick-ass and invincible one moment and vulnerable and clueless in the next. As an empowered woman, I have learned to love all of me – the good, the bad, the light and the shadow. And while I feel pretty damn good about all I’ve accomplished so far, I know that I am a work in progress and have only scratched the surface.

So how did I arrive here, Rosie Aiello? Let me count the ways...

1. I’ve lived 55 fabulous years, which in and of itself, gives one the chops to navigate the highs and lows that come with living life, loving deeply and building businesses.
2. I was told by my mom and dad, at a very young age, that I could do anything, and I decided to believe them. It’s funny what you’ll attempt when you don’t give much thought to what happens if you fail.
3. I learned early on that “risk-taking” was exhilarating and that the **rewards** were always much more compelling than any repercussions of the **downside**.
4. I’ve surrounded myself with remarkable support... a loving and extremely forgiving husband, siblings who are there for me in a heartbeat, friends who know me and still love me, a team that cares as much about our vision as I do,

mastermind partners who call me on my stuff and coaches who nudge me to step into the next evolution of who I am being called to be. As my buddy John Dulworth says... Jane, with you it DOES take a village. ;0)

5. I haven't and never will drink my own Kool-Aid. What I mean is that no matter how many accolades and compliments I receive, I always remember I am just like everyone else and still have so much to learn.
6. Finally, I strive to live my life as Wayne Dyer suggests... to live my life independent of the opinion of others. This is a hard one for a *people-pleasing girl* from the Midwest, but I'm getting better at it as I get older.

So there you have it, some late in the evening musings about how I became an empowered woman. But this blog post wouldn't be complete without acknowledging the hand of God in this journey to becoming me. While I'm not one to delve publically into my personal beliefs, I would be remiss to surmise that there was not a greater power working its magic in my life and for that I am humbly grateful.

#### **ABOUT THE EXPERT:**

Jane Deuber is a sought-after Business Strategist, international speaker and the leading authority on how to build a highly leveraged business. Armed with a Master's in International Business, Jane started her first business in 1987 with just \$5000 and a huge vision. She took that business to the multi-million dollar mark and sold it in 2000. Jane then went on to establish and grow 6 additional businesses. Two she sold and three she now operates with her husband from their home in Pebble Beach, California.

Now on her 7th successful start-up, Jane helps business owners master the art of enrollment with her newest innovation The Ideal Client Enroller. This powerful tech tool transforms how experts are marketing on line enabling them to build meaningful and profitable relationships with the people on their list.

Jane is also revolutionizing the way experts automate the delivery of their programs online through the Virtual Academy Builder. By combining state-of-the-art technology with time-tested engagement strategies, her team of course design specialist's helps you transform your genius into a high margin, low maintenance revenue stream you can leverage for life.

While Jane's career helping entrepreneurs become more profitable spans nearly three decades, her personal passions are family, supporting worthy causes, traveling internationally and spending time in nature with her husband Mario and yellow lab Boomer.

**What inspired you? What Aha did you have reading this story?**

**What action are you going to take?**

**Share it on our Empowered Women's Prosperity Party Facebook page.**

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**Coach Them!**  
~Kelly Jo Murphy



Have you ever had an AHA! moment? Recently, I had the biggest one that changed the trajectory of my business and life.

When I was young, there were only two things I wanted to be when I grew up: an entrepreneur and a mom.

I watched my divorced mom struggle, and it sucked, really sucked. She had two full time jobs, my sister and I rarely saw her, and when we did, she cried, head in hands, over how to pay the bills. And she went from man to man, never finding one that honored and respected her.

No way for me! I was bound and determined to be happily married, a mom that was always there for her children and to be my own boss, making tons of money. I didn't have a role model, but I did have a role model of what I DIDN'T want. That gave me hope that I could figure it out.

As I grew up, I tried to build business after business. And business after business. None of them stuck very well. Why? I was afraid of sales! Scared to death! Sales were the one piece that I thought I had to do in a way that didn't resonate with my soul and so, it felt scary to feel so disconnected when asking for the sale.

In the meantime, I fell in love, married, have four beautiful children and even homeschool them. We're having our 25<sup>th</sup> anniversary next month! So, that goal was tied up in a bow.

But, the success of my own business kept eluding me.

One of the things that I find out, in my search for a business I would be successful in, is that I was a really good coach, and I liked it. I enjoyed helping others honor themselves in making decisions to their goals.

About two years ago, an online marketing company hired me to be one of their coaches. It fit because over the years, I had learned TONS about marketing and business, even if I wasn't as successful as I wanted.

The owner, who was also a coach, called the coaches together and told us we needed to

get on the phone with members of our community and sell them on our higher level of commitment. SELL ON THE PHONE?!! I was freaking out! But, I didn't want him to know this because I knew what an opportunity this was.

He was a really good coach because he could tell I was feeling nervous about this. He picked up on it, even over the phone. He asked me "Kelly Jo, you're a good coach, right?"

"Well, yes, of course. I'm a very good coach."

And then BAMMM!!! Here came my AHA! moment that changed everything!

"Then, coach them to the decision to buy."

Coach them to the decision to buy? I pondered that and took it in. YES!!!! Coach them to the decision to buy! I can do that! I coach people all day to make decisions that are right for them for the goals they want! Then buying was just a different kind of decision to make.

After that, I became the top salesperson with that company, other companies asked me to do sales for them, and now, I teach other soul centered entrepreneurs to find their AHA! moment around sales so they can love it and dance their way to the bank without selling their soul.

#### **ABOUT THE EXPERT:**

Kelly Jo Murphy inspires, encourages and consults soul centered entrepreneurs who love what they do and have a mission to make a big difference in others' lives BUT shake and turn to mush when asking for the sale. She helps them to connect with potential clients soul to soul so they dance their way to the bank without selling their soul.

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## The Secrets To My Success

~Rochelle Marie Lawson, RN, AHP, CMS



I have always envisioned myself as being successful. Even when I was a little girl, I envisioned myself being successful no matter what I choose to do. For me, failure was not an option or something that I thought about instead I thought about how many ways that I could successfully achieve my desired goal. I had this inner competitive nature about being in competition with myself, so I was always visualizing, creating and implementing ideas that I thought would help me be successful.

I discovered at a very young age, growing up with a bunch of boys that ***self-confidence, enthusiasm, imagination, concentration, cooperation, action and perseverance*** were some of the things that lead to the success that I desired. I applied these principles to everything from my schoolwork and academics to playing baseball with the boys or running track and field.

What was most profound to me with these seven principles is that when I applied the principles to my health and wellbeing, I was able to correct a medical condition that I had suffered with for over 17 years, in just nine months. This was when I knew that the secret to my success included using these seven principles and that I had been using them since I was a little girl, even though I did not know what they were.

After the success with my wellbeing, I then began to apply these seven principles to just about everything I wanted to accomplish which includes starting and operating a successful telecommunications installation company 26 years ago that is still in existence today to starting a successful health and wellness business nine years ago.

When I was growing up, a friend of the family once told me that self- confidence is the quality with which the mind is recharged and made positive and that self-confidence is contagious, impelling, and persuasive and it attracts others to you. I can remember this like yesterday because from that moment forward I was no longer afraid to be self-confident and embraced it with warmth, clarity, and comfort. This self-confidence has opened a lot of doors to opportunities that lead to my success in business and life.

Enthusiasm is one of my favorite success secrets. When you are enthusiastic with regards to your desired goal, your state of mind becomes clear to all who hear you, by the tone of your voice, such as when I speak on stage. When your mind is vibrating at a high

rate, because it has been ignited with enthusiasm, which vibration registers in the minds of all within its radius and especially in the minds of those with whom you come in close contact and are meant to serve.

Imagination and concentration go together. Imagination is the mirror of your soul; you have a perfect right to stand before that mirror and see yourself as you wish to be. Success begins with imagination. If you properly use your imagination it will help you to conceive what you want to achieve, convert your failures and mistakes into assets of priceless value and it will lead you to discover a truth known only to you. You will never know your capacity for success until you learn how to mix imagination with concentration and your efforts. Whatever your life's purpose may be, it calls for the use of imagination.

Concentration is the act of focusing the mind upon a given desire until ways and means for its realization have been worked and successfully put into action. Concentration grows out of habit. Every time you travel over the path of what's desired you make the path deeper and wider and this comes with concentration. Concentration gives you the ability to think as you wish, the ability to control your thoughts and direct them towards the object of your imagination. It's the fuel that ignites the spark of success.

Action is the catalyst that ignites all of my success principles. Action must be taken to have success. No action equals no success. It's as simple as that.

Perseverance is the success principle that holds it all together when things get tough. Perseverance has been a strong hold of just about everything that I have accomplished in my life. It is this one principle that has held things together when I thought they were going to fall apart. It is this principle that has led me to survive when I wanted to crawl up and hide, to move forward when I wanted to stop and give up and to stay positive even when I was surrounded by negativity. Perseverance is something that comes naturally to most successful people, however, it can also be learned. If you want to achieve success, you have to acquire and use the principle of perseverance. It is a must.

We all have our unique definition of success. Some strive for success in business; their finances and others strive for success with their wellbeing, their relationships or just life in general. No matter what you desire to achieve, if you apply my seven secrets to success, you will be successful.

Wishing you peace to your mind, wellness to your body and success in your life!

Namaste.

**ABOUT THE EXPERT:**

Rochelle Marie Lawson is a Registered Nurse, Ayurvedic Health Practitioner, Holistic Health and Wellness Consultant, International Best Selling Author, Speaker and Radio Show Hostess and also known as The Queen of Feeling Fabulous and the Wellness Architect.

She is the President of The Health, Healing & Wellness Company founded to bring holistic health and wellness into the lives of individuals seeking a natural path to wellness. Rochelle's energy, guidance and enthusiasm have helped thousands of people improve their health and wellness, holistically and naturally. She is a successful entrepreneur and is the author of the book "Intro To Holistic Health, Ayurveda Style." She has her own blog, is a guest writer for Supermomceo.com blog and a contributing article writer for the International magazine, SIBYL. She has her own weekly syndicated radio show "Blissful Living." Rochelle has spent over 25 years assisting people to achieve optimal health and wellness so that they can live the life of their dreams with more energy, vitality, mental clarity, alertness and mental focus while reversing the aging process.

What inspired you? What Aha did you have reading this story?

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Be Yourself. Everyone else is taken

~Sandy Zeldes



My greatest secret is not only being an “empowered” woman but to growing my business being the best me that I can be.

This “being the best me” does not mean being perfect by the way. Not by a long shot! No, in my experience, it means telling your authentic story and realizing your unique gifts.

Let me explain.

When I started out in my first business over 23 years ago now, I didn’t realize it then, but I was absolutely fully expressed and filling a unique niche. I started with my passion, and much fear and excitement and grew from there. I was a hit. It was strange because I knew nothing about being in business and didn’t even have a website let alone a business card, but the clients showed up from all over the world including celebrities and the phone rang frequently.

I need to add here that I didn’t give out my phone number to all of these people who phoned me either. It was all word of mouth, and I was filling several unique niches that were in high demand that I was great at because I was extremely passionate about it.

Many years later, I realized it was a magical combination that not many were following in the world of business including myself at first with my healing practice. I started with a dream and hung my shingle as it were, but nobody showed up. We all have heard this story a thousand times by now, right? Where were the clients? Ugh.

What did I get wrong this time? Why wasn’t my dream being fulfilled? Where were the clients?

I had forgotten a piece to the puzzle.

The piece that I had forgotten was my unique story and why it mattered.

We all need a heroine. All heroines are heroines because of their struggle right? They fail forward. We relate to them. We *get* them. They are *us*. We can identify ourselves with their struggles, triumphs and their unique story.

Our unique voice and story are I would argue our greatest gift and niche.

This is not so much about niche as we all learn about it these days to me as it is about gifts and authentic voice.

When I was uniquely me: Spiritual crazy red cowboy wearing cowgirl who loves food but hates restriction and being told what to do, you know, the eternal rebel... I was understood. I kept honing my voice and still do. It changes, it grows, it expands and gets clearer I feel over time.

I told stories of riding my horse, getting stung by hornets and having my bra ripped right off my body and how that was still one of the best days of my life because I was with my horse, on the trails, with the girls doing what I loved! I spent months telling stories of creating opportunity, living with your passion and overcoming challenges all from that story alone. You see, even though women come to me with “food” issues, we almost never talk about food. We talk about life. Our bodies. Living. Food is never the real issue.

So what is the real issue for your tribe?

Our authentic voice identifies our authentic clients, audience and our unique market placement I feel. It's like the old saying; you can't please everyone. You only need a few people who get it right?

Right.

So when I stopped trying to be a little like everyone else and speak to the “masses” out there and just spoke from my heart, being my authentic self, doing what I loved, calling to the absolute and specific woman out there who got it... I had an audience. And this audience was one I loved deeply. It was literally a love fest. A mission.

More important than even having an audience was having a specific audience that I loved and had a connection with. There were not pat cliché marketing messages going out with perfect grammar and perfect pictures but real words from the heart about real people and real challenges. I was in the trenches and just being me telling the stories and giving the words of wisdom that brought real results and transformation day to day in my practice. It

was from the street baby, and it was real.

My practice grew naturally as I was uniquely myself, uniquely positioned in a very specific market. I only realized later how much genius there was in this. It worked, and it worked because I was authentic, providing genuine results for women who I understood and who in return genuinely were hungry to work with me because of this.

So as the saying goes, be yourself. Everyone else is taken!

I would add that your gifts and story are needed somewhere to someone in your business life. Never doubt that as an entrepreneur, you've got a story and I'd bet it's a good one as long as it's real and involves the highs and lows everyone faces on the road to freedom, joy and fulfillment.

Life is nothing if not a wild ride. People want to know yours, and when they do, they might just love who you are and how you can support them in creating the next solution in their story.

ABOUT THE EXPERT:

Sandy Zeldes is an intuitive, spiritual author and conscious entrepreneur who has had a long 17 year professional past as a chef and caterer to high profile celebrities and top business leaders, rebel nutritionist, passionate food lover and sassy spiritual cowgirl who talks to horses and people's deepest soul needs and desires. She has worked with hundreds of conscious entrepreneurs, executives, professional artists and performers who want to create a life of true authentic abundance and success but often struggle with food cravings, weight or body image.

She is the author of the best-selling course on Daily Om: Healing Subconscious Blocks to Weight Loss which was number 1 on their best-seller list for more than 8 weeks when it was released in 2012 and has been featured in NBC, Fox News, ABC, CBS, The Wall Street Journal and The San Francisco Chronicle.

What inspired you? What Aha did you have reading this story?

What action are you going to take?

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Leverage Your Most Important Business Asset

~Sheila Paxton



When you think about your business assets what comes to mind – computers, furniture, inventory, or your staff? Have you ever put a dollar value on your accumulated business knowledge or intellectual capital?

As a professional, you've touched many people, yet imagine the impact you could have if you leveraged your intellectual capital and broadened your audience.

It can be daunting to consider leveraging your knowledge, yet it is a key to sustainable business growth and to leaving a legacy.

There's a ripple effect from every person you touch. Your client's life changes because of you and your expertise, and those changes impact their work, families, friends, and communities.

I will always remember an email I received from a person who attended one of my talks. Four months after the talk, "Angela" reached out to me.

She explained that hearing my message was her turning point. Angela had been feeling victimized by the hand life had dealt her and she was sinking into a mire of self-pity. She said that my knowledge helped her to realize that she was not a victim of hard luck – she was a volunteer.

Angela was living a life that was out of alignment with what she wanted, and for the last four months, she has taken one step at a time to change. She concluded her note by thanking me for sharing my message that day.

I thought about why this touched me and realized that Angela probably had a circle of people whose lives she impacted. Imagine the effect that her growth and awareness had on the people in her life.

When I multiplied the "Angela's" at my talk that day, I realized that I was indirectly impacting thousands of others. I loved that thought! This excitement led me to examine my own business.

Was I truly impacting as many people as I would like to? Was my message able to get to

others even if I wasn't speaking it directly to them? My answers were not surprising. A big "NO" sign flashed in front of me. It was time to change that.

What about you? How would you answer those questions? What would it mean to you personally and financially to increase the number of people you touch?

Most entrepreneurs want to make a difference in the world and share their knowledge and wisdom with as many people as they can. That's a tough job because it's hard to be in many places at once – to reach all the people who need to hear your message.

This awareness guided me to take my intellectual capital and teach other coaches and consultants how to leverage their own programs – reaching thousands of people we never reached before.

I decided to train brand ambassadors around the world to use my tools and techniques to work with others.

This is a simple and effective way for you to expand your message globally. Think about the unseen people who can benefit from your teachings without ever meeting you.

I developed a process where I trained others to deliver my unique programs, my intellectual capital, and licensed my tools, activities, and content to them.

There's a three-fold benefit here. You build revenue by training new trainers, you receive passive income from licensing your materials, and most importantly, you increase your impact on the world.

There are so many successful coaches and consultants who get excited about the notion of multiplying their impact and income. Over the years, I've been asked to help people with this type of business expansion.

Since I expanded my impact, I have coached scores of people to do the same. They have global brand ambassadors who span the globe – they are now sharing their unique skills and tools with others, and earning new and passive income.

Think about what you want your impact to be.

I wish you every success. The world needs what you offer.

ABOUT THE EXPERT:

Program Certification Expert Sheila Paxton is the go-to person for coaches, speakers and authors who want to elevate their impact and amplify their profits by certifying others to deliver their proven and profitable programs. Clients create new reliable and repeatable revenue streams that unleash their brilliance, make a much larger global impact, and welcome more success with greater ease.

Sheila discovered a path to certification out of the need to multiply her own upside quickly. The Fit4Love program she created and successfully delivered to hundreds of singles as a relationship coach grew so popular in such a short period of time that she had to create an efficient way to accommodate demand. She applied the insight and know-how from her prior entrepreneurial career as founder of a web-based training and instructional design company, to create curriculum for relationship coaches to apply her approach to their lasting profit advantage. Today a baker's dozen of Fit 4 Love Coaches are making their best impact around the world and royalty checks flow like clockwork her mailbox.

Since September 2014, scores and scores of happy coaches have leveraged their impact, income and influence by successfully certifying their methods with Sheila's proven Product Certification Formula. Sheila is on a mission to empower thousands of enterprising coaches and experts around the world to welcome the freedom and prosperity that program certification provides.

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## **Student, Stamina, Strategies**

~Tamara Monosoff



One of the keys to my business success has been my approach to learning. I believe that if I want to achieve something meaningful, there are not shortcuts. I need to invest the time to find out what it is going to take to achieve my goal, create a plan, and then get to work.

My “secret” to achieving many of my goals is approaching everything as a student. For instance, when I started launching my own books, I could see that other authors were having a lot more success than I was. This inspired me to start the journey of figuring out how they did it. When I asked others, few were willing to share their insider tactics. Therefore, I began my quest for knowledge. Initially, many of the tactics I explored did not work. This required me to start from scratch over and over again. Over time, I figured out how to successfully achieve my goals; which were to reach #1 on Amazon, generate multiple streams of income, and get my books featured in the media spotlight.

My second “secret” is stamina. I work tirelessly at figuring out how things work. My strength is that I don’t just observe how things are done, I roll up my sleeves and test and re-test and learn the best methods myself. For example, I first learn how to use the technology tools myself for my business before I pass it along and hire someone else to do it for me. This way, I understand what’s involved and I can always jump in if a member of my team is not available.

Taking on this approach of being a student, combined with stamina, to figure out the best strategies has directly resulted in my overall business success. When I teach my courses, I can actually “show” people how to do things. Since I have taken the time to learn, I understand how important it is to simplify every step in the process so that others can benefit and succeed even more quickly than I did -- which ties in with my personal mission to serve others.

#### **ABOUT THE EXPERT:**

Dr. Tamara Monosoff, is a #1 Bestselling Author, Media Contributor and Award-Winning Inventor. Her most recent book, The Author-to-Income Formula: How to Turn Your Book into a Money-Making Empire, launched January 2016. Her Author-to-Income Formula™ training & Product Launch Programs are available at TamaraMonosoff.com.

Tamara Monosoff inspires authors & entrepreneurs to be unstoppable. She's an award-winning inventor, social entrepreneur, #1 Amazon bestselling author (Most recent: The Author-to-Income Formula: How to Turn Your Book into a Money-Making Empire), educator, university professor, and speaker. Her consumer products have been sold in over 10,000 stores nationwide. She successfully licensed her brand and products to a multi-million dollar housewares company.

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The Secret that Grew My Business

~Ellen Finkelstein

When I started Change the World Marketing, I used a few techniques to grow my list of subscribers:

- Search Engine Optimization
- Lots of valuable content in weekly blog posts
- Asking subscribers to share my newsletters
- Asking readers to share my posts
- Posting to social media

My list grew, but VERY slowly. In fact, some months I lost more people (through bounced emails) than I gained.

I had used these techniques successfully in the past with my first website. It took a while for me to understand why the same techniques didn't work again. I think that some of the reasons are that:

- I started my first website in 1999 when there was less competition
- The topics of that website (PowerPoint and AutoCAD) were – and still are – highly in demand
- My readers were often corporate, and they shared the information with others in their company

Even so, it took me more than ten years to get one of my lists to over 10,000. So these were slow techniques. With Change the World Marketing, I had trouble getting my list over a few hundred.

How I grew my list quickly

Then I created a product and did a free webinar to promote it. I met two people at a conference who became my affiliates and promoted it to their list.

In 1 week, I added 800 people to my list. I also sold 94 copies of a \$97 course.

I still blog weekly and send out a weekly newsletter, but it was webinars – and doing them in partnership with other marketers – that seriously grew my business.

I'm talking about free webinars, whether or not they promote a product. People love something for free, so they register. When they register, they get on your email list. (And by the way, you should make that clear on the opt-in page.)

Not everyone shows up for the webinar, and not everyone watches the recording, but everyone ends up on your email list.

Why some people don't do webinars

Many people shy away from doing webinars for some reasons, but I'm going to try to overcome your objections.

Objection	How to Overcome It
They're too expensive	Not all webinar services are expensive. Google+ Hangouts on Air are free. I use Zoom, which is not expensive
They're too complicated	Only the first time
I don't know what to say	Write a script and ask your coach or accountability
I don't know how to create slides	Creating persuasive slides that don't bore people is indeed a necessary skill but you can learn it
They're too much work	There is a fair amount of work in promoting and following up, but if you schedule the steps properly it won't be overwhelming
I'm afraid of being "out there"	You'll mostly get over it after 1-2 webinars. The rest you have to work through your own fears

Why are webinars so powerful for growing your business?

Now give me the chance to inspire you.

With webinars, you can reach the world! I once organized a webinar series with seven speakers, including me. They were top presenters and the event was free. I got 3,000 people to register from 97 countries! And all of those people went onto my list.

I reach people from all over the world. That's powerful! You can have more impact with one webinar than with many, many in-person speaking events.

And nowadays, most webinar services include a webcam window, so people can see you. It's almost like being in the same room. Of course, not quite, but you'll get more engagement when you use the webcam. When people can see you, they are more likely to like and trust you – they feel like they know you. If you hide behind slides, that's harder. For this reason, I highly recommend using the webcam.

Get out there and supercharge your business with webinars!

ABOUT THE EXPERT:

Ellen Finkelstein is committed to helping online business owners--such as coaches, consultants, speakers, and authors--achieve financial success while they help to make the world a better place.

She is passionate about guiding her clients to the right marketing strategy, through the maze of technology options, and into a plan of action they can actually implement.

Over the years, Ellen's expertise has led to a number of achievements, including:

- PowerPoint MVP, a Microsoft award, given to only 13 people in the United States
- 11 published books (25 editions) for McGraw-Hill and Wiley and 9 e-books during her 20-year career as an author. Some of her books were bestsellers in their category for years
- NAMS (Novice to Advanced Marketing System) Instructor
- Outstanding Presentations Workshop webinar series leader for 6 years, with over 4,000 registrants
- Training Magazine webinars, with over 2,500 people registering
- Adjunct Faculty member at Maharishi University of Management, where she taught Internet Marketing at the MBA level

One of the techniques that Ellen believes is most empowering is speaking. And the way to reach the most people is to speak via webinars. Ellen has been doing webinars since 2007.

What inspired you? What Aha did you have reading this story?

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**From my Head to Manifestation – My secret to becoming happy,
wealthy and powerful as an entrepreneur.**

~Maribel Jimenez



My biggest secret to designing the business and life I always dreamed of started in my head.

First it was a secret for 25 years because I didn't tell anyone that I had a dream to create my own multi-million dollar business helping people.

In fact, I just knew it in my heart, but I had no idea how I would create it for myself. I had no evidence or model around me that said that I could. So I just buried it in my heart and did what I knew, which was to work hard to create success.

I worked my way to it, graduating early from high school, entering college at 16 and working my way up in marketing/management over the next few years.

Until the day it became just too painful to stay, and I chose to follow my heart to create my own business for myself.

I'd love to say it was smooth sailing to the bank to replace my 6-figure income as an employee, but it wasn't.

This is where the biggest transformation happened for me – to learn how to design a business and lifestyle that I loved. That was the mission, and it took the biggest secret that I'm sharing with you today....

My mindset...all the words I was saying to myself, and beliefs I held on to.

It's not as sexy as sharing all the strategies and tactics; I know....but it was THE key to having those strategies work for me.

I had to change the limiting beliefs that questioned whether I could do it.

The list of disempowering beliefs was long, and I was my worst critic, but the point is, one by one, I needed to pluck these limiting beliefs out of my head – like weeds, and plant a new seed of possibility through an empowering belief. I also needed to nurture that vulnerable new seed or else I would go right back to the comfort zone of old beliefs.

This is what changed everything for me! This is why I help others to shift this – it's what has people get in their own way and sabotage their results.

I began to do the work to embrace my new beliefs and look for evidence that I could manifest my dream business and life....and I did.

So where do you start to begin to shift this for yourself?

Begin by asking yourself what it is you want in all areas of your life and business.

You have to know where it is that you want to go to be able to get there.

If you aren't sure, then make a list of what you don't like in your experience now, and what you would like those things to look like instead.

For example, if you feel broke, how much money would make you feel good?

Think about what beliefs you have about money.

One of mine used to be, "It takes a lot of hard work to create success" and so I lived in that belief and would make my business and life hard through things like complicated strategies, working long hours, and sabotaging things if they came easily because I thought maybe it was just luck.

My new belief became, "Money and success come to me with ease." And sure enough, it did; in fact, I even had my first 6-figure week after I embraced this belief.

Now sure, it takes action to create results, but in believing in great outcomes and nurturing beliefs that empower you, NOT make things harder, then you can take the actions that support the most effective and easiest path to get there.

So my overall advice, is to work on your mindset and notice the beliefs that you have – are they supporting your dream or discouraging it?

Take the next step to either get support from a mentor that can help you with some mindset shifts AND the right actions to take to move you closer and closer to designing a business and life exactly as YOU want!

You deserve it!

ABOUT THE EXPERT:

Maribel Jimenez is an international speaker, bestselling author, and marketing mentor. She is founder of Your Dream Launch & the New Superwoman Entrepreneur communities. She works with Entrepreneurs, Coaches, and Consultants teaching how to launch to 6 & 7 figures with successful product and program launches. For the past 15 years, Maribel has written successful marketing campaigns, curriculum and training programs for multi-million dollar organizations and won numerous awards. Her passion is to help entrepreneurs tap into their brilliance, share it with the world through powerful dream launches and create great prosperity in their business while maintaining a balance in their lives. She is the creator of the Dream Launch Formula & The New Superwoman Success System.

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## My Biggest Secret

~Karen Brunger BHEc, AICI CIPA



My biggest secret? Use a mentor who is an expert in the area in which I need to move forward. Here is some of what I learned.

Veronica was the first. When I started playing with image consulting in 1984, I had no idea where it would lead. Veronica was my color analysis teacher, and she encouraged me to develop a training program to teach people to become image consultants. She helped me develop the plan, and guided me through the steps.

But I was terrified of speaking in front of a group! So every night in bed before I fell asleep I entered my “fantasy world” where all things are possible. I imagined that I was a transformational, entertaining, and magnetic trainer, and that the people in my audiences received value that vastly exceeded their expectations. I imagined every detail – how I would feel, look, move, sound, speak, what I would say, and how the audience would respond. (Later I found out this process is called “creative visualization.”)

The reality was magical and transformational. When I was conducting the training, I had ‘been there, done that’ so often in my mind, that it felt completely natural and familiar. When we left the training room at the completion, each one of us was different than when we had walked in just 3 days earlier. I realized that this work was much bigger than I thought. We were all bigger than we thought. This beginning led me to train thousands of people in hundreds of trainings, around the globe.

It was from Veronica that I also learned life-long success practices, such as writing down goals. I naively wrote down such things as “be interviewed on TV and radio and in magazines and newspapers”. When it all happened within months, I was hooked on goal setting. Now this has led me to be international Past-President of the Association of Image Consultants International, an author, and a recipient of the Award of Excellence.

I was achieving goals beyond my expectations, but something was missing.

The second person to change my life was Robert Kiyosaki. [Kiyosaki many years later wrote the best-selling book *Rich Dad Poor Dad*.] His “Money and You” 3-day program catapulted me into what felt like a different universe. I started an intentional process of

personal development and spiritual enlightenment - letting go of judgments and limitations - moving into positive expectations and faith. As I stepped more into my personal power, my circle of influence expanded, and my personal and professional relationships became deeper, richer, and easier.

I was now being of service worldwide, but I realized I had some serious income blocks to shift through.

My next mentor was Steve. Steve had made millions in business, and decided he wanted to help other entrepreneurs do the same. When Steve heard my financial goal, he said “it’s do-able now”. I gave him many valid reasons why it wasn’t, and he wouldn’t listen to any of what he called “excuses”. For each one he simply said “In your head, that’s true”. Then he asked me the big question. “What amount would it really scare you to make?”

Steve led me through a series of exercises. First, I had to calculate the income required (including income tax) for my ideal lifestyle. The shock was – my income goal wasn’t big enough! I now opened my mind to allowing a higher level of prosperity.

Next, I had to interview at least 2 people related to my industry that were already at my desired financial level, to find out what made the difference for them. In the past I had looked at these people in awe, and thought of myself as undeserving of their attention. The lights went on - we were all the same! They had just taken steps that I had not yet applied. When we get “there,” it just becomes another “here.”

Within 3 weeks of starting work with Steve, I received a speaking contract that matched my ‘scary’ income. Within 3 months my income was tripling, and I surpassed my financial goal within the year.

What’s next? I now have teachers who are international experts to help me take my business to the next and highest levels of impact, service, and financial freedom.

#### **ABOUT THE EXPERT:**

KAREN BRUNGER BHEc, AICI CIPA Certified Image Professional, Karen brings inner essence into outer expression. Karen believes that your truth lies in your potential, not your limitations, and she has the unique ability to reveal and amplify each person’s authentic personal power. The result is an image that propels her clients into more money, better relationships, and higher confidence.

An undisputed world leader in personal transformation, for over three decades Karen has facilitated the transformation of thousands through her holistic approach. Over 100 organizations and various levels of government have hired Karen for consultations and workshops on appearance, behavior, and communication. As a trainer of image consultants, her systems and products are currently used in more

than 70 countries, and she has presented in 14 countries on 5 continents.

Karen is Founder and President of the International Image Institute Inc., and a recipient of the Award of Excellence. As well as international Past-President of the Association of Image Consultants International (AICI), she is Past-President and founding member of the AICI Canada chapter, and served four years as the international VP Education.

An author of nine books, and co-author of two, she is a contributing writer to three magazines, and is a regular guest expert in the media with over 200 interviews.

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Big Vision and Empowered Communication

~Pamela Vandervoort



My biggest secret to becoming a successful dating coach as well as being a business coach for the JVIC Big Player Program is having a big vision and empowered communication that inspires others into taking action.

When I talk to people about their businesses they have a sincere desire to help people and make a difference in the world but they are playing it small. “I just want some clients” or “I just want to help people” or if they are honest “I just want to make some money.”

It may seem like the smaller the goal, the easier it should be to achieve that goal, but that is just not true.

When you have a big vision for your business, then your communication will empower and inspire clients, friends, and partners to be excited to take action with you.

I have heard a thousand times “I help people get rid of their blocks so they can be successful.” That is not inspiring.

When my business began it was a Dating Support Group, and I helped people learn how to date.

And I did ok. Pretty well for a “newbie” because I was passionate about helping people with the confusing and bewildering dating process.

But over time, I began to realize what people wanted was a new type of relationship, one that most of their friends did not have and certainly their parents did not have. A true love relationship, a partnership of equals, two whole, strong people coming together to grow with each other and enhance each other’s lives. My female clients didn’t “need a man” they were doing fine on their own, thank you very much. They longed for *true love*- a healthy, fulfilling and empowering relationship with a quality man who loved and valued them and who was their best friend.

I asked myself, rather than just being good at dating, what would it be like to date to create a relationship like that?

So my business vision evolved- how can I be a leader in the movement to transform relationships in this world from co-dependent, survival-based relationships to this new model of empowerment based relationships?

And that's how Dating for True Love was born.

If you want to grow your business, you must be able to communicate your message in a way that inspires others to want to work with you and to take action. You can only do this when you have deeply inspired yourself. People can feel it when you are “just trying to make some money” or “just trying to help...”

Most of the time when I speak to women they are pretty clear about the type of relationship they want. They can speak in detail about what it would look and feel like, and what they would experience in that relationship. But there is a huge gap between their vision and their belief that they can have it.

Most women believe that to be in a relationship they have to settle, and there are not any men out there who want the same loving empowering partnership they do. They don't want to be alone but they don't believe they can have what they want.

So when they begin to date and meet men they communicate from this place of “I know I may have to settle to get you to ask me out again” or “I have to get him to like me” and they communicate from that place. This always backfires because men are not inspired, and they didn't *feel* anything but trapped by this energy.

This is the same thing that happens during a sales conversation with clients or conversations with potential joint venture partners. If you just want to “get” some clients or you can't find a niche in your business because you are “afraid of leaving money on the table” and or you think you can “help everyone overcome their blocks” then you have no power in your communication. You just want to get a client or pick a niche.

Having a big vision, powerful message and communicating that message in a way that inspires is what took my business to the next level. I don't try to fill my programs- I invite women to be part of something bigger than themselves, something exciting and transformational. Who wouldn't want to be part of that?

ABOUT THE EXPERT:

Pamela Vandervoort is a dating and relationship expert. She has a bachelor's degree in communication studies and a master's degree in spiritual psychology. Pamela created Dating for True Love to help women date to meet their true love and create a happy, healthy fulfilling and empowering relationship. In this high-tech world that has inundated singles with so many choices, it can be hard to find a clear pathway to love, Pamela's proven system has helped hundreds of women attract find lasting love.

Pamela is also a business coach with Joint Venture Inner Circle (JVIC) helping entrepreneurs grow their businesses to six figures. She has been featured by Blog Talk Radio, SW Experts, National Association of Professional Women, Ladies Who Launch, Who's Who Worldwide, SelfGrowth and YourTango.

What inspired you? What Aha did you have reading this story?

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## The Money is in the Questions

~ Jennifer Diepstraten



As the trainer spoke, I simply heard, “blah blah de blah blah.”

What did he mean by “Sales is all about relationship” anyway? And how in the world did I end up in a sales training class?

I was 25 years old, shy as anything, and had just moved to Chicago where I didn’t know anybody, to take a job selling high-end equipment to scientists.

While I didn’t know what the trainer meant about that “relationship” bit, I did know how to follow instructions. I carried around my “five steps to a successful sale” plastic cheat-sheets in my purse. Reviewed them before every prospecting meeting.

You know that part of the conversation where the other person says, “What do you do?” Ever clam up? Well, I hated that question. I avoided it all costs. To subtly re-direct the conversation, I would say, “I sell this great scientific equipment. What do you do?” With that, I could get out of the uncomfortable spotlight, and ask all the questions. Little did I know that that would become a key ingredient to my success.

My question-asking got more and more refined. “Why is that important?” I would ask prospects, genuinely interested. “How would having a new thing-a-ma-jig make a difference for you?”

I started asking questions everywhere. I even asked questions of myself like, “How do I sell twice as much with half the effort?” I wasn’t satisfied until I’d found the answer. Pretty soon, I was selling way over my sales quota, doing millions in sales a year, and getting off work at 3 pm. (Don’t tell my old boss.)

Within a few years, I’d realized a powerful ally. When asked the right questions, an interested prospect would SELL himself whatever I had. I asked the questions that would make it clear to me why the thing-in-question mattered, and in the process of answering he would convince himself he needed it. Not only that, but he would refer his friends to me as well.

All because I was too shy to talk about me.

But question-asking wasn't just subterfuge or a nifty way to control the conversation. I was interested in people's stories, their needs, and their lives. Being genuinely intrigued, it wasn't uncommon for me to hear a client say, "Hey, Jennifer, come into my office. I don't know why I'm about to tell you this – I've never told this to anyone." They would tell me a big secret and I would listen in confidence.

At the end of the year, I got phone calls like, "Hey, Jennifer, I have \$50,000 left in our budget that I have to spend. What do you have that I need?" That's when I realized that my clients trusted me.

I had reached the exalted sales status of "trusted advisor." It just didn't seem right to use someone's whole budget, often hundreds of thousands of dollars, if I wasn't sure the thing they were buying would help them. Since I was the expert, I had to be sure. And if I couldn't find something they needed in spite of my efforts, I told them so. Suddenly, the adage "Sales is all about relationships" made sense. No, it isn't about people buying stuff from you because they're your friends, or because you're chummy, or because you took them to the basketball game. Think about it – how much stuff have you bought just because you had a friend in the business – and then continued to buy indefinitely? If you only bought because they were a friend and you didn't value what you bought, didn't you do what you could to avoid buying again?

I don't want to be that kind of seller, and the clients I now coach on how to sell high ticket services don't either. I am here to serve people at the highest level of my ability. What I do is help mission-driven entrepreneurs find the words to close big sales with ease. And in doing so, they change their corner of the world.

Ask real, genuine questions designed to understand someone, and you'll serve them. Be willing NOT to sell something to someone and your relationship and sales will flourish.

#### **ABOUT THE EXPERT:**

Jennifer Diepstraten has 20 years' experience in sales, relationship coaching, and communication studies so she understands what it really takes to inspire people to take decisive action. As a result of her expertise, she's sold over \$14 million in products in ten years in corporate sales, working for world-leading multi-million and multi-billion dollar biotech and medical equipment companies. She left her highly lucrative "golden hand-cuffs" corporate sales job to start her own business teaching high-end sales and sales training to coaches, trainers, healers and niche service providers. Her "One Call Blueprint" consultation system enabled her to triple her fees in her own heart-centered entrepreneurial endeavor in less than 6 months. Jennifer holds a Biopsychology degree from Vassar College and a Masters' of Science in Traditional Oriental Medicine.

## **My Biggest Secret to Growing My Business**

~Nan Akasha



My biggest secret to growing my business is writing a book. I know you may have seen this around and been hurt by people promising you how to get an Amazon bestseller, and even how to write a book during a weekend. Perhaps you are like several people I've spoken to who have business coaches that say writing a book is a shiny object distraction, not a key to growing your tribe, and making more income. You don't do that until after three or four years of being in business, and *after* you've built a \$10,000 or more a month income.

I wholeheartedly disagree. I've personally built eight businesses for almost 30 years, most of them multi-six and seven figure businesses. One thing I know for sure is there are a few things that make it faster, easier, and much more fun.

I wished I had written my first number one best-selling book *Already Rich: Secrets to Master Your Money Mind* four years sooner, when I started my online business. I mean that sincerely because it would've accelerated my income, my client base, my credibility, clarity and my confidence.

Think about it: couldn't you use more clarity about what you do so when you meet someone who says "What do you do?" You know exactly what to say that it excites them and ignites them if they are an ideal client for you?"

Imagine having more confidence, what could you do? What kind of impact could you have? Enjoying the confidence in your skills and abilities because you've healed and transformed from within by writing your book. You are seen as an expert, even newsworthy because you are a best-selling author now.

What kind of a movement could you spread or loving tribe could you lead if you shared your message and it attracted all kinds of media attention? The media loves "the author of..." or even "the author of the upcoming book..."

See all the speaking gigs, even paid speaking gigs you could get if only you had your book that shares your method and your message. Imagine getting paid more and being chosen over other potential speakers specifically because you have a book.

This happens all the time in my world here at BlissLife Press Strategic Philanthropy publishers. After my first book, I got invited on speaking tours, radio shows, to speak on telesummits and to joint venture with many key people in my industry. My book made it easy for clients to understand who I was, and how I work because they got to taste test me and my methods through my book.

Books save lives. I believe this because I'm standing here today after having a daughter die and other major crashes in my life, because of the books, it kept me going each moment when I could barely take a breath.

Your message is needed right now, not later. Build a tribe, inspire, transform, uplift, attract clients, and increase your income. Spread your message and touch more lives. Write a book! You know it's calling... your heart is ready to share its secrets, and they will be the secret to your success. Just sit down and let it flow out.

#### **ABOUT THE EXPERT**

Nan Akasha is a born innovator, leading an emerging global movement enterprise with a mission to transform lives through books that raise money for charity and build a large client list and income for the author.

Committed to consciously evolve the way business is done, Nan is co-founder and creative director at BlissLife Press, an Award winning Transformational Book Publisher. Pioneering a new way to do business that makes good while doing good, BlissLife Press has created the World's first 'Strategic Philanthropy Book Launch'. Helping authors, creative visionaries, and Conscious Entrepreneurs to get their message out with massive impact, influence and income.

Known as the "Secret Weapon" for breaking through blocks as creator of "High Income Hypnosis", Nan has an "uncanny ability to get to the heart of what stops you."

Nan Akasha CHT, is a six time #1 Best Selling Author of 'Be Love", "Already Rich", 'Think and Grow Rich for Women' and the upcoming "Strategic Philanthropy" book and Global Summit.

An Artist, and Spiritual Teacher, Nan has created over 133 programs like "Flip Your Rich Switch™", "Live Your Purpose & Fulfill Your Fully Funded Mission" and "Soul Channeling & FreeFlow™ Writing". Nan's Sacred light body work transcends healing and frees you to live your fully funded mission. She speaks, leads writing and sacred retreats and travels worldwide to spread her message of peace, partnership and prosperity.

## **End the Financial Feast or Famine Cycle**

~Briana Cavanaugh



Here's what I see happen: a brilliant woman decides that she wants to do her thing for a living. She goes to do it. And she's smart, so she tries to get all the information and makes a plan and goes for it. Yay!

But it doesn't quite work.

Somewhere in there, she realizes that she needs to get paid for doing it, and the "tell my friends and I'll make \$150k a year" plan just doesn't work. She realizes she has little idea how to make money, and freaks out. Sometimes she gives up, and sometimes she works harder. Often in working harder she makes progress, but now she's working so hard she's exhausted.

Her relationships suffer, maybe her health suffers. Her kids wonder where she is, and friends stop inviting her because she works all the time.

She's lost in the Money Trap. The Money Trap is real: She worries about paying the bills or feeding her family. She feels like her dream is slipping away. She feels stuck, trapped and unsure about next steps.

To become an empowered woman - an empowered human - you need to deal with your money crap and get out of the Money Trap to end the financial feast or famine cycle.

We need to look money right in the face and create a clear, empowered relationship with it.

I started my money journey after I was fired from my last tech job during the tech bubble burst in 2002. And then I couldn't get a job.

So I started contracting and at some point was forced into - of all things - an accounting job. "Seriously?" I thought "I'm not an accountant. Those people are bo-ring!"

What taking that job made me realize was that: 1) I could do all sorts of things that I had no idea I could do, and 2) I needed to look at my relationship with money.

I started learning everything I could about money: classes, books, seminars, mentorship. I devoured all the information at my disposal.

Then I started to get sick. The truth is that the illness, while totally awful and something I

still deal with was an opportunity for healing many parts of myself. It forced me to slow down and focus on the essentials and gave me lots of time for reading and resting. And looking at my Money Trap.

In the last ten years I've been honing and developing what I've learned. There are important, yet simple (but not necessarily easy) things to do and know about money.

A few important steps are:

1. **Commitment.** If you want to change your relationship with money, you have to commit to it. Commitment isn't just words. You need to set yourself a goal and a date by which you'll accomplish that goal. Share that goal with people who will hold you accountable. You need to make space on your calendar and show up for the work.
2. **Tell the truth.** You have to start telling the truth about money all the time. If you can't afford to go out to dinner, don't go. If you need help, ask for it. Find people to share your experience with and get rid of the isolation.
3. **Track your money.** Anything that you want to change, you need to track. You have to understand what you're currently doing. Understanding money will have you create change. If you don't know what's happening, you can't change it.
4. **Work on your mindset.** There are two kinds of money work: internal and external. External is all the practical stuff, internal is the way that you think about money. Your beliefs, your attitudes, your feelings about certain kinds of people, your ability to tolerate misery. You have to take action to up your mindset
5. **Take consistent action.** You have to take action and it has to be consistent. No matter what a program promises, if you don't implement the formula, you will be in the same place you've been. Reading is not enough.
6. **Get the right support.** You can't do it alone. You can't change your mindset alone. You can't be successful alone. And while you can claw and scrape your way to the top, I don't know any successful people who don't get help. Last year I had four coaches and spent about \$19k on upping my game, and we doubled our business.

I helped a naturopath go from \$7k a month to \$28k a month in about six months. Another client started out at just below \$6400 per month and in 6 months she was consistently earning over \$10,000 a month without even leveraging her time.

When you get your money crap together and focused, things change.

And to be clear, this is not by being a douchebag or marketing crappy products, or copying people's formulas, or any of the other things I've seen people do to make cash fast. For you to feel great about your money, it must be made in a way that is congruent for you. It must be honest and ethical, and in alignment with your values and purpose.

I want you to be successful because a rising tide lifts all boat. Come help me raise the tide and end the financial feast or famine cycle!

#### **ABOUT THE EXPERT:**

Briana Cavanaugh is the Financial Bliss Mentor. She loves helping people really “get” money and finance and feel powerful about making money on purpose! She helps people understand money, what it is (and what it isn’t) and how they can transform their relationship from being in debt, anxious and overwhelmed to ease, confidence, and bliss.

Her money journey has been about going from a tech professional to welfare mom to 6-figure entrepreneur. She's had an accounting practice since 2005 the helps holistic practitioners, artists and creative types end the financial feast or famine and focus on living their passion!

What inspired you? What Aha did you have reading this story?

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