

# FEM



FEMINIST ENTREPRENEURS MAGAZINE 5-2021

**HOW TO  
COLLABORATE  
WITH YOUR  
BUSINESS  
HERO**

**CAN  
JOY BE A  
LEGITIMATE  
BUSINESS  
STRATEGY?**

**BE SO  
SUCCESSFUL  
THEY CAN'T  
IGNORE YOU**  
SUSANNE GRANT  
ON SUCCESS, STRUGGLE  
& ALIGNMENT



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# WELCOME.

## **If you're happy and you know it, clap your hands**

I wonder how many of you just clapped their hands ... I guess I will never know! I hope it was many of you because that would mean that you are all in places where life feels easy and fun and flowy! In this edition of FEM, we look at happiness. We explore how it connects to what we do in our business and how we can run our business (and life for that matter) in ways that support our mental health, and with it our happiness.



Are you ready to delve into some happy vibes? Get your cuppa made and enjoy this very happy edition of the Feminist Entrepreneurs Magazine!

Have fun!  
**Mags Thomson**  
Editor In Chief



# BE SO SUCCESSFUL THEY CAN'T IGNORE YOU

## HOW TO CREATE AN OUTRAGEOUSLY SUCCESSFUL LIFE THROUGH ALIGNMENT (AND NOT HARD WORK)

**Are you ready to be outrageously successful and to stop struggling for good? Enjoy your life more fully so you can make your wildest dreams come true? In that case, get ready to experience a new way of being by reading the latest book from international best-selling author, Susanne Grant. I've had the pleasure of interviewing Susanne about Drop The Motherf\*cking Struggle and get you the inside scoop about this fantastic new book.**

*By Mags Thomson and Andrew Lopez*

### **Thank you so much for doing this interview with us! Tell us all about your book, what is it about?**

Drop The Motherf\*cking Struggle is a self-help book for female business owners, CEOs and entrepreneurs who want to improve their success rate drastically and struggle less but don't want to work harder and put in more hours doing so. In this inspirational and practical how-to guide, I share my best tips, tools and tricks to help you understand and transform your life by dropping the motherf\*cking struggle and replacing it with ease, fun, joy and flow.

I will share with the reader my personal story and the road of recovery after experiencing deep trauma in my life. After reading Drop The Motherf\*cking Struggle, the reader will understand why they've lived in Struggle Town for way too long, and know how to get themselves a one-way ticket out of there.

The book comes with additional resources, such as journaling exercises and a guided meditation that helps the reader to align themselves with a new way of living. It will help them to know, once and for all, at the core of their being that they are deeply loved, supported and guided by their soul, spirit and the universe. This will allow them to drop the struggle for good and help them make their wildest dreams come true with ease!

### **Who is the book for?**

This book is particularly aimed at women in business with young families who struggle to get everything done because there are simply not enough hours in the day to do so. I did everything alone for many years, because of how I was raised. It was hard, a struggle with a great deal of suffering because that's how things were "supposed" to be.

Especially as a young mum myself, living abroad with no family support, having to do everything alone is too much for any human being. Unfortunately, I had 30 plus years of conditioning that told me otherwise and it was a tough pattern to break. I've had a privileged life in The Netherlands like many, especially in regard to education, but it also came with a lot of trauma and abuse. I share my deep, vulnerable and raw story of how it was growing up like that. I hope that my writing will resonate with the women who grew up in the same kind of experiences, who always worked hard but also paid a hefty price.



### Why did you decide to write the book?

I have written this book because of my own personal journey. I wanted to share my own road to making a full recovery after being diagnosed with Post Traumatic Stress Disorder (PTSD) at the early age of 17. I was told by my then psychologist that I was “beyond help” as she believed I couldn’t recover.

As it turns out I did fully recover from it. My aim is therefore to open up a dialogue about (mental) health and to help others struggle less - or ideally not at all - by allowing things to be that little bit easier. The “how” I explain in my book in great detail.

### What do you hope to achieve with this book?

The most important thing for me to achieve with this book is that the reader realises that they have the power to change their lives and to make it at least easier for themselves. Because obviously the title is “Drop The Motherf\*cking Struggle”, ideally we drop the struggle completely.

It can be as easy as they want it to be. You can give yourself permission to look after yourself and feel good about what it is you’re doing right now. You don’t need to suffer your way through this to be as successful as you want to be. Life can be hard, but the struggle is optional.

### What’s the significance of the title?

I’m a direct person, and “sh\*t” and “f\*ck” do occasionally slip into conversation. Especially, with the past I’ve had, there’s no other way to describe it. It was just sh\*t.

**“JUST BECAUSE, THIS CHAPTER RIGHT NOW MAY TOTALLY SUCK. IT DOESN’T MEAN THE END OF YOUR BOOK IS GOING TO BE HORRIBLE AS WELL. AND IF IT IS, WELL, WE WILL JUST WRITE A SEQUEL, WON’T WE?”**

Putting this title out there is huge, for me! There’s a lot of spiritual books that are all lovey-dovey, love and peace, you just have to feel good all the time. Life’s not like that. Life can absolutely be f\*cking sh\*t at times. I’m sure we can all relate to that moment in life where you thought “f\*ck, what am I supposed to do now?”

To put this title between all these other books is a big statement to make. But I do think there’s a lot of people out there who resonate with a stronger way of phrasing things.

### What’s the most important thing you hope people take away from this book?

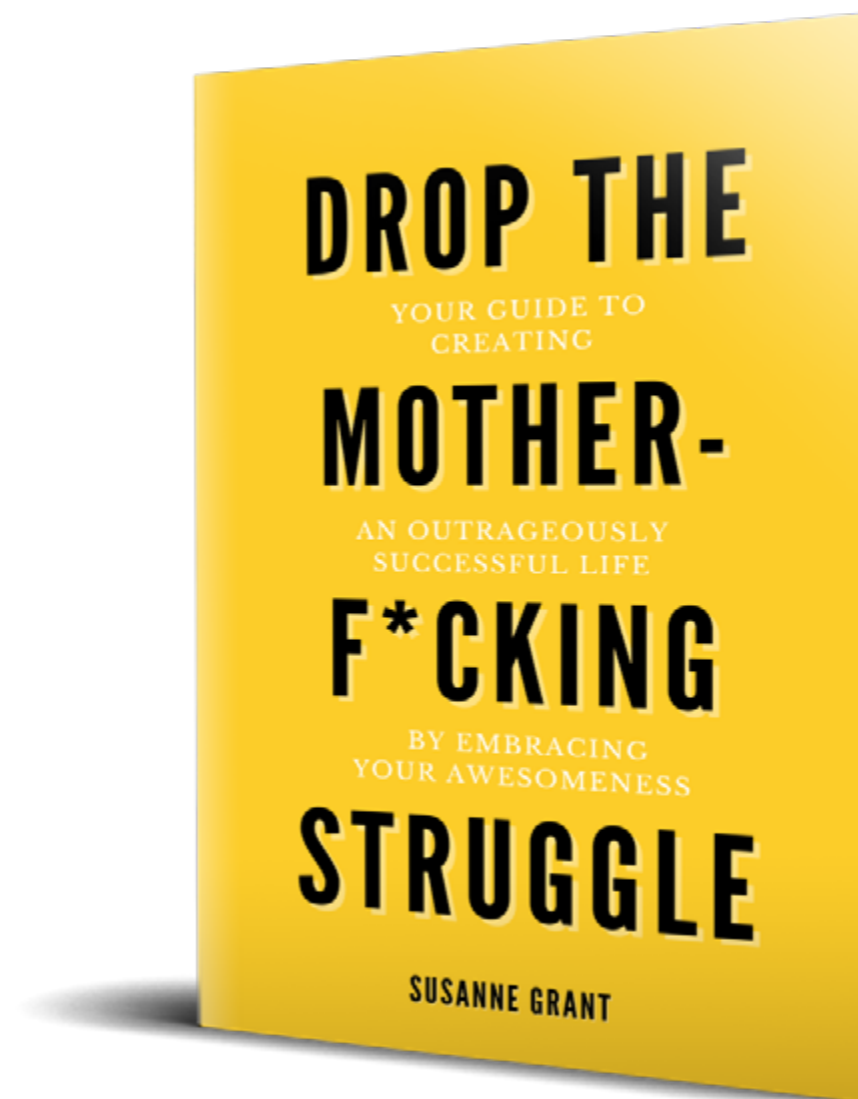
I hope people take away from this book that no matter where you are right now in your life, you can create a new way forward. Just because you were dealt a sh\*tty hand in the past, that doesn’t mean you can’t create a different story moving forward.

Or as I say that in a book, “just because, this chapter right now may totally suck. It doesn’t mean the end of your book is going to be horrible as well. And if it is, well, we will just write a sequel, won’t we?”

### What do you describe as the motherf\*cking struggle?

The motherf\*cking struggle is the feeling that you always have to have your sh\*t together. Always have to know what it is you’re doing, do it all by yourself and pretend. If you do ask for help, you’re just a f\*cking failure, because you don’t have your sh\*t together.

What I discovered in the last few years is that actually rarely do any of us have all our sh\*t together all the time. We all have that area in their life where we secretly struggle. You can change this by owning your story, by owning where you’re at and deciding where you want to go. You can every day, day by day, make small steps of moving away from the struggle. That doesn’t mean that I don’t struggle sometimes or have a crappy day. But by just recognising that you do have the power to focus on the things you DO want, that’s where your power lies.



### What’s the conversation you want to start with the book?

The conversation I really would love to start is about changing the way we view success. As a person, but also as a society. This new definition includes mental health, well-being, general health, just in general as part of a business strategy. And ideally, if I’m talking to bigger companies as well, and that it becomes part of their quarterly and yearly objectives.

I think we’re at a critical time in history and from a business/work perspective, we need to start viewing work as part of our everyday life, not a separate identity we constantly have to switch between to find a great balance. We all know that a good night’s sleep leads to better productivity,

and a stressful job affects how you feel when you are at home. It is time to find a new way forward so we can create real long-term health and wealth for all.

### Why is alignment so powerful?

You are powerful as a person. You are as powerful as the universe that created you. The universe has all kinds of laws to help you succeed, so if you learn how to utilise this power for the things you want to create, the impact you will have is going to be much bigger - and easier.

For example, when I work with clients, they used to believe they had to hustle and work hard to get those next ten clients. But once they focussed on alignment instead, people just reached out. That’s why I always say alignment has to come before



action. When you work with the universe, it's so much more powerful and effective than doing it all alone. Life can be so much easier and it's so much more fun when you know how to utilise this for yourself.

### What was one of the most surprising things you learned in writing the book?

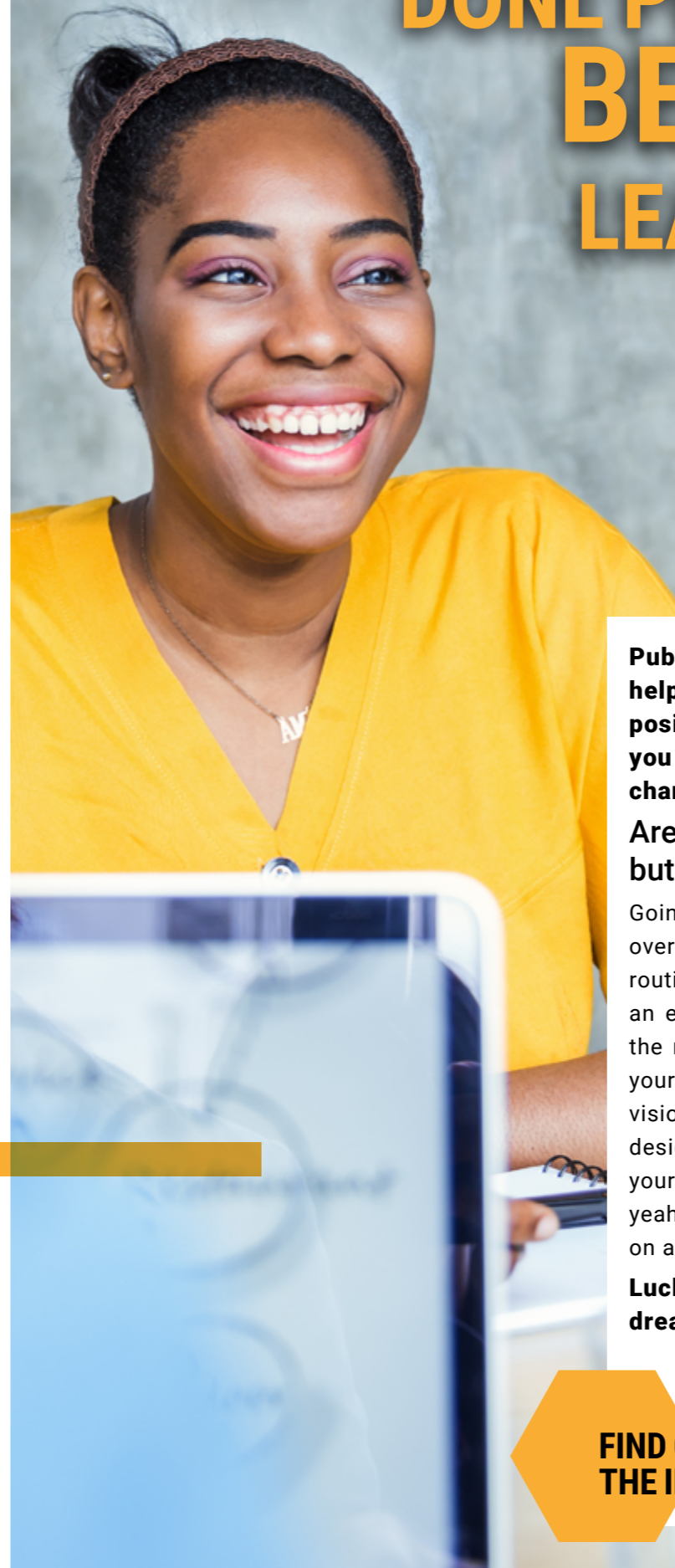
The most surprising thing about the book is that it helped me to realise that that's how far I've come. It's really easy, when you're in your everyday life, to focus on what's going on and not recognise how amazing you actually are and how far you've come. And let's face it, your survival rate so far has been 100 percent. So statistically, you're doing a pretty amazing job.

Allowing yourself to focus on the good stuff - even knowing it isn't all good - and applauding yourself and giving yourself a pat on the back. Recognise that "I started there, it was a really sh\*tty hand with the abuses I grew up with" and then to realise where you are now. I can guarantee you, if you look at your own story, that there are things that you thought at that time like, "I'll never get through this", and if you look back, think, "I actually did it."

### Where can people buy your book?

The book can be bought via [Amazon](https://www.amazon.com) and bookstores later this year. Visit [dropthestruggle.co.uk](https://dropthestruggle.co.uk) for all the information and the links to purchase.

# DONE PLAYING SMALL? BE THE THOUGHT- LEADER YOU WERE BORN TO BE



**Publishing a book will allow you to reach and help more people than ever. Moreover, it will position you as a sought-after speaker allowing you to reach even more people and create real change in the world.**

### Are you ready to be the next Brené Brown, but not sure where to start?

Going from an idea to a published book can feel a little overwhelming. First, you have to create the time and routine to sit down and write. Then you need to find an editor, I mean ... if you want your book to create the right kind of waves, you need an editor to make your words sing. Someone who understands your vision. Let's not even think about formatting and cover design. Then, there is figuring out how you can publish your book. Followed by marketing and promotion ... yeah, it's not surprising this dream is gathering dust on a mental shelf somewhere.

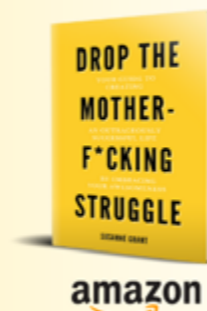
**Lucky for you, I am happy to help you make this dream come true!**

**FIND OUT ABOUT  
THE IMPACT BOOSTER BOOK PROGRAMME**

## DROP THE MOTHERF\*CKING STRUGGLE

YOUR GUIDE TO CREATING AN OUTRAGEOUSLY SUCCESSFUL LIFE BY EMBRACING YOUR AWESOMENESS

Now available via [dropthestruggle.co.uk](https://dropthestruggle.co.uk)



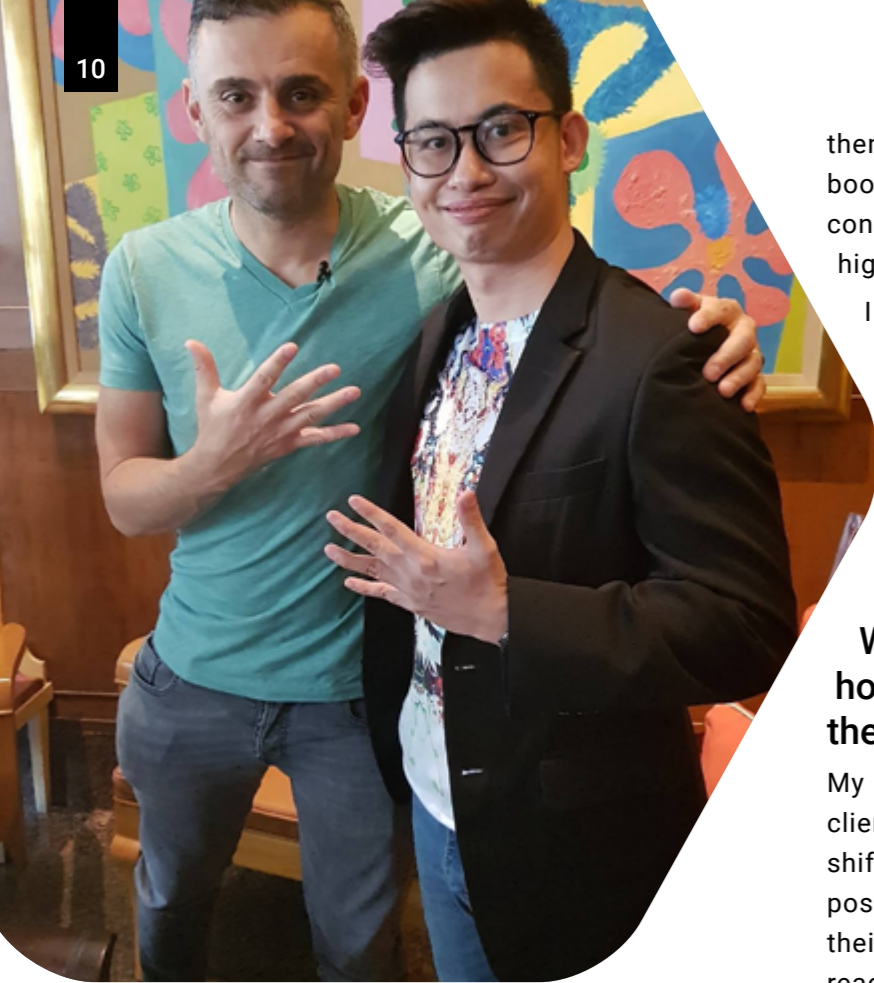
# HOW TO COLLABORATE WITH YOUR BUSINESS HERO

**Rayson Choo has been dubbed The Celebrity Whisperer. He's been fortunate enough to pick the brains of some of the most successful entrepreneurs in the world, such as Gary Vaynerchuck and Grant Cardone. Today it's my turn to pick HIS brain and find out what makes Rayson tick.**

*By Mags Thomson*

Rayson hosts a successful podcast called The Raygacy Show, where he tries to find out simple and effective steps that millennials like himself can take to experience success in the swiftest and most effective way possible. He is proud to say that the people who have listened to the podcast have experienced personal transformation because they have gotten the tips they needed to move forward.





### What's your big why for starting your business and podcast?

In 2014 I was simultaneously fired from my job and I broke up with my then-girlfriend. During that tough time, I chanced upon Joel Brown's podcast called Addicted 2 Success. This inspired me to have my own interview series. I started in 2017 via Facebook Live.

I realised that many people were misusing Facebook Lives by recording negative events like fights or road accidents, so I decided I wanted to add a positive voice to that medium. I wanted to educate, inspire and add some positivity to the entrepreneurship community, as it's widely known that 70% of small businesses and start-ups will fail by the end of the decade.

### How do you hope your work will impact the world?

The mission of the podcast, eventually also resulted in starting my coaching business. I want aspiring entrepreneurs to learn first-hand how to become an authority figure in their niche. By using my exact blueprint, they can create a HUGE awareness of what they do, inspire the world and grow their raving fan base. On top of that, I teach

them how to network authentically and without boot-licking these seemingly inaccessible connections such as celebrities, influencers and high-net-worth people.

I hope that through my work, aspiring entrepreneurs will be able to have a better understanding of themselves. I hope that it will lead to open multiple doors of opportunities for them, such as connecting, networking and even collaborating with these big players without paying them hundreds and thousands of dollars.

### What are your happy moments, and how does your business contribute to them?

My happy moments are when I get to see my clients grow as individuals. Seeing their mind shift from a negative mindset to a growth and positive mindset, getting to see them having their epiphanies, doing the necessary work and reaching their goals? It truly makes me happy.

Of course, having additional income from my business allows me to give back to my family and my community. Seeing them happy makes me feel happy as well.

### How do you define success?

Success is not like what society has portrayed. You do not need fast cars and luxurious items to validate your achievements. Those might be good for your branding, but they're really just a bonus. What's important, is the substance in you and the value that you can provide to the people around you.

So, I define success as when an individual is happy, and living life to the fullest. What do I mean by the fullest? Simply put, that means they are able to add as much value as possible to the community, based on their gifts and talents.

### What is your greatest motivation for running your business?

I notice so many people always sitting on the sidelines wondering how to get closer to the Bigger Players without paying hundreds and thousands of dollars. I don't just mean taking photos with them, either. Some of these aspiring entrepreneurs have the desire to speak and even collaborate with them. They find that their brand

aligns with this person's value and purpose in life, but they have no idea how to reach out. I want to show them how easy it is to connect, network, and collaborate with these thought-leaders. Still, truth be told, my greatest motivation for running my business? To be of value to the community and helping my parents retire earlier.

### Do you have one practical tip from your business to help people empower themselves?

I live by the belief that if we all knew how much we've missed out on by being uneducated, disconnected, and broke, we'd be working a lot harder towards our goals. The person you will be in a year from now is based on the content you study, who you are mentored by, and the people you surround yourself with today. As stated by the great Jim Rohn:

### "FORMAL EDUCATION WILL MAKE YOU A LIVING; SELF-EDUCATION WILL MAKE YOU A FORTUNE".

Therefore, I implore you to start learning from the people that you've always looked up to. Be it by watching their YouTube channel, reading their books, listening to their audiobooks or podcasts, interviewing them in your podcast, or even hiring them as your coach. I believe you got to start now! Your 2030 self will thank you.

One way to start is for you is to set aside some time on your calendar every day to read at least one chapter. If time isn't an issue, then you can set aside at least two hours a day to read. Like Warren Buffett has famously said:

### "AS A BILLIONAIRE, MOST PEOPLE ARE INTERESTED IN WHAT TYPE OF CARS I DRIVE INSTEAD OF ASKING ME WHAT TYPES OF BOOKS GAVE ME THE DRIVE TO BE SUCCESSFUL."

Remember: The more you learn and implement, the more you earn.

### Where can people find you?

For those of you who are interested in learning how to connect, network, and collaborate with your idols, I have a coaching course called Brand It Like Raygacy. In this 10-week coaching programme, you'll learn:

More about yourself through my very own M.I.N.D. System, as I believe Clarity is King.

How to grow your brand through my B.M.W. Method.

How to network with High Ticket Personas and how you can add value to them through social media.

Contact me through any of the platforms below to learn more about how we can work together.

[Instagram](#) | [Linkedin](#) | [Facebook](#) | [Podcast](#)





POSITIVE  
VIBES ONLY

**ENOUGH WITH THE  
F\*CKING POSITIVE  
VIBES ALREADY!**

When you think of happiness, do you think of yourself twirling around in a field, Sound of Music style? I don't! I think of pressure. Pressure to find this elusive thing, this magical elixir that's going to make everything worth it - even if only for a fleeting second. And when I do feel happiness - and this sounds a bit ridiculous to admit - I kind of panic.

*By Meg Kissack*





Instead of this fabulous thing to grab with both hands, happiness has become this foreboding and uncomfortable feeling. See, my brain has a tendency to catastrophise and a penchant for magical thinking. If you've ever struggled with anxiety, you can probably relate.

Somewhere along the way, my brain has conflated happiness and fear. It's like I'm waiting for the other shoe to drop, and I've moved from joy to worrying about the next bad thing to happen quicker than I can say 'positive vibes'.

Now, I get it, life is hard enough as it is, and sometimes you have to really try and find a reason to smile. But what I am absolutely against is this whole emphasis on 'positive-vibes-only',

and all this shit about what you put out is what you attract. The problem with positive-vibes-only is that life takes a very complicated and nuanced thing and pretends it's just as simple as just thinking positive thoughts.

For anyone who's gone through a truly shitty thing and been told to look on the bright side or to find the lesson, it's not only frustrating; it's fucking insulting.

As much as I love bright colours and as loud as my laugh is, I know all too well - like all of us - that life can be really ugly. Life is messy, and we need to have language and space for that. And when you're surrounded by a society that shoves faux positivity shit at us from all angles, it erodes that

LIFE IS MESSY, AND WE NEED TO HAVE LANGUAGE AND SPACE FOR THAT. AND WHEN YOU'RE SURROUNDED BY A SOCIETY THAT SHOVS FAUX POSITIVITY SHIT AT US FROM ALL ANGLES, IT ERODES THAT SPACE AND LANGUAGE.

space and language.

And when you're surrounded by friends and everyone online who are drinking the positive vibes kool-aid? Well, Alice Walker said it best: "No person is your friend who demands your silence, or denies your right to grow." Because it is both silencing and denies your right to grow.

We grow silent because we don't want to be told, yet again, that it's our limiting beliefs that are holding us back. We're sick of sharing our realities only to be met with more sickening platitudes about being positive. It's a bit like when those of us with depression are encouraged to pull ourselves together or just cheer up. If it was that simple, A) we'd be doing it, and B), we'd have figured that out for ourselves already, thank you very much.

Faux positivity is a way of dealing with the uncomfortableness that often surrounds the messiness of life. Sometimes there is no rhyme or reason. Sometimes things are just plain shit and unfair, but rather than sit with us in that grey area, toxic positivity fills that space.

A friendship should allow for complexities and nuance. Supportive spaces should allow space to celebrate and commiserate. So go and seek those places that create space for messiness. Seek out the people who will accept you on your good days and your grey days. Run away from those who repeatedly tell you (to your face or via a mug) to 'think positive' or remind you that 'your vibe attracts your tribe.'

Instead, make space for those who will encourage your growth, even if it's incredibly messy. And, if, like me, happiness has become a pressured thing, one thing I've found really helpful is to change the wording. When things are feeling good, happiness feels like too much, but contentment? I can lean into that.





# DOES YOUR BUSINESS MAKE YOU HAPPY?

***I know you are a passionate entrepreneur, just like me. But, if we're honest, being in business is not always easy. So, why do we do it? Because it makes us happy! You love your clients, you love what you do. Most days, you can't wait to get to your desk and create positive change in the world. Then, other days ... not so much.***

*By Mags Thomson*

I asked a group of our fellow entrepreneurs what about their business makes them happy, and how they remind themselves of that happiness to keep motivated. This was such a fun list to create and it really reminded me of all the aspects of House of Hives that I absolutely love!

I hope it makes your heart sing in the same way and that when you return to work, you too will be buzzing with all the happy vibes your business creates.



## I Don't Have Clients, I Have People

My business allows me to help people every day. I am able to provide peace of mind by clarifying confusing topics and answering questions of concern. I help people develop confidence in their ability to attain financial goals, such as funding education, buying a home, and retirement

Every day, I read letters and cards I have received from my people. They keep me focused on the task at hand.

*Maggie M. Koosa, CEO and Financial Advisor at The Alchemists, Your Wealth Concierge ([website](#) | [LinkedIn](#))*

## I Get to Improve My Employees' Lives

My business makes me happy because I provide jobs and income for dozens of people. That puts food on the table for them and their families. I take great pride in that. I remind myself of that with a calendar reminder on my phone once a month entitled "Improve Employees' Lives." Every time I get this reminder, I try to think of ways to make things better in the lives of my employees.

*Chris Gardner, Owner and President at PaintRite Pros ([website](#) | [Facebook](#))*



## My Clients Call Me Magic

My new business, KC Life Story Coaching, makes me happy because I'm teaching people (mostly women) to use creativity and the techniques professional actors use to become a character to become who they want to be and live their dreams. The programme's called The Creativity Sessions. Every day I post a lesson in Creativity. The changes are profound and my clients call me magic. I'm not. I'm drawing out their magic.

My day job is coaching professional actors on the skills they need to live their dreams. I LOVE both jobs.

*Kirsten Clarkson, Founder at KC Life Story Coaching ([website](#) | [Facebook](#))*

## Living the Impossible Dream

As a black single mom in North America, I used to think becoming an entrepreneur was an impossible dream. The human mind is powerful, if you want something bad enough, the universe has a way of making dreams come true. I am happy because I was able to beat the odds. I grew up in the ghetto in Grenada and through hard work and determination. I am currently a business owner and the only female black CEO in the corrugated industry in North America. I am happy because I was able to break the generational poverty I grew in and I am able to pass wealth on to my child and future grandchildren.

It's very easy to lose sight of who you are when you came from nothing. I always remind myself of my humble beginnings. It keeps me grounded, focused and reminds me that I have to be consistently striving to be a better version of myself.

*Charlyn Asher, President and CEO at Colt paper/ Antoine Fulfillment ([website](#) | [Instagram](#))*



## Nailed It!

Clients work with me to create pitches or presentations. They often lack confidence in what to say and how to say it. Some of my clients have public speaking anxiety too. When I receive the message (often right after the event) saying "I nailed it" it makes me so happy. To know that the professionals I work with can stand on stage, in front of a board of directors, or with potential clients and do it with ease - feeling comfortable in their skin and able to connect with their audience. It's also rewarding to know that I am part of something bigger, helping visionary and inspiring ideas being heard.

I diligently run a spreadsheet that documents my client's progress. Each month I check in to see my own progress asking myself the question, "Did I contribute to my client's success so they could stand confidently on stage?" The answer is usually YES, which fuels my fire to keep building my business so I can support more clients to be heard and remembered.

*Janice Tomich, Founder & Owner at Calculated Presentations ([website](#) | [LinkedIn](#))*



## Personal Time Has Improved My Mental Health

Growing my business has been somewhat organic. Over time, it expanded to the point where I was able to leave my 9-5 and pursue my interior design business full time. That's when "full time" started to have a new meaning. I was working the hours that needed to be worked, and not working the hours that didn't! Having the flexibility in my schedule to take breaks, enjoy personal time mid-day, and wake up a little later than usual sometimes, proved to be incredibly beneficial to my mental health. The thought of all of the time I wasted just sitting in an office having the day drag on is painful to think back on!

*Julie Arnold, Interior Designer and Owner at J. Raine Design ([website](#) | [Instagram](#))*

## No More Sunday Scaries

More than anything, the one aspect of running my own business that brings me the most happiness is never having the Sunday scaries. When I worked in the corporate world, every Sunday around 3 or 4 in the afternoon, I would start to dread the coming work week. It wasn't that I hated my job—it was alright—but it was just the thought of dealing with annoying colleagues, being buried in paperwork, and the threat of being asked to join some new project or team that gave me a pit in my stomach. Since leaving to start my own company, I have never once had the Sunday scaries. And I suppose that's because I control my work-life. I can determine who I work with, when to handle different tasks, and what I want to do. When your week's destiny is in your own hands, you have a totally different outlook.

Like clockwork, every Sunday evening, I mention to my partner: "Huh, no Sunday scaries again. That's weird." It's become a running joke, but it's a great affirmation that I made the right choice.

*John Ross, President & CEO at Test Prep Insight ([website](#) | [Facebook](#))*



THE THOUGHT OF  
ALL OF THE TIME I  
WASTED JUST SITTING  
IN AN OFFICE HAVING THE  
DAY DRAG ON IS PAINFUL  
TO THINK BACK ON!



## Location, Location, Location

My freelance business makes me happy in many ways, but one of my favourites is geographical freedom. I can work from anywhere with reliable wifi. In fact, I just worked from a beachfront condo in Florida last week. I sat on my balcony overlooking the ocean while I created content for various writing platforms and my own suite of websites. Knowing that I can work from anywhere boosts my daily, active happiness. I sometimes write from different places just to remind myself that I possess geographical freedom. I also plan to move to a new state in the next few years, and planning the move reminds me of my freedom of location.

*Christopher Kokoski, Freelance Writer and Website Portfolio Owner ([website](#) | [Twitter](#))*

## Problem-Solving My Way to Happiness

I read someplace that it's the act of solving problems that leads to happiness. Photography is continuously solving problems. My understanding of lighting, F-stops, posing, combined with great equipment are all tools I use to solve photographic problems. Once, I have a vision and solved the problems, the result is a beautiful image.

In the eyes of my clients, I'm a good photographer. However, what my clients don't see, is the problem-solving involved. The angle and pose I directed, may hide some unflattering body or facial features. Or using Photoshop, I am able to create an image of a bride standing in an artistic archway that looks awesome, regardless of the fact that the bride really didn't fit into the archway perfectly when the image was captured. The amount of creative problem-solving in a photography business is unlimited.

*Jeff Kolodny, Owner and Photographer at Jeff Kolodny Photography ([website](#) | [Instagram](#))*



## In Charge of the Money

When I worked for an employer, I was annoyed at a very irritating fact: No matter how hard I worked or how much money I made for my employer, my income wouldn't change without a promotion. By contrast, how much I earn running my own business is completely dependent on me. If I put in extra hours, I earn extra money; I reap the rewards of my own hard work. Being in control of my earning potential is a huge motivator, and being able to actually see my results gives me a greater feeling of accomplishment and happiness.

*Kat Tretina, Freelance Finance Writer at Kat Tretina LLC and Co-Founder at the Freelance Writer Academy ([website](#) | [Twitter](#))*

## Putting Puzzles Together

The work I do is very fulfilling. I work with business owners on how to craft and build their brand identity through storytelling. I love getting to the core of why my clients start their business in the first place. Sometimes their why stems from incidents or interests they had at a very young age. Most of the time, they have either forgotten or have never shared them with anyone else before. It's like putting a puzzle together, but presenting it in a whole new way no one has ever seen before.

*Mellissa Tong, Founder and CCO at DuckPunk Productions, Inc. ([website](#) | [LinkedIn](#))*



## Constant Learning and Exploring

In general, I love working and constantly learning new things. Having my own business allows me to constantly explore and be very creative. There are no procedures for getting approval from management or the board of directors - it's up to me and my team to choose in which direction we want to develop.

This makes me really happy because I always had slightly unconventional ideas and I finally have the freedom to implement some of them. So whenever I notice feeling really stressed, I remind myself to go back to basics and remember why I love running a business and how much freedom this brings.

*Malte Scholz, CEO at Airfocus ([website](#) | [LinkedIn](#))*



## Feeling Significant

When I worked at big companies I always felt the ball would roll with or without me, that if I got hit by a bus someone new would be in my office right away. Now my DNA is in everything we do and I can trace every decision and sale to something I did or a decision I made and that is incredibly gratifying and fulfilling. The impact you can have through your work as an entrepreneur (serving on boards, writing, speaking, etc) are endless and the opportunities to make a difference are everywhere.

*Paige Arnof-Fenn, Founder and CEO at Mavens & Moguls ([website](#) | [LinkedIn](#))*

## No Office Politics

One of the greatest joys my business gives me is the ability to cultivate a strong company culture that my team and I can live by. In the past, I've worked at companies where the culture was full of corporate politics, distrust, and micromanagement. Dealing with these issues daily made me miserable and created an environment where I could not focus on doing my best work.

At my company, Urban Outdoors, we have a culture of independence, trust, and transparency, which leads to happy employees that get things done. I constantly make sure to reach out to each employee individually to make sure the work they're doing is challenging and fulfilling, and provide growth opportunities to them whenever I can. When I get constructive criticism or feedback, I use it to adjust my own behaviours and practices to make our team more productive and content. If my team feels heard and empowered every day, then I feel my happiest, because I have done my job as a leader and an entrepreneur.

*Kay Rodriguez, Founder and CEO at Urban Outdoors ([website](#) | [Instagram](#))*



**I received so many uplifting stories from entrepreneurs who wanted to share how their business contributes to their happiness. I couldn't resist adding them all to FEM online. So, keep reading, lifting your spirit and being reminded of all the things YOU love about YOUR business!**

# Can Joy Be a Legitimate Business Strategy?

**Today I had the distinct pleasure to speak to Janifer Wheeler, a former teacher turned entrepreneur. She's spent over 25 years helping schools and small businesses get their shit together through process design, internal structure, education and workplace culture.**

*By Mags Thomson*

Janifer is an award-winning, international speaker and facilitator who can infuse your organisation, conference, workshop or event with joy and BadAssery. She's on the **BRAINZ CREA Global 2021** list of international entrepreneurs, innovators and influential leaders for her work in the area of sustainability and mental health using JOY as a business strategy.

She started The JOYFull BadAss Business Academy™, to help other BadAss female business owners win the burnout battle. Her work-at-your-own-pace courses are delivered via MicroText making it easier to integrate into your daily routine.



## What inspired your business?

I started this business to help other women avoid burnout. I have had my own burnout experiences both as a teacher and as an entrepreneur. I left teaching in 2012 because I was physically, mentally and emotionally exhausted to my core. Had I not been training for a ½ marathon that year, I am sure I would have completely collapsed. It was my refuge. I mean, who hopes they will have an accident that will land them in hospital JUST to get a break?

Burnout happened again as an entrepreneur. The stress of trying to create something sustainable and financially feasible based on my own skills and knowledge was terrifying and hard. I spent so much time and money investing in programmes or courses that would help but got stuck in information overload.

Now I have created a solution for burnout that I would have given anything to access previously. JOY as a business strategy has been life-changing and I want to help other women find their JOY without adding ONE more thing to their overwhelming workload. That's why all of my training modules are MicroLearning Courses - short, actionable, convenient, accessible from anywhere and very engaging. I've partnered with ARIST - a secure and private platform that delivers lessons via text right to your phone using text messages or WhatsApp.

## How do you hope your work will impact the world?

By facilitating a thriving community of badass women business owners who are living above the joy line and encouraging others to do the same, I am the catalyst for a worldwide JOY revolution!!!

My clients have gotten trapped by their own brilliance and believe the hype that you must hustle and grind or you will never be successful. No one at The JOYFull BadAss Business Academy™ believes that bullshit. If it's not JOYFull, we aren't doing it!

As an advocate for JOYFull alignment, I facilitate a process that ensures you are

working in your JoyFull Zone of Genius more than you aren't. And for the rest of the shit that needs to be done, hand it over to staff or an assistant.

It sounds scary - giving other people control, but the JOYFull BadAss has your back. I will help you create the process, structure and workplace culture you need to effectively and efficiently build a team that will help you avoid business owner burnout and realise the goals & dreams you set for yourself.

I believe that when people focus on being JOYFull, they are more empathetic, kind, compassionate and supportive of what other people are dealing with. I'm also a Certified Diversity Professional so I also want to use my work as a way to influence others to be more inclusive and equitable in their lives and businesses. It's a lot harder to be hateful when you have JOY in your heart.

### **What does happiness mean to you, and how does your business contribute?**

To me, happiness is temporary but JOY is permanent. JOY comes from within and belongs to you; no one can take it. Happiness depends on situations or outside forces. My business teaches people how to focus on JOY and use it as a life and business strategy.

I love connecting people through global networks that include Netwomen.co, Mums at Work, Amazing Women Alliance, The JOYFull Badass Network, Polka Dot Powerhouse, Brainz Magazine, FEM, Entrepreneurs Rocket Fuel and the Austin LGBTQ Chamber of Commerce. There's no limit to what can be done when we lift each other up.

When I'm not empowering the world with joy and badassery, I love to read, travel, cook, go camping and listen to live music. My long-term goal is to become a digital nomad and live all over the world!

### **What is your greatest motivation for running your business?**

I've been burned out and I've watched my husband burn out during the pandemic. Burnout creeps up on you and the effects on your physical, mental and emotional health are devastating.

My mission is to disrupt the hustle and grind mentality that plagues us all & contributes to burnout. That's why I help women business owners create a more aligned business model

**MY MISSION IS TO DISRUPT THE HUSTLE AND GRIND MENTALITY AND HELP WOMEN ADOPT JOY AS A BUSINESS STRATEGY.**

based on your JOYFull Zone of Genius so that you can dump, delegate or redesign the tasks and activities that cause frustration, overwhelm, anxiety, depression and burnout.

I am a trustworthy and reliable source of information, inspiration and empowerment for BadAss female business owners who are struggling to love their lives & businesses and are on the way to burnout. I want my clients to know what brings them JOY so they can use it as a long-term life and business strategy. I want them to feel supported, encouraged, and confident in their abilities to be successful on their own terms.

### **What is the magic ingredient to creating the life and business of your dreams?**

Finding your JOYFull Zone of Genius and using it to live above the joy line more than you live below.

For many busy, badass business owners, the majority of your time is spent BELOW the joy line - meaning, you are doing a lot of things that are not joyfull nor make you money. These are the tasks that don't get done, take a long time, cause procrastination, make you tired and eventually, lead you to burnout.

Living above the JOY line means that you are focused on the best use of your time - doing the

things that maximise your gifts, skills and talents and make you money. For example, I hate working on my website but I love writing articles. So, I outsource the website stuff to experts and use the freed-up time to write more articles.

### **Do you have one practical tip from your business to help people empower themselves?**

**PRO TIP: IF IT'S NOT JOYFULL, I'M NOT DOING IT AND NEITHER SHOULD YOU!**

There is too much focus on hustling, grinding, working 24/7 and blurring the boundary lines between home and work. When I first started my business I thought I should know everything, accept every client and be constantly available. I thought I had to do it all... until I discovered JOY as a business strategy.

Now I delegate tasks that are not in my JOYFull Zone of Genius and work more on the elements of my business that require my gifts, skills and talents - the things I can't delegate or dump. For example, I am a former teacher so creating courses is my Zone of Genius, but I stink at marketing, SEO, graphic design, so I outsource that.

This has also given me a better understanding of what to say yes or no to. My first question is always: is it JOYFull? If the answer is no, that's the end of it. If it's yes, then I ask if I have the bandwidth to take it on and go from there.

### **Where can people find you?**

You can find all the links to my website and resources, including a FREE course on the Signs, Symptoms & Solutions for Burnout, in my linktree: <https://linktr.ee/JaniferWheeler>.



## SKYROCKET YOUR BUSINESS BY BECOMING A BEST-SELLING AUTHOR

Your business is doing well, but it's time to reach new audiences, talk to bigger fish and truly step into your dream for becoming a thoughtleader.

**ARE YOU READY TO BECOME THE GO-TO AUTHORITY IN YOUR FIELD?**

**WOULD YOU LIKE TO GET NEW LEADS ON AUTO-PILOT?**

**READY TO TAKE NETWORKING TO THE NEXT LEVEL?**

**CRAVING MORE REACH IN YOUR MARKETING AND HIGHER RANKINGS ON GOOGLE?**

**READY TO START MAKING MORE MONEY?**

Becoming a best-selling author will give create the kind of momentum your business needs to get ready for the next step. With the House of Hives Best-Selling Author Programme, we take all the hard work out of the publishing process for you. We'll help you and your fellow authors promote the book so you all make the best-selling list. We help you with visibility mindset and provide you with resources to make the most of the momentum created for your business.

Join the [House of Hives Best-Selling Author Programme](#) today and reap the benefits of being a published author, at a fraction of the time and money investments!

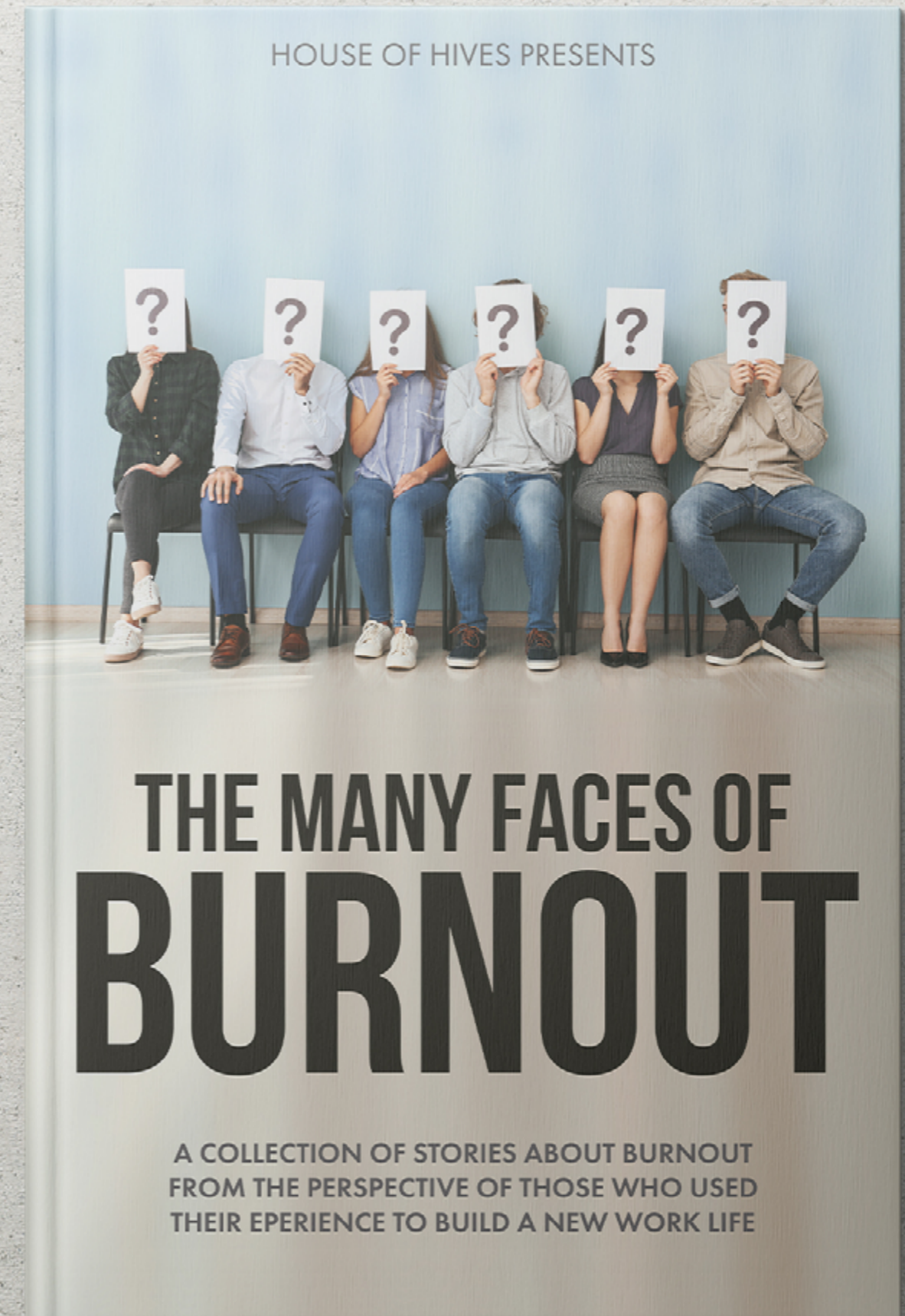
## WE ARE CURRENTLY RECRUITING AUTHORS FOR The Many Faces of Burnout

**We want to create a collection of stories about burnout that can help employees and employers gain more understanding of what burnout is and how it can be prevented.**

Our starting point is always around personal stories, which we feel is particularly important for this topic. I feel that the symptoms of burnout are so varied and the impact is so underrated. As the world gets ready to "define the new normal", House of Hives wants to contribute to that conversation by addressing the importance of work-life balance, mental health and stress management.

Your chapter would include your experiences, and also the journey you took to recover and build a new life in the aftermath of your experience. Of course, this story would also tie into the way you run your business now, and work with your clients.

**SIGN ME UP!** 



# 6 WAYS TO SUPPORT YOUR WILLPOWER

**Motivation is what keeps us focused on long-term goals. We have to deal with willpower, though, too. And our willpower relates to our ability to resist short-term gains in order to serve the long-term goal.**

*By Mags Thomson*

Let's say we want to save money to pay for a new home. One day, on our way home from work, we spot the most A-MA-ZING shoes in the shop window. You can think of 100 rationalisations for why you need the shoes, but the truth is: you JUST want them.

In that moment, it's your willpower that will determine whether you give in to the short-term gain of getting the shoes (and temporary feeling of satisfaction) or stay true to your long-term goal of affording a new home.

It's often thought that willpower is purely a reflection of our self-discipline. That is a HUGE over-simplification. Besides, it would suggest that we can just bully ourselves into achieving our goals. But let's be honest: how often has that tactic worked for you?

Willpower isn't some magic force that we either can or cannot wield in accordance with our will. It's much more complex and subtle. And it's always in flux. Some days we're perfectly capable of not buying the shiny, glittery thing in the shop window. And other days, not so much.

Willpower is influenced by our emotional state, how rested we feel, how much we've denied ourselves other things in recent times, and even on what (and when) we eat. Health Coach and [21st Century Medicine Woman, Heather Dane](#), says:

**“WILLPOWER, LIKE A MUSCLE, BECOMES FATIGUED FROM OVERUSE BUT CAN ALSO BE STRENGTHENED OVER THE LONG-TERM”**

And although she discusses willpower specifically in the context of weight loss, there is some universal truth to her proposed willpower-building tips.





## #1 Take Baby Steps

You may very well be committed to becoming a green-juicing, vegan yogi. But if you're currently a carnivorous couch potato, it will take a little time to build new habits. Start by changing a meal a week, then three, and eventually one a day. Then before you know it, you'll have built the habit of a new diet. Or start by walking to work, or parking a few blocks away once a week, and build up the habit to more days or other forms of exercise.

## #2 Plan Ahead

You may think this one is pretty specific to dietary goals, but I feel it can be applied more broadly. Thinking about times, activities, and situations where our willpower may be challenged (and coming up with a plan to deal with that) seems like common sense to me.

Are you trying to save money? Then it's probably a good idea to say "no" to your friend when she invites you on a shopping trip to your favourite department store. It can even be a good idea to start making shopping lists-and only go to the market for groceries AFTER you've had a solid meal. So you're not tempted to spend money on items you don't really need.

## #3 Spend Time in the Produce Aisle

We're going metaphorical again. Because whatever your goal is, it's a good thing to get well-informed about the skills, products, and training, etc that you'll need to invest time and/or money in.

Know your options, try new things, and be open to new options presenting themselves to you as you explore.

## #4 Find Ease

When you start working towards your goal, start with a few things that really excite you and come with a sense of flow. Give yourself some easy wins to give your motivation and willpower a boost.

Always look for ways to achieve the goals that give you joy along the way; find an exercise regime that feels fun, cook meals you really enjoy and hang out with people that make you feel good.



## #5 Take Healthy Snacks With You

Yeah, this sounds pretty dietary. But if we think of snacks as little pick-me-ups, then perhaps they work in other contexts, too-although, since Heather points out that willpower and blood sugar are closely linked, actual snacks may also be a helpful tool. Find ways to nourish your mind and soul in the pursuit of your goals.

Maybe your goal is to set up a side gig to bring in some more cash. A figurative healthy snack could be some time off or investing in a new hobby since side-gigs often involve monetising our hobby. Finding new ways to relax will help us stay motivated and make it work.

## #6 Listen to Your Body

Every goal you're pursuing will require physical, mental, and emotional investments. So, paying attention to what your body is telling you is always a good way to keep track. Check in with yourself regularly in case you need to be flexible and readjust your course:

- Are you getting too tired?
- Do you feel like you're becoming too obsessed?
- Are you noticing that you've begun to feel super anxious?

It helps to write down your observations so you can detect trends and possibly make some changes to your plans in order to create a more supportive environment for yourself.

# Strengthen Your Online Presence and Boost Your Brand Authority

**Do you know what is one of the most effective ways to grow your audience and leverage your story and expertise? Other people's audiences!**

FEM is a platform by and for feminist entrepreneurs who want to change their business and the world to be more balanced, inclusive and compassionate.

We include articles about such topics as Work-Life Balance, Mindset and Mental Health; Career, Business and Entrepreneurship; Success, Money and Abundance; Creativity and Innovation; Law of Attraction, Intuition and Energy

We hope to inspire and support entrepreneurs as they build their businesses in enjoyable and sustainable ways, by sharing stories and tips from thought-leaders and change-makers like yourself.

**We started FEM as a platform for entrepreneurs to share their stories and expertise around business and lifestyle while co-creating reach and impact.**

FEM invites everyone who feels aligned with our goals to contribute, we are all about inclusivity and equality after all!

**Are you interested in contributing to FEM?**

Your contribution will help establish **authority**, share your offerings with **new audiences**, and it will even improve your **SEO**. All of those things will help you grow your business.

Would you like to know more about being featured in an interview or becoming a regular contributor?

**[Find out the different ways you can join the FEM community.](#)**



**FEM IS A HOUSE OF HIVES  
PUBLICATION.**

Editor in chief: Mags Thomson

Contact FEM by [email](#).