

# Defining Women

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# *Defining:Women*

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## *Publisher's Pearls*

It's Springtime and it's time to BLOOM! My personal theme this year has been to elevate, elevate my thinking, elevate my business, elevate my conversations and elevate my life.

Elevated thinking comes from taking a good look at how I can support my dreams, plans and desires. One desire for me is PEACE! I have been in the habit of letting others know that I am practicing peace and have discovered in that practice comes apologies. You know the saying, "You get what you ask for?"

Well, I've been asking for peace in my life and in the last month two women who were once extremely close friends showed up. We had parted ways over what seemed monumental at the time (one for 10 years and one for 6 months). As we sat together and shared perspective I simply apologized... to infinity. This is what I needed to do. Gratefully we agreed to start fresh and move on from here. No rehashing, just a fresh start. There was my peace with two women I loved and shared life with and now love again.

To me is this is BLOOMING. Water seeds of peace and you never know what beauty will Bloom this Spring and always! ♥

*- Kathlyn*



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## What I Learned From a Blooming 10-Year Old

By Kathlyn Jaramillo

At a recent magazine planning meeting, a circle of adult women sat and discussed this lovely Spring Issue you now hold in your hands or are reading online. As we talked among ourselves the question was posed, “What should our Spring Issue theme be?” We threw out a few suggestions and from the floor a sweet voice said, “I have an idea!” The sweet voice came from the daughter of one of our contributing columnists. Miss Bailey has the brightest smile and brilliant confidence, she most definitely had our attention! “Alright Bailey,” I inquired, “What’s the idea?” She said, “It’s Spring, Time to Bloom!” WOW!

Of course the rest is history... We went with “Time to Bloom” as our theme and we are delighted that it came from Miss Bailey, our resident 5th grader!

When speaking with the community of Defining:Women I often share that I believe we are all 5th graders (10-Year Olds). We want to be understood and heard, loved, accepted and included. Bailey reminded me that day that although I am 46 years older than her there is always a way to be understood, heard, loved, accepted and included. It usually starts by building your own tribe, which 5th graders are good at. I am happy Bailey is part of my tribe!

I later asked Bailey what wisdom she would share with us seasoned (a nice way of putting it) women if she could and these are her poignant messages just for us!

- Be the change you wish to see in the world.
- Nothing is impossible, the word itself says I’m Possible.
- Winners are not people who never fail, but people who never quit.

Thank you Bailey for reminding all of us with a few words of confident advice it certainly is TIME TO BLOOM! ♥





# Spring Conversations

Photography By Voytek Swiderski, Styled by Lynsey Swiderski

Our team of writers and friends recently got together to enjoy Springtime friendship and conversations! We hope you will enjoy the season, grab your besties and head outside for elevated, thoughtful, supportive conversations and fun!

Happy Spring, Time to BLOOM! ♥



Friends are like  
Spring Flowers...  
They give pleasure  
just by being!



# A Greener Spring Clean



By Sondra Pariser, Patty Morgan & Terri Baity

It's that time of year when we open the windows and let the sunshine in. Fresh air, fresh beginnings, and a fresh home has us feeling accomplished and ready for the busy spring and summer months ahead.

The term spring cleaning can often times bring visions of rubber gloves, scrub brushes, and popular cleansers that are highly promoted as the norm via television commercials or on the end caps of our local supermarket. However, are we fully aware of what we are cleaning our homes with? What if we discovered we are actually spraying on, scrubbing in and mopping on harsh chemicals dangerous to our children, pets and ourselves? Imagine rounding the corner and heading up the aisle of your favorite store, and smell. Clean, right? What you really smell is the harsh chemicals seeping through their plastic containers. You are introducing your nostrils to an entire isle of ooey, gooey, sludge. In reality, some of us already know this and we simply don't know how to get started with the process of creating a safe greener environment for home and especially for our family and life.

Making the switch to healthier cleaning methods is easy. When you run out of what you're using you can replace those cleaning agents with healthier and greener options. At this point, you might be thinking, "Green sounds expensive." Or "I have been using this cleaning product in my house or on the laundry

for years." "Why change now?" The point is if you knew you were spreading toxic materials all over your house and on your clothing, you would, we hope, stop doing it.

Believe it or not, there are simple and affordable ways to ensure your environment is clean and safe. Your children and pets deserve a home where they are not picking up unhealthy chemicals on their feet, paws or clothing. How about starting FRESH?

Here are a few ways you can easily convert your seasonal and weekly cleaning into a chore you know is safe and non-toxic for your home and its precious inhabitants.

**1.** First, the bathroom, one of the most germ infested rooms in the house. It is the same place we go to bathe and shower daily dirt and toxins out of our hair and off of our bodies. You may grab for the typical toilet bowl cleaner with a warning label looking more like you need a hazmat suit or the usual shower cleaner with bleach, one of the high kill chemicals and very dangerous to your pets or family. To replace these harsh chemical laden products consider using the power of botanicals. B-What you ask? Oils like Thyme, Lemon and Melaleuca will safely clean and disinfect any and all non-porous services including



# Defining: Your Space

your children's toys and pet bowls. Your bathroom will be clean, disinfected and smelling nature fresh from ceiling to floor.

**2.** Next, windows. Throw away the window cleaning sprays. The typical window cleaner's active ingredient is ammonia, known to be toxic. Dirty windows happen. Using all natural, nontoxic ingredients like vinegar, baking soda and lemon juice to clean and polish windows will have them bright and shiny. Chemical window-cleaning agents contribute to environmental damage and can contribute to indoor air pollution as well.

**Believe it or not, there are simple and affordable ways to ensure your environment is clean and safe. Your children and pets deserve a home where they are not picking up unhealthy chemicals on their feet, paws or clothing. How about starting FRESH?**

**3.** Next up, the laundry. Our clothing is ripe for breeding germly funky odors. Make sure the fabric you are placing next to your skin or the skin of your loved ones is nontoxic. Our skin is our biggest organ and we can nurture it by not introducing toxins from our clothing. Believe it or not, most laundry detergents contain formaldehyde. The tricky part is that lobbyists have secured at least 20

different names for formaldehyde so you won't see it on the label. You will see a bunch of other stuff. Just take a look at your laundry soap's label... go ahead. As you look for a nontoxic alternative, you want to look for biodegradable and plant-derived products.

**4.** Your furniture. This is an easy fix. No fancy, toxic sprays or wipes needed. They are terrible for indoor air quality. In one word-Lemons! Lemons are a great addition to any green cleaning recipe. Lemons have antiseptic and antibacterial qualities. Half a cup of pure lemon juice mixed with a cup of olive oil

makes for an excellent furniture polish, especially for your hardwood furniture or floors. If your pets lick their paws they are getting a nice dose of lemon and olive oil. They may even stop licking their paws without all those chemicals on them.

**5.** Finally, your Kitchen. The kitchen is the heart of the home. We gather around the big kitchen island to

snack, play, create, cook, chat and enjoy family time. We want to make sure your little ones are not picking up any chemicals attached to their snacks that may have fallen off the plate. Lemon, Orange, Melaleuca and Thyme Oils singularly or together mixed in white apple cider vinegar and distilled water kill germs and disinfect (up to 99.9% of all germs) leaving your kitchen nontoxic and smelling fabulous.

## You have a Choice.

We really want you to know you have a choice when it comes to keeping your home truly safe for your family members, the furry ones too! With a little knowledge, homework and creativity we all can get back to clean living inside our homes. To support your efforts we invite you to explore the Melaleuca line of products and essential oils. We all want healthy lives and a peace of mind that comes first by being aware and then making a change.

The Queens of Green Living, Sondra Pariser, Patty Morgan and Terri Baity are always available to support you with healthy transitions that fit your budget and concerns.

Reach out to 702.825.2294 or [QueensofGreenLiving@gmail.com](mailto:QueensofGreenLiving@gmail.com) for more information!♥



Photography Courtesy of McKenzie Taylor

**Sondra Pariser, Patty Morgan & Terri Baity** are dedicated to supporting women and their families with creating and keeping healthy home environments. Take a moment to reach out and explore their natural, botanical product line and experience the different it can make in your life.

Whether you are cleaning up your home, your health or your financial situation, these ladies have great ideas to support you! Check out their website at [www.QueensofGreenLiving.com](http://www.QueensofGreenLiving.com)

# Be healthy, go green!



Just ask  
**Jacqui** ♦

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Dear Jacqui,

We have witnessed many glorious changes, however the one I am eager to embrace is becoming a 5th dimensional beings. Our goal is to move to this place. How can we get there?

Thanks!... Evolving

**Blessings Dear Evolving!**

In a very real way you are there! Our entire planet has elevated its consciousness, which opened us to being 5th dimensional beings. I know it doesn't feel like it, but think about any other journey you have ever enjoyed and you will see the parallel. Imagine that you are planning to experience the beauty & wonder of Maui, Hawaii. You make our plans and get all revved up within your heart & soul. You pack and fly to this beautiful tropical island. As you deplane and walk through the airport, you think, "I have arrived". BUT, it is so disappointing because there is no great beauty or wonder. You can't smell the breeze filled with flowery sweetness.

WHY? Because you are in the airport. Yes, you have arrived, however you have not EXPERIENCED the island.

Welcome dear blessed one to the 5TH Dimension, as we stand in the opening portal, it seems pretty much the same, although the feeling of excitement lets you know that the great awakening has begun. Now, you are invited to leave the airport to start exploring and experiencing. Manifest your dreams into reality. The foundation of every event, experience and thought is LOVE. Everyone whose actions are based on integrity will blossom and prosper. The 5th dimension gives you access to all the higher dimensions, which is why we must be filled with love, respect and gratitude to experience this blessed gift. Enjoy it!

Peace & Love...Jacqui

Dear Jacqui,

I do have trapped emotions leaving my body still from your Emotion Code Healing. I am finding myself being a lot happier these days!!! Yay!!! I do still have these conversations in my head a lot though. How can I learn to control them? .

Much love!

**Blessings Dear One,**

We are not looking to suppress the conversations in your head, but rather to create such health and joy that the conversations are uplifting. As you raise your emotional stability & spiritual consciousness, your heart combines with your inner wisdom to shout louder & louder, filling your life with a passion for your job, family and self.

We harvest what we plant ..keep planting these affirmations... I AM HEALTHY! I AM JOYOUS! I AM WONDERFUL! I AM LOVED!

You are loved...Jacqui

*"Welcome dear blessed one to the 5TH Dimension, as we stand in the opening portal, it seems pretty much the same, although the feeling of excitement lets you know that the great awakening has begun."*

Dear Jacqui,

Thank you for the wonderful healing yesterday. I immediately felt light and joyous, however today I feel a bit out of sorts and even a little tired. What can I do to feel better?



Blessings Dear One,

After a deep healing, it may take 2 or 3 days for everything to realign itself. The tiredness is the body recuperating from its initial release of trapped emotions and mental tapes. Your feeling “out of sorts” is the flow of old trapped emotions continuing to leave your body....all for the best!

To help your body to release, I suggest a system of detoxifying. One great method is enjoyable and relaxing. Allow yourself to soak in a warm bath with 1 cup of Sea salt, 1 cup of baking soda and some fresh ginger, which has been simmered in water for 10 minutes. Soak for at least 40 minutes, while relaxing. It is ok to read for fun, but not anything to mental or heavy. As you relax the bath will pull out the toxins that your body ready to release. This bath is best just before bed, because it is so relaxing.

Peace & Love...Jacqui ♥

*Do you have a spiritual question? Are you looking for direction? Just ask Jacqui!  
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*Defining:* Your Space

# Presenting Your Home in

Spring has sprung and so begins the start of our most active home selling season of March through September. Along with increased numbers of Buyers looking for a home, remember there is also a spike in the number of homes for sale. If you choose to throw your house in the ring, the increased competition means you must distinguish your home in a Buyer's eyes.



by Kimberly A. Harkess, Ph.D.

With more than 96% of buyer's searching the internet, those first few seconds of viewing can be a make or break moment. Buyers do not want to see dark rooms, pictures of unmade beds, dirty dishes in the sink or weeds in the yard. Let's do ourselves a favor by prepping your home before picture day. Buyers look for bright rooms with a minimum of clutter. Upgraded features and improvements should also be featured, like covered patios and built in barbecues. Utilitarian features should not be overlooked: Do you have a large pantry? Roll-out cabinet shelves? Get a picture. Closet organizers, garage cabinets or work bench? Get a picture. There is a fine line between getting all the right shots and trying too hard though. You may be very proud of your chandelier or mural of Tuscan wine country on the dining room wall. Trust me though, too many individual pictures of all your "custom features" and Buyers might get a sense you are attaching excess value to something they are going to remove or cover with a coat of paint. My pet peeve for your listing? A jumble of pictures with spaces featured in no particular order. It is a disservice to you and confusing to the potential Buyer. My husband and business partner, Craig, takes special care to make sure all our listings give a true feel of the space. Label pictures in correct ORDER in your listing. When pictures are stitched together logically, the viewer has a true walk-through of your home.

Here are three things you can do to present your

home in its best light and they cost you next to nothing but time: Clean! Clean! Clean!

## Cleaning Outside

When a potential Buyer pulls up to your home, what do they see? Stand back on the street and take a good hard look at your home. Are you seeing 'Leave it to Beaver' or 'Addams Family'? A sense of arrival is crucial. Check that house numbers are visible and exterior lighting is in good condition. Trim all shrubbery in front and back yards, remove dead branches from trees, and remove and/or replace any old or dying bushes. Freshen or rake the rocks and bury your irrigation hoses and bubblers. For those of you living in 1999 before the advent of xeriscape, or if you have a lawn for pets, mow and edge your lawn and pickup after Fido. Keep your front entryway washed, swept and super clean. We know you likely enter your home through the garage but potential Buyers spend some time on the front porch while the agent obtains the key from the lockbox. Hose the dirt off the stucco. Look up (Buyers do) for cobwebs and other heeby jeebies possibly lurking in the corners. Put a fresh coat of paint on the door, or at the very least clean the door. A potted plant or two also dresses up the entry and makes a great first impression. Make sure you do this on the back patio as well. A clean space will have Buyers lingering and picturing themselves there.



# Its Best Light

## Cleaning Inside

First, remove clutter from every room. Take down the 'Family Picture Wall'. It's hard for a Buyer to imagine them living there when pictures of your kids and great uncle Howard are everywhere. It is all psychological. You are moving right? Start packing these precious memories away. You will see them again soon. It's also a great time to clear your home of unwanted items making less to move later. Don't "over stage" your home. Please don't set the formal table. You want Buyers to walk through your home, not feel like they have been invited for a meal. Again, think open and airy. A quality agent can help you with these decisions. Now you clean! Open all the windows and let Spring in while you clean. Aside from a normal deep cleaning of your home, pay special attention to windows, baseboards, blinds, ceiling fans, woodwork, switch plates and my favorite, HVAC registers. Make sure it doesn't look like Sasquatch is living in your HVAC system. Nothing makes Buyers question the condition of a major system more than "furry" registers. Change your AC filters and better yet, since it is Spring, have your system serviced by a professional and save the receipt to show the Buyer it was recently done.

## Smells

Now you tackle the lingering smells. If you choose to use room deodorizers, choose light fresh scents like fresh linen, vanilla or eucalyptus. Stay away from heavier scents. It will seem like you are hiding something. Hawaiian Breeze was very popular a few years ago, and homes smelled like Don Ho was following us around! If you have pets or you smoke in the home, this can be a tough one. Try to leave the windows open as much as possible when you are home. You will be dusting more but it will help mitigate Fido and Garfield. I have two Samoyeds myself. Sometimes I feel like we are living in the Swiffer commercial. Try smoking outside during this time. If you can't, just understand that strong smells affect a home's value. Buyers will calculate removing carpet, painting, and have vents professionally cleaned to eliminate strong odors when making an offer. Don't take it personally; it is just the way it is.

## Keep it Ready to Show

If you work outside the home during the day, get up a little early each day and make sure the house is always ready for showing while you are gone. Agents should not show a home if teenagers and children are home and not supervised by an adult. Make other arrangements for your kids, or limit specific time frames for showings. Agents should always call ahead on an occupied home. Sometimes, when showing multiple homes, we miss making that one call...it happens. If an agent calls to show and they are around the corner, don't panic! Let them know you will need a little time to prep the home. Don't worry if they are standing out front, it is the agent's mistake. It gives the Buyers time to peruse your lovely entrance right? Just call the agent back when you are ready, remind them to use the lock box for entry and make yourself scarce.

I hope you find these tips helpful. Remember by working together, selling your home can be a very positive experience. Call me with questions, I am always happy to help.♥

*Kimberli A. Harkess, PC has been a licensed Realtor in Nevada since 2001. Prior to that, she spent nearly 22 years in mortgage lending. Kimberli believes this gives her a unique perspective and ability to provide quality service for her clients. Give Kimberli a call at 702.416.8502*



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# Plant Seeds of Health to Bloom Wellness

By Dr. Patricia Beckstead, B.S., D.C.



Spring is truly a time to bloom in every sense of the word. It's when nature celebrates life after a long winter's hibernation. It's a time of rebirth or renewal, rebuilding, rejuvenation, and blossoming with pent-up energy from a worn out season.

As the short days of winter pass, the cold weather which dried the earth and our skin gives way to brighter days and new beginnings. No more comfort food, forgoing outdoor activities, early beckoning to bed, or stale energy locked up behind closed windows. Mother Nature reawakens and beckons us to do the same.

The sunshine on a fresh, clean spring morning can be exhilarating and brightens our mood but can also lighten up dark corners revealing things we overlooked all season. A few extra pounds, a dull winter complexion, stressed relationships, a little dust in the bedroom, and a lack of energy make us eager to spring clean our homes and our lives.

Cabin fever begs us to breathe new life into our body, mind and soul. As the fresh smells of spring stimulate our senses we are drawn to improve all aspects of our lives. If we don't heed nature's call or neglect our spring gardening, our health will wither and we won't fully enjoy wellness or the seasons of our lives.

Health is a state of body but wellness is a state of being. Modern day Integrative Medicine, which encompasses both Eastern and Western philosophies on wellness includes 6 major areas of our lives; mind-body awareness, diet, physical and emotional health, detoxification, and dietary supplementation. This holistic approach will help you reap the maximum benefits of what you sow, now and in the future.

Pruning these 6 components in your garden will maximize all efforts in regenerating health, creating wellness, increasing longevity and speeding recovery

from a long dormant winter. You will harvest improved energy, vitality, youthfulness, memory, healthy body weight and happiness with reduced stress, internal/environmental toxicity, and the risk of developing ongoing winter symptoms and conditions.

## Mind-Body Awareness

Natural forms of medicine and awareness of the mind-body connection is by no means new. Until approximately 300 years ago, virtually every system of medicine throughout the world treated our mind and body as a whole. But during the 17th century, the Western world started to see the mind and body as two distinct entities.

This Western viewpoint had definite benefits, acting as the foundation for advances in surgery, trauma care, pharmaceuticals, and other areas of allopathic medicine. However, it also greatly reduced scientific inquiry into our emotional and spiritual life, and down played their innate ability to heal.

Extensive research now confirms the medical and mental benefits of meditation, mindfulness training, yoga, essential oils, and other mind-body practices. Adding these tools to your gardening shed will surely produce a bountiful wellness harvest.

## Physical and Emotional Health

Expand your horizon and experience the most popular alternative medicine modalities such as Chiropractic, Homeopathic, and Naturopathic medicine. These branches of medicine integrate several aspects of the mind-body connection or holistic school of thought, while incorporating new



# Defining: Your Health

health innovations and ancient techniques or practices that can positively impact health and happiness for the rest of your life.

The latest social media statistics of Integrative Holistic leaders are impressive and prove the popularity of alternative medicine practitioners. Andrew Weil, M.D. has 318,042 Facebook fans, 22,500 Youtube subscribers, and 3,241,669 views. Deepak Chopra, M.D. has 1,889,150 Facebook fans and Joseph Mercola, D.O. had 57,550,611 Youtube views (that's equal to the number received by the National Institutes of Health). And finally, the late Wayne Dyer, M.D. has the best-selling book of all time, "Your Erogenous Zones" which sold over 35 million copies!

For your emotional health, nourish your established relationships and build new ones with personal connections and business affiliates. Enjoy play and relaxation groups, take advantage of opportunities to share with like minded individuals in healthy and supporting organizations such as [Defining Women](#), and most of all make quiet and restoring time for you.

## Diet, detoxification and supplementation

Taste and explore natural health promoting foods and supplements including juicing, herbs, vitamins, botanicals and anti-aging hormones - all available in your local supermarket. Become aware of the toxic chemicals and hormones in our modern world that play havoc with our natural hormone balance resulting in many symptoms of poor health, early aging, and disease.

Think of food as medicine. The old adage is true, you are what you eat. Incorporate the latest apps and devices such as Fitbit and myfitnesspal to monitor your diet and fitness goals while you progress toward a younger, healthier, and more fit you. ♥



*Dr. Patricia Beckstead, B.S.,D.C. is a holistic physician and graduate of the National University of Health Sciences in Lombard, IL. She is the founder of Balancing Hormones Naturally® [www.BalancingHormonesNaturally.com](http://www.BalancingHormonesNaturally.com). She is a published author, speaker, and expert in holistic health-care issues for women. She also founded and was CEO of the Wellness Institute of Nevada, one of the leading multidisciplinary wellness clinics in Nevada for many years. Most importantly, she is a wife, mother and grandmother.*

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## My Journey as an Entrepreneur: 11 Life Lessons That Helped Me in Business

By Christina Aldan and Photography Courtesy of Ms. Harmind Rull Butler

Maybe you consider yourself an entrepreneur. Maybe you aren't self-employed, but you have the entrepreneurial spirit. Maybe you are in a network marketing business and you are working full-time on your job, but part-time on your retirement. Perhaps, like me, dear reader, you are a solopreneur... a one-woman show.

Or maybe you are an employee and you are considering becoming an entrepreneur. Whatever the state of your career, if you are reading this, chances are that you have the entrepreneurial spirit in some way.

So who am I? They call me Luckygirl because I believe we have the power to create our OWN luck. My job title is: Entrepreninja.

Most of what I'm going to say isn't new. And I don't claim to be an expert by any means, since there is always room to grow. In this article, I am going to share experiences that shaped my journey in becoming an entrepreneur and 11 life lessons that I hope will help you as you create your best life in business and in your personal life too.

### Lesson #1 Just show up

I had the privilege of celebrating my 40th birthday at the Defining: WOMEN in Business Power Luncheon in February. I was impressed that about 50 business women showed up to learn business skills and share my birthday with me. As I looked around the room at smiling faces, I congratulated them, "You made it! You are a step ahead of the people who didn't show up today. You could have stayed home for any number of excuses and instead you chose to show up for yourselves and connect with other women. Sometimes just showing up is enough of a step forward." Show up terrified. Show up insecure. Just show up. Keep showing up.

### Lesson #2 Experiences do not define you

One of my favorite quotes comes from my mentor, Ms. Betty Chavis "Experiences are the sum total of who you are, but not of what you can become." This quote has guided me through the most insecure times of my life. Whenever I feel guilty about my winding path or when I feel guilty about bridges burned. I remember this quote and it gets me through those times.

### Lesson #3 Start where you are

I did what most women do when they decide to start a business. I went to this great resource that walked me through a tutorial to create a comprehensive 30-page business plan that instantly



became obsolete the minute I'd finished it. Instead, I rolled out my giant roll of paper and created a mind map to hang on the wall. I drew a bunch of lines and circles and took stock of what resources I DID have, in a way that made sense to me. I had my creativity. I knew I loved designing websites. I knew I enjoyed connecting with others. I knew the tech community in downtown Las Vegas was generating a lot of buzz. I knew there were lots of resources I didn't have, but I had to start somewhere, so I chose to start where I was.

**“Experiences are the sum total of who you are, but not of what you can become.” Betty Chavis**

#### **Lessons #4 and #5 Be willing to look stupid and Build your tribe**

Supportive women are great at helping you remember when it is time to slow down and take care of yourself, especially when you are just starting out. They help when you make mistakes. Trust me; I made a lot of mistakes when I was first starting out. It got to be depressing. I needed to get out my apartment instead of sitting in front of my computer, banging out code for 20 hours a day. I jumped on Meetup.com and joined a brand new group called Girls in Tech, Las Vegas. I would show up at the meetings and I felt so small. I had a lot less self-love back then. All of the other women seemed to be extremely talented and on top of their game. Who was I to sit at the table with them? I would leave every meeting in tears, but I kept going back, even though I felt like the dumbest person in the room. A few months later

**At the end of it all, I've come to realize that my journey, just like yours, is unique.... There is no perfect path to becoming a female entrepreneur. Forge your own way. Create your OWN luck. There are 7.4 billion people on this planet and that means 7.4 billion different ways to experience humanity.**

I became co-managing director of Girls in Tech, Las Vegas and we grew the Meetup group from 120 to 650. Through our efforts, we created a tribe of female entrepreneurs who shared similar passions, fears and, struggles in business. On days when I have run around with my hair on fire, these women have been willing to give me the nurturing that I couldn't give myself.

#### **Lesson #6 Find Diverse Mentors**

I have a very diverse tribe. I believe the more perspectives we experience, the more we learn. Mentors come in many forms. Maybe you meet with them once a year 1-on-1, maybe you follow them on social media, and maybe they are younger or older than you. Maybe they are in different industries. Sometimes, when comparing the input of different mentors, I might notice that the words and symbols are different, but the intention and the meaning are the same. Find a diverse group of mentors. People you respect,

people who have been through what you have been through. Mentors teach by experience.

#### **Lesson #7 Collaborate**

I believe we all grow together. I view my business peers as partners, rather than competitors. For example: some people might think I am crazy to work with other web designers or social media managers. But I have agreements with both. I help them with their client work and they help me with mine. Collaborations help you learn new ways to work.

#### **Lesson #8 Surround yourself with people who respect you enough to tell you what you don't want to hear.**

Not always easy but this one is super important. I have a friend whose words of reality touched my soul. It was time for me to make some changes in the way I worked.

#### **Lesson #9 #IAmAGoodMix**

At the end of it all, I've come



# Defining: Your Life

to realize that my journey, just like yours, is unique. I used to feel embarrassed about working 14 different jobs in 11 years, what I've come to realize is that the entire time, I was learning how to be an entrepreneur. I learned how to relate to people in multiple industries, I watched different management styles; I came to understand the real-world struggles of everyday people who are trying to make a good life for themselves and for their families. There is no perfect path to becoming a female entrepreneur. Forge your own way. Create your OWN luck. There are 7.4 billion people on this planet and that means 7.4 billion different ways to experience humanity.

## Lesson #10 Hire a Coach

With the help of trained professionals, I have learned to love the 5-year-old inside of me. I strongly recommend you avoid taking advice from anyone who doesn't have a coach themselves. One of my teachers has been doing spiritual retreats with the same few groups of women for over twenty years. Now THAT is a woman who can help me wrestle my demons because she understands what it is like to wrestle her own.

## Lesson #11 The world needs your voice

What I love the most about being an entrepreneur is that on any given day I could be experiencing something different. I spend most of my time alone, on social media, at networking events, teaching, volunteering, mentoring, and speaking at conferences, traveling to experience new things. I come across female entrepreneurs in many stages of business.

The women in Peru, for example, are treated as second rate and are just trying to survive. I lived there for a few months,

volunteering my time at an orphanage in the Sacred Valley, operated by my friend Kia.

Walking down the dirt path towards the bus stop, we passed a mamita on her way to the fields (silently I was grateful my livelihood didn't depend on working in the hot sun from sunrise to sunset). She wielded a pickax in her right hand and with her left she grasped a tightly-bundled toddler on her back. "Allillanchu," the women exchanged greetings. We stopped and in a mottled Spanglish accent (her vocal cords had been damaged while saving her family from a burning house years before) my friend asked the mamita questions,

"How are you feeling?" "How old is the child now?" "When is the next child due to be born?"

For the first time I looked at the mamita in her entirety, under multiple layers of orange woven cloth, I could see she was VERY pregnant. "In two weeks, Mama Kia." "Make sure you come by the Casa and I will give you medicine and new clothes for your new baby. Bring this one, too" she smiled at the toddler. "Yes, Mama Kia. Thank you Mama Kia"

We walked on. I contemplated my lovely friend. "Kia, how do you

have the energy to take care of so many people? I wish I was more like you." "Don't be like me. Be like you. People always say that to me, but I tell them, 'Do what YOU do and let me do what I do. The world needs your gifts just as much as it needs mine. I'm not any different than you.'" It was the first time she said it to me. It wouldn't be the last.

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I hope one or some of these life lessons will resonate with you, whether you are a new startup or a seasoned business owner.

I've created monthly "Eat, Laugh Discover" (ELD) events for female entrepreneurs and FREE quarterly ELD workshops to offer mentorship of learning and support. We touch on these types of lessons and discuss solutions in business at every meeting. I hope you will join us one of these days. In the meantime, focus on one of these lessons to help enrich your own journey in creating your OWN luck... ♥

*Christina Aldan has been helping clients realize the full potential of their businesses for over a decade. By engaging in effective collaboration, Christina creates strategic plans that allow businesses to thrive and enable people to live the kind of lifestyle they aspire to. Meet her at [www.lgdesigns.co](http://www.lgdesigns.co)*







## Spring Chi

By Solange Mikucki

**F**eng Shui Masters have long known that environmental factors play a big role in how we feel and think.

This spring as you are cleaning, clearing and de-cluttering consider these informative tips to one of my favorite rooms in the house, the bedroom.

The bedroom is one of the most important rooms - as it is the place where your body regenerates from a hard day's work. It is where family plans, and strong loving marital relationships are nurtured. A good feng shui bedroom is a bedroom that promotes a harmonious flow of nourishing and sensual energy. It invites you in and calms you. It is of utmost importance that this space contains favorable energies.

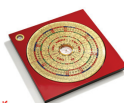
The following is a general series of do's and don'ts to support you with the most positive bedroom energy:

- The decorating and design of the bedroom should be uncluttered with soft colors and lighting with curved furnishings scaled to the size of the room.
- Bedroom is for rest. Therefore computers, and or desks should be in another room. The same goes for studies. Reading for pleasure is fine.
- Sleep with your head against one of your good directions. See your Year Chart. Contact me if you need one. Do not sleep under a beam. If you must, cover it with fabric.
- Your television should be covered when not in use. Watching violent or worrisome programs before retiring is not conducive to good sleep.
- Protruding corners from furniture or architectural features emanate poison arrows. We don't want that. Correct with trailing artificial plants or if possible round corners.
- It is not advisable to sleep under a window. If you must, place a tall solid headboard behind your bed. It is best to have a solid wall behind you.

- Try not to sleep on the same wall as the entrance door to bedroom. If you must, then place a mirror where you can see who enters the room.
- If your bedroom is placed at the end of a long hallway keep to door closed. The hallway can contain rushing or stagnant energy and that is not positive for your bedroom.
- A bed should not be placed opposite a door or at the bottom of a stairway.
- Do not place your bed between a mirror and a window or between two windows. This arrangement could bring restless sleep. Use window coverings such as blinds or draperies.
- Refrain from having book shelves above a bed. It is very oppressive.
- Skylights are not considered positive in a bedroom and could cause health problems over a period of time. Cover the area or move the bed away from the area.
- Live plants in a bedroom are not positive during night time as they take on oxygen, therefore competing with your intake.

Correcting or adjusting your bedroom for a positive outcome can be an easy fix with the right information. Make sure to reach out with any questions before making significant renovations or changes. Contact Solange at [Solange@fengshuiplus.com](mailto:Solange@fengshuiplus.com) or call 702-838-5838 or 818-618-6178. ♥

Feng Shui Plus  
Solange Mikucki  
Master Feng Shui Practitioner



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C: 818.618.6178

- Home & Office
- Relationships
- 2016 Date Selection Calendar

## Spring into Healthy Skin



Spring is the perfect time for you to bloom. We've all spent the winter months indoors and soon summer will be upon us, with triple digit temperatures, then we'll be back inside. Now is the time to renew, step outside and enjoy the season.

By GinaRose Kimball

In our region, being outdoors can be tricky when trying to soak up the sun's healthy rays and intake of much needed Vitamin D. While at the same time attempting to protect yourself from the sun's damaging rays to your skin. A nice healthy glow pairs well with a nice spring dress and strappy sandals, but sun-spots, wrinkles and fine lines not so much. Before heading outdoors, protect your collagen for years of a healthy appearance.

What's so important about protecting your collagen? The largest organ of our body is largely composed of collagen. That's right, our skin is mostly collagen. Collagen provides the infrastructure of our skin: the strength, the elasticity, the appearance, and the formidable ability to repair itself and provide a defense against environmental challenges.

If we are going to take the time to shop for the perfect outfit and accessories, we should take the time to protect ourselves from the elements of being outdoors. How we treat, nourish, and protect our skin directly influences our appearance. You know the saying, "The better we look the better we feel."

### What you should know about your skin.

The skin has three major layers : the subcutaneous layer or fat connected to the

bottom layer of the dermis, the dermal layer or "live" layer of the skin , and the epidermis or "living dead" skin layer. The subcutaneous fat layer is affected by our weight and our age. Being too heavy or too thin negatively affects the appearance of the thickness of our skin. Age-related volume loss affects all of us and unfortunately or fortunately not equally. The dermis layer is where the deep lines and loss of elasticity, and "sagging" appear most prominent. This layer is affected the most by our diet. Phytonutrients, vitamins, and antioxidants help support the health and appearance of this layer.

Fresh fruits and vegetables are very important in maintaining this layer. High dose IV vitamin C infusions (such as my favorite the Myers' Cocktail) have scientifically shown marked increases in collagen generation of the dermal layer of skin. Certain laser treatments such as those from Cutera Lasers® including non-ablative or semi-ablative types have also shown increases in collagen synthesis and remodeling which translate to smoother tighter skin. Botox® decreases shear forces and decreased folding of the skin by relaxing the muscles resulting in a smoother appearance of the dermis as well. Topical pharmaceutical grade Vitamin C serums such as those supported by research and produced by companies such as SkinCeuticals® are invaluable in



preventing sun damage from Infra radiation A waves that destroy deep layer elastin and collagen.

The epidermis is the icing on the cake, how the world views us. Brown or “age” spots, wrinkles, and fine lines are most prominent in this layer. Ultraviolet rays, smoking, high processed carb diets (sugar and starch products), and environment adversely affect this layer the most. Physical sunscreens or sun blocks are essential to protecting the epidermis. Higher quality vitamin C and resveratrol serums provide the needed antioxidant nourishment of this layer, as the epidermis cannot get any nourishment from arterial sources as it is “separated” from the dermis. These serums can reverse the brown spots, wrinkles and fine lines with long-term daily use. Cutera’s non-ablative lasers such as Genesis and IPL (photo facial) can dramatically improve the spots and wrinkles as well.

## Putting it all together.

Suffice to say our lovely faces are not the only thing that needs protection. Beauty is skin levels deep and understanding how our skin, again our largest organ, can be nurtured and cared for

via natural and proven scientific modalities gives us a choice in how we look and age. You also want to protect your décolleté, shoulders and ears, which adorn your favorite accessories. The delicate areas are often skipped in our daily regimen.

Start now by drinking more water, so necessary for healthy supple skin. Refrain from smoking, eat a clean healthy organic diet and get adequate sleep...because dull, tired looking, alligator skin is never in. These simple shifts in health used hand in hand with the aforementioned modalities and products will be harmonious in achieving the best results in repairing the collagen in your skin.

With so much information to decipher the best place to start is to get a full skin analysis. This will uncover what the naked eye cannot see; pigmentation, dehydration, scarring and oils. With your physician and medical aesthetician you can customize a manageable comprehensive plan resulting in optimizing your appearance for many years to come. We invite you to reach out to New Image Advanced Laser Skin Center and their amazing team of experts for support at 702-697-7991. Schedule your free skin analysis with Cindy Hernandez and make sure to reference Defining:WOMEN Magazine for a personalized goody bag.♥



*GinaRose Kimball has been successfully managing companies like NEW IMAGE ADVANCED LASER SKIN CENTER for 20+ years. She has supported her clients with savvy marketing and advertising, company culture and team building, and events. GinaRose & Co.'s firm includes clients in the motivational, entertainment, beauty, health and wellness arenas. Clients have included Disney Studios, RKO Pictures, and the “Mega” motivational leader, author and co-founder of Chicken Soup for the Soul, Mark Victor Hansen.*

## Quick Tips for Healthy Spring Skin



### Tip 1

Spring Clean your Skin Care Products. All items have a shelf life and they expire sometimes before you are even finished with it. Continuing to use expired products actually creates more damage than good. The ingredients can go inert or spoil and you don't want that in or on your skin. Get in that makeup drawer and remember when in doubt, toss it out!



### Tip 2

Protection is more than what you put on your face and shoulders. If you are going to spend the day outdoors, enjoy it by putting on that cute floppy hat and UV protection sunglasses. These will lessen the damaging rays. Light colored clothing, albeit as cute as can be, will lessen the absorbency of harmful rays as well. Don't forget your perfectly manicured tootsies too! A little sunscreen never hurt.



### Tip 3

Remember your HANDS behind the wheel! Often times we don't think about the sun on our hands when our hands are on the steering wheel. Wear light weight cotton gloves to protect them from harmful rays or keep SPF lotion in your glove compartment. In any season, sun protection lotion comes in handy on those warm days you want your sunroof open and all of your windows down!

## SPRING SAFETY TIPS JUST A WALK IN THE PARK

By Patti Stewart



It's getting warmer which means we will be out and about more, leaving the screen doors and windows open, wearing less, oh and our favorite part.... The creeps are coming out too!

So what do we need to do to protect ourselves this spring? There are two ways to approach protection:

First, consider Personal Safety. Personal Safety refers to things we can do to be visually and intuitively aware of our surroundings. It is a proactive measure to ensure we do not place ourselves or our family in the path of unnecessary harm. Additionally, this refers to equipping ourselves with protection devices and learning how to use them effectively in the case we find ourselves in the path of unwanted attention. This can be likened to having a fire escape plan for your family. You may never experience a house fire; however, you are ready and prepared in the unlikely case it happens.

Secondly, consider Self-Defense measures. Self-Defense has to do with actually learning a skill, i.e., techniques to bring down a bad guy, understanding weaponry and how to use it if necessary, or how to get out of a choke hold. Having a self-defense plan in your pocket goes a long way to empowering you should a situation arise. Going back to the fire escape plan example, you must practice and rehearse to truly defend yourself and your family in the case of a fire or any harmful situation. Learning techniques that give you time to get to safety are just as important as taking proactive measures in the first place.

Whether you are getting out and about or just staying home, here are a few simple tips to keep you safe & sassy. Some are for your personal safety and some are considered self-defense. Both are important to the big picture.

- Pay attention to your surroundings. While this seems like common sense, we are watching out for the kids, or on our phones or fumbling to find our keys and this awareness is essential to our safety. Pay attention to who is around you, the way people act, where you park. Most perpetrators of any crime are looking for women to be distracted and off guard. Be aware of your environment.

- Make sure your cell phone is charged. We get





Have a little zip-zing with that cheese... A stun gun disguised as a camera. Come a little closer buddy and say CHEESE!

Get Packin'! Meet the purse that can 'Kari' it ALL! Your gun, your stun gun and your pepper spray go in neatly and are readily available you need it. Step aside creep she's packin'!



Carrying a credit/debit card has become a liability. Protect your identity and financial information with an RFID Wallet. Move on bad guy, you get nothing.

busy and we are on the go. Think about how often we will use our phones. We use it until it's almost dead and finally on our way home. What if something happens on the way home and you need it? Keep a charger in your car and in between stops put it on the charger. You can also consider a fun mini-charging dock and have one of those in your purse ready to go!

- Make sure you have your personal self-defense items handy. Make sure your stun gun is charged and easily at hand. It does no good at the bottom of your purse or left charging at home. Keep in handy and in an outside compartment of your purse and ready to go. Same with your pepper spray. Pull it out from your junk drawer and get into the habit of carrying it with you around town and on any springtime adventures.

- Take a refresher self-defense class. Self-defense is a use it or lose it skill. You need to refresh your skills every few months or so. Google search or check Yelp for classes near you.

- Trim the bushes and trees around your house. Those bushes, trees, and weeds are growing like crazy now. Keep all bushes under 3 feet and trees shouldn't hang lower than 6 feet. We don't want a bad guy able to hide in our yard.

- Be informed about crime in your area (crime stats). Check out [www.mylocalcrime.com](http://www.mylocalcrime.com). It is always good to know what is going on in your area and to stay proactive. Learn about activities in your neighborhood, do you have a Neighborhood Watch,

is one needed?

- Meet your neighbors. I know that is a weird concept in Las Vegas, but we should know our neighbors. Think about when you were a kid. You knew the neighbors and you know a bit about their life. If anything happened there was always that one neighbor who would let everyone know.

As you prepare for warm weather activities remember the saying, "The best defense is a good offense." Being proactive has to do with your personal safety and equipped and empowered with your self-defense will keep your spring filled with sunshine and fun. Now get out there and talk that walk in the park. ♥

Meet **Patti Stewart**, part girl next door and a woman who owns the streets. To learn more about Patti and her work as a Damsel in Defense Pearl Director, visit her website at [www.VegasDamsel.com](http://www.VegasDamsel.com). She is here to educate, equip and empower you and your family in our changing times.



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*Defining:* Your Energy

# Blossoms of Energy

by Peppy Caccavale

Spring is a beautiful time of year! The days and nights are about the same lengths and in perfect balance with one another. This balanced energy supports anything we do during this time of year to seek balance in life or business. Why not harness the power of Spring renewal and purge unnecessary energetic clutter and dust away any emotional cobwebs? It's time to spring clean your energy!



There are real payoffs to creating a positive energy system including, feeling more vibrant and happy, reduced stress, fewer distractions and opening your mind to see what is powerfully possible. Here are just a few ways to take advantage of Spring renewal and create BLOSSOMS of beautiful energy.

**Walk in nature, take a hike, stroll along the beach!**

Reconnecting to Mother Earth is a beautiful way to recharge, refresh and ground in your purpose and passion. Whether it is a walk through the neighborhood or a hike on a nearby mountain side, the energy shift is immediate. Listen to nature. Immerse yourself in the outdoors!

**Take a swim, soak in the tub, feel the waves at your feet!**

Water is cleansing and healing. Immerse yourself in water whether in the ocean or a bathtub; allow

the water to wash over you clearing your mind and energizing your pleasure senses.

**Dance, move your body, get physical!** Physical movement connects us to our confidence. We often forget how incredibly powerful our bodies are. Moving your body helps you remember you are wonderfully created. When we move, we feel! Albeit a little stiff at first, if we haven't moved in a while. Move your body and feel it desires to soar!

**Remember energy around us and in us has to go somewhere.... We may, sometimes, need to practice zipping up a bubble around us if we are in a negative situation.**



# Defining: Your Energy



**Zoe**  
Labradoodle and Service Dog

## Love on your furry companions, volunteer at a shelter!

Our pets love us unconditionally and loving them up is a brilliant way to heal our hearts and experience true love. Our pets magically

support us in so many unknown ways. Zoe is my baby and when I love her up...I feel wonderful and so does she!

## Meditate, journal, create!

Meditation is a beautiful form of communion with your Higher-Self. Taking the time to meditate daily will have you gliding on air through the sunshine-filled months ahead. Journal your mediation experience, journal your life experiences, let your voice fill the page with dreams, desires, frustration and challenges. Getting that energy out of you on the page is magical for your soul! Create things you love. Surround yourself with those creations and enjoy!

Remember energy around us and in us has to go somewhere. We either shove it down and stifle it or we allow it to flow through us and out again. We may, sometimes, need to practice zipping up a bubble around us if we are in a negative situation. Acknowledge the energy and ask yourself what you want to do with it.

You are a glowing, vibrant energy field, As you become more aware you may feel stuck or need guidance for more positive energy. I am here to support you with that. If you are ready for a thorough **Spring Energy Cleanup** please contact me at 702.219.9217 because it's time to BLOSSOM! ♥

*Peppy Caccavale is a Master Reiki Practitioner and Reiki Teacher. She is available to support you with your energy questions and healing! She is also an accomplished artist with a wide range of artistic experience in a variety of mediums ie., oil and acrylic painting, stained glass, fused glass, mixed media art and faux finishes. Contact Peppy at 702.219.9217 for your energy and artistic desires!*



# Spring Energy Cleanup

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## TOYS ARE NOT JUST FOR KIDS ANYMORE!

By Romance Specialist, Linda Tallon

In 2009, I remember sitting in a waiting room at a doctor's office. Oprah was on the waiting room television and her guest was Dr. Laura Berman, a sex educator, and a relationship therapist. Dr. Berman suggested teaching your 15 to 16-year-old daughter the concept of pleasure. She recommended buying a clitoral vibrator for them. You could hear everyone in the room gasp! This reaction surprised me considering this is the 21st Century and sex was, back then, and is still splattered everywhere you go. (Oprah's interview "Teens and Vibrators", 3/26/09.) I thought the response was comical because I think parents are generally okay with violent movies, but if there is kissing, or nudity they get upset. There are two things that are true: Kids don't ever want to think about their parents "doing it" and parents don't ever want to think their kids are "doing it". Statistics show 3 in 10 teenagers get pregnant. So it is possible that it may happen. Whatever the advice you give to your kids, TALK, TALK,

TALK. Have the conversation! Get educated and educate your kids as is necessary!

### HISTORY OF THE VIBRATOR

In the late 1700's, women were going to doctors for ongoing symptoms of anxiety and irritability. Those were signs of what they called at the time 'female hysteria'. The treatment prescribed was a pelvic massage to induce hysterical paroxysm, basically an orgasm, which would restore women to full health. There is a movie called "Hysteria", the story of the vibrator. Here is a little history recap: Dr. J. Mortimer Granville invented the first electronic vibrator. Hamilton Beach manufactured one of the first vibrators, yes, the company that makes blenders! Used for stimulating facial muscles, indigestion, circulation, and to this day, used in neonatal units for premature babies' lungs. In the 1950's when the "blue movies" started coming out, vibrators

moved from the doctor's offices to the dirty book stores. And the nickname "dirty" made people feel exactly that way about them.

There are a number of myths when it comes to vibrators. Here are a few...

**One:** If you have an orgasm by a toy you will have a hard time having an orgasm with a partner. That is totally FALSE.

**Two:** People think you need toys to 'fix' things in the bedroom. Again a misconception. I love when people say, "My sex life is fine, he satisfies me, we don't NEED a toy." Need is not the word when it comes to toys. It is just doing something different once in a while. And I don't know about you, but "just fine" is NOT good enough!

**Three:** Vibrators are for women only. Again FALSE. There are toys for women, toys for guys, and toys that are great for couples!

**Four:** Vibrators are unnatural. Not any more than using perfume, candles or lingerie.



# Defining: Your Sensuality

I teach you how to introduce a toy into your bedroom, and use them together as a couple. Our parties are a safe environment to feel them, touch them, and purchase items YOU are comfortable trying. Today, 85% of couples have toys in their bedrooms. Do they use them every time they are intimate? NO! Like everything else in life, be open to trying new things.

Additionally, there are extenuating circumstances that prevent your partner from pleasuring you or bringing you to orgasm through intercourse alone. There are many medications that can stop men from getting erect. Sometimes high blood pressure medicine or diabetic medicine can have an effect. Or there are women at my parties who have disabled partners. Partners of these women want them to have something that stimulates and gives them pleasure. According to the American Medical Association, 25% of women have a hard time reaching orgasms. Medical issues may interfere or it could simply be a denying of pleasure because of how we feel about sex and sexual pleasure from our upbringing. Recently there was news of a new 'pill' coming out to help women achieve orgasms, but it's something you have to take every day. That is simply unnecessary in my opinion. If you would like a one on one consultation, I would love to talk to you. Often time we don't know what is available and I can support you with information.



If you watched one particular episode of 'Sex in the City', Charlotte had a toy called the 'Rabbit'. This was one of the first high-end toys on the market. When it was first released, it retailed at \$140.00. On the show, they had to stage an intervention to get her out of her house because she really loved her toy. When you have an orgasm, it releases endorphins into your body, you are happier, healthier and you handle stress better. Who doesn't want that? Isn't it time you had a bit of pleasure?

If a vibrator is out of the question for you, we also have creams in our line, such as O® and Boost®. Both support you with stimulation and sensation. Again, I would love to talk with you and share the experiences of hundreds of women my company has supported with expressing and enjoying their sensuality.

Whether you are practicing safe sex, self-love or sharing your passion with your partner, using a toy can be a vibrant and healthy activity. No need to settle for 'just fine'. Aim for HOT, HOT HOT! Toys just aren't for kids! ♥

*Linda Tallon is an Executive Director with the Pure Romance Company. She has been supporting women with their sexual health and wellness for over 30 years. Linda loves what she does by empowering women to take charge of their sexual pleasure and fulfillment. Linda is discreet and available to support you! Give her a call at 702.592.8405 or via email at: GypsyIsb@aol.com*



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# I Wish You Business Bliss

By Kathlyn Jaramillo  
Business Strategist



**C**reating bliss in your business requires some quiet, reflective thoughtfulness on your part. What a better time than this season of rebirth and renewal to explore developing a more blissful business and life through reinvention.

Any number of factors may push a small business maven toward reinvention. She may want to spend more time with family, reshuffle her customer base, make more profits, build another business simultaneously or she may just be bored.

I recently decided to reinvent my business after operating the same way for eight years. At the time it seemed like a big scary decision to make and I hemmed and hawed and fretted and stewed. As you know, these are the many emotions of being a female entrepreneur. Once I finally made the change it was blissfully invigorating. This is what I learned.

### 1. Know when to make a change!

Being objective enough to know when to make a change is easier said than done. We are either attached to the way we have always done it or don't have a plan in place for what comes next. One thing I know is you begin to get the nagging sense that your business model simply isn't working anymore. Then you take a look at the facts and ah-ha right there in black and white you see a growth or lack of growth trend that is troublesome. Additionally, you may be starting to attract the wrong client. All good reasons to explore the possibilities for CHANGE!

### 2. Determine what you want!

After you make the decision to change, some significant thought needs to go into what is necessary to meet your goals. Are you making a small shift or a doing a complete overhaul, or somewhere between? Determine the value for your current customers and how you can attract others. Stick with what you are best at. As women in business we have more ideas than we have time for. Keep the main thing the main thing and start there. Work your way backwards if you need to. Whether it is reducing hours or opening your own bakery, get clarity on your values and what you want. These will be your guide.

### 3. Make the change and stick with it!

During your business transition; you'll likely be running two business models at the same time. I was doing this for about three months. When I saw the new model was accomplishing my goals and also refueling me I got so excited. I was still a little nervous to completely dismantle the eight year model and I was going to string it out a little longer. However, a good friend and mentor told me to pull the bandage off already and just do it! I made the change and I love it! We are bringing more amazing women into our community every month and my previous members and customers are benefiting! It is positively blissful! Not only are we serving more women, I have more time for my family, friends and other projects I have wished to bring to market for a very long time!

Take time this Spring to re-invent your BLISS in business and life! ♥

Are you looking for a change? Need a mentor, business strategist or business advisor?  
Kathlyn can help! Reach out to her at [Kathlyn@timetodefineyourself.com](mailto:Kathlyn@timetodefineyourself.com) and find out more!



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