

HOW TO BECOME A BEST-SELLING AUTHOR AND BOOST YOUR BUSINESS

PLUS: HOW TO
FULLY EMBRACE
YOUR POWER
AND PURPOSE

WE ASKED PODCAST OUTREACH MANAGER, NINA MACARIE
HOW TO PITCH PERFECTLY

FEM 

FEMINIST ENTREPRENEURS MAGAZINE 6-2021

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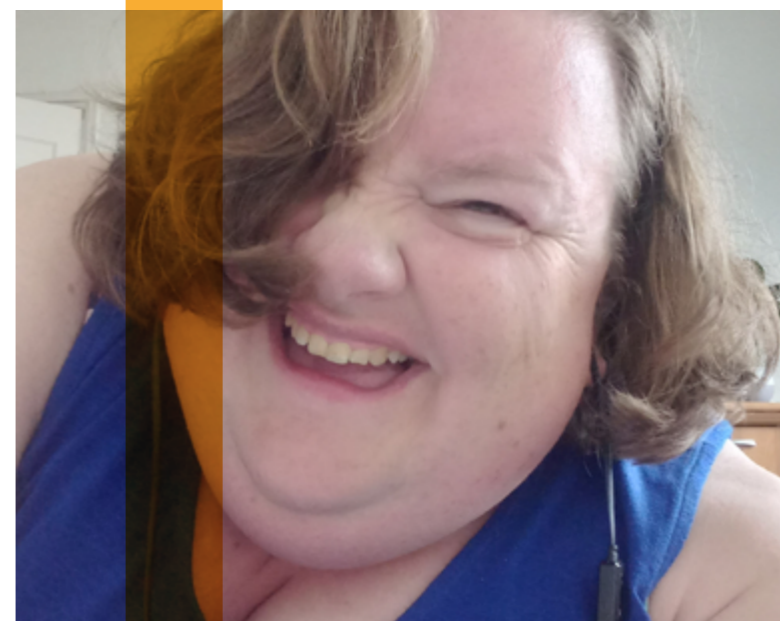
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WELCOME.

Welcome to another edition of FEM! Have you noticed the change in energy? With the change of season, I always notice that I slip into different moods too.

In the last few weeks and days, I find myself coming up with the most creative ideas on how to move FEM from being a magazine to becoming a movement. I can't wait to share and roll out some of these ideas in the weeks and months to come.



If you'd like to be part of the FEM movement [send me a message](#) so we can start that conversation.

I hope you enjoy this edition of the magazine, and if you would like to contribute to the conversation, just get in touch!

Have fun!

Mags Thomson

Editor In Chief

HOW TO PITCH PERFECTLY

Today it was my absolute pleasure to sit down with Nina Macarie, podcast outreach manager helping female entrepreneurs get more visibility and connect with dream clients through podcast interviews.

By Mags Thomson

Nina lives in Romania with her husband, two kids and three cats. She is the creator of the P.I.T.C.H. podcasts framework, helping clients pitch themselves to the right podcasts with ease and confidence in an authentic way.

After sending hundreds and hundreds of podcast pitches and also seeing what kind of pitches are put out in the world, Nina knows exactly what elements to include in a successful pitch. Not only does she get amazing feedback from her successfully booked clients, but she also impresses the podcast hosts that she pitched to. Today, Nina's mission is to help female online entrepreneurs, coaches, course creators, consultants and podcasters get an amazing first impression as they start spreading their messages on other people's platforms.

What inspired your business?

I've been a dreamer my whole life, but becoming an entrepreneur wasn't in my dreams. My dream was to have two kids; a boy and a girl because this is what I've seen around me. I grew up with my parents and my grandparents (from my mother's side) in the same house. My grandma had two kids: a boy and a girl. My mum had had two kids: a boy and a girl. So, it seemed natural to me to picture my life as having a boy and a girl.

I also used to dream of working for the European Union, even when my country, Romania, was not part of it. By the time I was 29, I was already married for four years and I got an internship in the European Commission. Even though this was an amazing experience, and I saw other trainees applying for temporary jobs, I decided to come back home. My husband was not interested in living abroad and this was the second time I was living abroad. Besides, I was ready to become a mum. I feel so blessed and grateful every single day that two years later we had our son and two





more years later we had our daughter. I was a stay at home mum, and I couldn't have been happier.

After five years, I started to desire more than a mum and wife. I wanted to do something meaningful and fulfilling. When we moved across the country for my husband's job, I got a 9-5 job. I quit 9 days later. I had this deep desire in my heart to help other mums who wanted to build and grow a business from home while enjoying time with their families. Even though I had no plan B, I knew that this is my only option.

I was able to reframe my old dream because I realised that, at the core, it was all about working in an international environment, creating impact and helping people.

What is your favourite quote?

My favourite quote reminds me that when you make a decision and you are determined to make your goal a reality, resources, people that you need, or opportunities will come your way in an unexpected way.

AS YOU START TO WALK ON THE WAY, THE WAY APPEARS.
– RUMI

Last December, I was part of the Fearless Challenge 2021. I made some decisions with regard to the kind of business owner I wanted to be in 2021. My intention was to be bolder this year, more visible, and take more courageous action. As I was intentionally focusing on my goal, I was able to hire amazing mentors, to be part of business bundles, to be part of online summits, to record podcast interviews, to be featured in online articles, things that I wouldn't have considered as being possible for me, an introvert who loves working behind the scenes.

How do you connect with fellow entrepreneurs and how do you feel that adds value to your business?

Connecting with fellow entrepreneurs is part of my daily activities. Whether I connect with them through email, on social media, through coffee chats or networking events, I love starting conversations. Joining conversations is always helpful. I love listening and it's a great way of finding out what other people's stories are, and they are always so inspiring!

Sometimes you get new ideas, and you also get better at sharing your own message. You get the chance to get their feedback and see what's clear for them and what's not. This is how you can tweak your message and your personal stories.

How important do you think mindset is and what do you do to improve it?

I feel mindset is one of the most important pieces of being an online entrepreneur. You may have the best strategy in the world, but if you don't have the right mindset, you are going to feel stuck. This was me, not long ago.

We all have those low days when things seem to fall apart and that is when I remind myself why am I doing this and what's my vision for the long term. These are the things that help me to keep moving forward. Having your vision board—whether digital or on paper—can also be very useful.

Another thing that really works for me is to be part of an accountability group. We host regular weekly meetings and we communicate via WhatsApp. It's so important to have someone to understand what you're going through. Even if my husband is very supportive, my family and close friends don't really understand the struggles and challenges of being an online business owner. It's a great way to get some inspiration, a boost of motivation, or words of encouragement when needed.

Also, with the work I do daily, I get the chance to find real podcast gems. Listening to people sharing their stories on how they overcome different fears, challenges and situations is such an inspiration.

How do you define success?

I love defining success in terms of freedom and the impact that I'm making. Being able to take a day off when my kids need me, without asking for permission from a boss that might agree or not, is making me so happy. Or taking a day off to attend an in-person event or just grab a coffee with another business mum is absolutely precious to me.

Moreover, when I see how my support changes my clients' businesses and the opportunities they get to share their messages. It's so rewarding to see how much better and more confident they become when it comes to sharing their stories.

How would you define feminism in your life and business?

To me, it means that I can be a business owner but also a mum raising children from the comfort of my home. I no longer need to make a choice and between doing the work that fulfils me and being a stay at home mum.

It means that I get the opportunity to do what I love while I still have time for my family and things that matter to me.

It means that I get to support other mums growing their businesses and become thought-leaders in their industry and stand for the things they believe in.

Where can people find you?

You can find me on Instagram [@nina_macarie](https://www.instagram.com/nina_macarie) or you can check my website www.oneluckystar.com and if you feel you need to connect with dream clients and more visibility feel free to grab a one-hour strategy (<https://nina-oneluckystar.as.me/podcastguestingstrategy>) so you can start sharing your message on podcast interviews.



HOW TO BECOME A BEST-SELLING AUTHOR AND BOOST YOUR BUSINESS

Are you one of the many people who would just LOVE to publish a book? Maybe your manuscript has been gathering dust on a digital shelf for ages, waiting to see the light of day? Is the prospect of self-publishing too daunting?

Take a breath and let me talk you through it!

By Mags Thomson

One of the questions I am asked most often is what the best place is to self-publish. My answer is that every way has its pros and cons, and that the best place probably depends on what you want to achieve with the publication of your book.

If you want your book to enhance your online credibility, give you sales leads and help shore up your business without you having to do all the legwork? In that case Amazon is the best platform to offer your book.



**WE MADE IT TO
#1 IN THE ENTIRE
KINDLE STORE! IT FELT
KIND OF EPIC TO KNOCK
STEPHEN KING OFF
THE TOP SPOT!**

Unlike Other Platforms, Amazon Is a Search Engine

There are other places you can publish your book, but one of the biggest differences is that Amazon is not just an online shop, it's a search engine. For you as an author that means that—if you play your cards right—you don't have to do all the marketing work by yourself.

You don't need to constantly get people to your website to purchase your book, you just have to make sure your Amazon SEO is in good shape and then create enough traffic to keep your book ranking in the search results.

It's all a question about playing with the algorithms and getting your book in front of as many qualified leads as possible, just like when you try to rank your website in Google or get your social media content to go viral.

Why Becoming a Best-Selling Author Is a Good Strategy

I am sure many of you have come across the offer to contribute to a co-authored book to become a best-seller? It is a [service I offer at House of Hives too](#). For me, becoming a best-selling author really is only the start of the story and it is more a means to an end than anything else.

I launched two books last month, one by a single author and one with a group of authors. Both became best-sellers in multiple territories and categories. The latter made it all the way to the number one spot in the entire Netherlands

Kindle store! Yeah, it felt kind of epic to knock Stephen King off the top spot! Of course, it feels great to see the book rise through the ranks, but there are other reasons this is important.

I've spoken before about the traction and credibility your book can create for your business in [5 Reasons Every Entrepreneur Should Write a Book – Now](#). Those effects are multiplied when you can call yourself a best-selling author, regardless if you did it with a solo book or as part of a group of authors.

There are other reasons too though, and they have to do with the continued sales of your book. That's because the Amazon algorithm learns from how many people click, look at and buy the book. You see, Amazon earns off your sales too, so they WANT your book to do well.

When your book shows up high in categories and searches, it means that more people are likely to discover your title and that means more sales potential. With more sales, come more recommendations from Amazon to other users who have similar interests to your readers. That's how you can get the ball rolling on your book sales, and how you can introduce more people to your amazing business.

Making the Algorithm Happy

Of course, the book needs to be good for it to sell continuously. Nothing beats valuable content and a positive experience for your readers. Reviews are an important factor in how the algorithm judges your book, and you will only get those from people enjoying READING the book.

There are some tricks though to make sure that it stands the best chance of success in the Amazon marketplace. More sales and therewith more readers means more reviews, which means an increasingly happy Amazon algorithm.

The Book Page

Your book page doesn't just have to grab your potential reader's attention, it also needs to tell Amazon that the content of your book and the keywords you are trying to be listed for are connected. You do that by using your keywords in your book description.

Keyword padding is a bit of an art. You want

these words and phrases to be present in your description and even in your title and subtitle. However, you want the text to read well and feel natural to your readers. Just sticking on a bunch of keywords stands out like a sore thumb. People don't like scammy sales techniques, generally. So, being obvious about keyword stuffing can put your potential customers off.

The Keywords

So, how do you know what keywords we wanted to use? There are three important characteristics of the keywords you want to select:

- Keywords people actually use
- Keywords people use to buy
- Keywords that are not too competitive

You can rank as high as you like with a specific keyword, but if no one ever types it into the Amazon search bar, well then you might as well not be ranked at all! The same goes for searches that do not generate any sales or where you would be buried under a mountain of famous authors who are pushing your book to page 10 of the search results.

For your non-fiction business book, you want to look at keywords that describe the pain point your reader is experiencing and the results they hope to gain from your book. You will also want to define your specific niche in your keywording. Create a list of some very specific key phrases and some more general keywords. Start with your brainstorm and then use the Amazon suggestions in the dropdown.

These choices depend on the numbers, but also on the content of your book. As with your keyword padding in the description, you want the book to show up in the right searches. This is about the right buyers finding your book, and about building trust with both your audience and the algorithm.

The Categories

Finding the right categories to list your book in, is very similar to finding the right keywords. In picking the categories, you need to look at the relevance and the competition for each. Sales figures for categories (and keywords) of course change from one day to the next, depending on new releases and buyer behaviour, but you can

look at the trends and find out which would be good choices.

It's important to realise that the categories that you can pick when listing your book, do not reflect ALL of the Amazon categories. In fact, Amazon has almost three times as many categories as you are offered when setting up your book. You can request your book to be listed in alternative categories though, once you have it all uploaded and ready to go.

When checking out categories, check out the first three books in the category and check their overall Amazon best-seller status. This can tell you a lot about how much competition you might have in the category and if it will be a good choice for your book. If you'd like to know how much an author is actually selling—and therewith how many you'd need to sell to compete—by adding their best-selling rank to this [Kindle Best Seller Calculator by The Kindlepreneur](#).

Keeping the Algorithm Happy

Amazon Optimisation helps your book gain traction from the launch date and makes for a happy algorithm that will happily recommend your book to new readers. To keep that momentum going, it's important to get reviews and make sure you continue to send a steady stream of buyers to your book.

A book is a great way for people to get to know you, your business and feel a connection to who you are and how you work. So, when you are doing podcast interviews, magazine features or guest blogs using your book as the Call To Action is an amazing way to deepen your bond with your audience and keep that Amazon algorithm purring.

The happier the algorithm is, the happier the algorithm becomes... it's like the law of attraction, but for computers!

Not Sure Where to Start?

Is all this talk of SEO, algorithms, and optimisation feeling overwhelming? No worries! Amazon Optimisation is one of the services I offer at House of Hives! [Check it out on the website](#) and let's see if we can work together!

Previously published in [BRAINZ Magazine](#).



HOW TO FULLY EMBRACE YOUR POWER AND PURPOSE

I had the extraordinary pleasure to interview Kathrin Fox of WOMENRISING. She graciously shared her own experiences stepping into empowered feminine leadership, and experience that also encompasses her mission in the world.

By Mags Thomson

Can you tell us who you are and what you do?

I must admit, I still find it difficult to answer this question as there are so many dimensions to it. Whenever we start a sentence with “I am”, we tend to limit the full expression of who we can be and who we are here to become. All these labels and identities that we are so attached to and identified with. I often observe how these roles and identities not only give us a false sense of self and security but

also prevent us from dropping deeper into ourselves and from experiencing who we truly are and what potential is awaiting us in our cores.

I once met a man who had completely eliminated the words “I am” and “you are” from his vocabulary to experiment with the limitless potentiality of life. It may have been quite extreme, but it made me contemplate how my own sense of self has been built on these titles, achievements and identities.

Today I see them merely as that - labels. They cannot capture who I am nor do they describe what I do, but they can give others an idea of what my passion and purpose are all about. So having said this, I am a transpersonal psychologist with substantial training in various coaching and healing modalities, constellation work, conflict mediation, integral theory, mindfulness, leadership development and more. I have been working in the field of personal and collective transformation for more than 12 years. I like to think of myself as an initiator, a catalyst for transformation, and a mystic who seeks to understand consciousness and its manifold expressions.

I am passionate about supporting women entrepreneurs to take their life and leadership both deeper and higher by remembering and reconnecting with who they are beneath all the conditioning, traumas and stories of the past. I firmly believe in rising by deepening. It’s kind of a mantra for me. And this is also what my brand WOMENRISING is dedicated to.

Tell us about WOMENRISING, what is it all about?

WOMENRISING is the platform that hosts my work, writings, courses, mentorship programmes and so on. But in fact, it is so much more than that. The name says it all.

I see it as a movement that holds the current zeitgeist. It calls forth the feminine leaders who know in their hearts that they are here to forge new paths and feel called to collectively step up to birth new paradigms of living, loving and leading.

I believe that it is our fierce feminine intelligence, our embodied intuition, our compassionate hearts and our



WE NEED TO HEAL OUR WORTHINESS WOUND AND LEARN TO TRUST OUR INTUITION

soul-inspired leadership that will spark an evolution (or a revolution) and pave the path to collective healing and transformation. Given what is going on in the world today, my work is really about helping the leaders of tomorrow navigate the ever-increasing complexity and uncertainty on the outside by turning inwards and find a sense of peace, power and sovereignty within themselves that is independent of external circumstances.

Are there experiences from your past that have informed what you do with WOMENRISING now?

My work is informed by both the past and the future. Many years ago, I spent several weeks in silence on this small island called Gozo. One day I was visiting an old Maltese church when I entered an altered state of consciousness. I received a rather clear vision concerning my future.

I was told that one day I would have a daughter. With the coming of this daughter, I would remember my purpose and be set on my path. I was intrigued and curious about the authority of the message and wanted to know more. The two words that began to echo in the back of my mind were “women rising”. That’s how it all started, and to be honest, it took quite a while before the seed that had been planted then was ready to sprout. Or in other words, until I was ready to overcome all the reasons aka excuses that kept me from following my soul’s calling.

When I conceived my daughter and with her the impulse to re-launch my business, I first had to unearth and heal my own inner sense of inferiority, my subconscious fear of women and my culturally conditioned way of seeing women as “less than” before I could finally embrace my call and step up

as the leader I am born to be.

My own story is no different from what I observe in many women leaders who fully embrace their power and purpose. We have to confront the conditioned patterns within ourselves in order to come home to ourselves and lead from our centre instead of the periphery.

How do we get there?

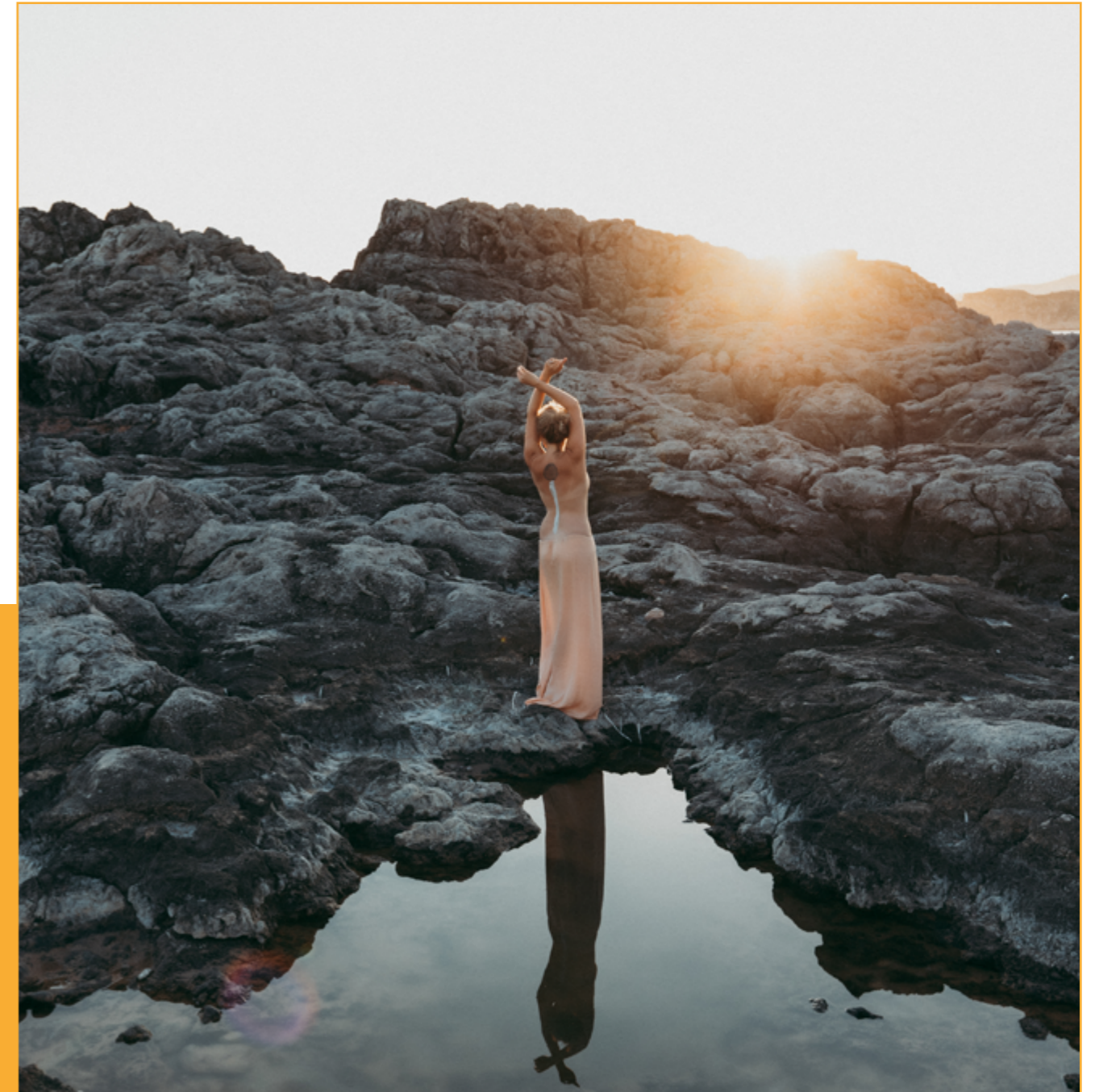
This is different for each of us. What is universal, however, is the willingness to drop the masks that cover our truths and stand firmly in what we believe. It takes the courage to rise above accepting the status quo and dig deeper to find what is real and sacred within ourselves. And what I am finding more and more is that it really does require an almost forgotten art of surrendering, letting go of the hustle and bustle, the doing and the pushing, and instead trusting the flow of inspiration and guidance that is no longer dictated by circumstance but by our heart.

It sounds so cliché, but our highest intelligence lies in our heart, not our mind. Feminine leadership is about letting go and taking aligned action when it is time. It is rooted in purpose, pleasure and inner peace. It has very little to do with proving ourselves worthy by outperforming the men and women around us. For this, however, we need to heal our worthiness wound and learn to trust our intuition.

What role does mindset play in this?

Working on mindset is important, but it is only the beginning. By observing what and how we think, how we assign meaning to events and situations, we become more aware of how conditioned our perception and experience are. However, in order to heal and truly expand, we must delve deeper by addressing and reintegrating the fragmented parts of ourselves that we have exiled.

We do this by turning towards the unprocessed emotions of our past, both our own and those of our ancestors. We now know that trauma experienced in one generation will be passed on to the next generations if it is not addressed and healed. We often underestimate the significance of traumatic events in our family history and culture and how they can show up in our business and life in the form of all sorts of symptoms, blocks, and challenges.



This sounds very interesting! Where can we learn more?

At the end of September, I will be offering a free masterclass on the hidden symmetries at the core of our systems and how they can be experienced and healed in our families of origin. If you’re curious about this, email me and I’ll send you the invitation as soon as it’s out: kathrin@womenrising.co

You can also find me on Instagram: [@womenrising_co](https://www.instagram.com/womenrising_co), on my Facebook page [@kathrincoaching](https://www.facebook.com/kathrincoaching) or on [LinkedIn](https://www.linkedin.com/in/kathrincoaching).

For more information about my work, visit my homepage: www.womenrising.co.



KNOW YOUR WORTH AND NEVER DIM YOUR LIGHT

You probably know that feeling when you are super-excited about something, but when you share it with others it just doesn't land? So how can you keep on shining bright in the face of such adversity?

By Katie Roth.

Trigger warning: mention of suicidal thoughts.

Biases

How many times have people told you that you can't do something because of the way you look, the way you talk, the way you are? We all have internal biases, and it's crucial to recognise them because another person's bias has nothing to do with your capabilities.

I have so many examples because it's hard to earn respect when you are a cute, small woman. I remember how many times people told me "no" or "maybe" right after I put all my heart and soul into a proposal. Just because they didn't think a cute girl like me could do it.

If you hear that you can't, you aren't enough, that might dim your light. That's what you shouldn't let happen.



The Self-Fulfilling Prophecy

I hope you have experienced at least once in your life that burning sensation deep inside you that said: "Go for it, you got this." I hope you had a great support system because I haven't always had that. I've heard so many times that I can't do something, that I'm not ready for it, and I would start to doubt myself. That fire turned into embers, and I wasn't sure how to go on. Even before I got a chance to shine, I convinced myself that I shouldn't even try.

When you believe something, it will also happen. If you dim your light, nobody will see the flames inside you. That is the self-fulfilling prophecy. You have to make sure to keep fuelling that fire.

Know Your Worth and Shine

How do we escape this vicious cycle? How do we become something that others might not see in us at times? The key is to know your worth. If you believe you can do it, if you have this fire burning inside you, telling you YES YOU CAN, well, you can.

The problem most of the time is that we give up before we even really get started. Your first experience trying might not go well, and you might want to give up. That is the moment to shine. Learn from your mistakes, take a few classes if necessary and keep going.

As long as the fire is burning inside you, don't let anyone tell you otherwise. It might not always be easy to fight for what you want, but make sure you don't let others dim your light.

Go All In

A lot of times, I catch myself playing it small, playing it safe. When I felt an inspiring fire inside me to become a leader, I spent many hours just studying what the best leaders do. When the time came for me to share these new skills with others, I played it small. Yes, I know how to lead a meeting, but I still haven't learned about giving feedback. You know, maybe I'm not ready yet...

When I decided to switch careers and focus on inspiring people, at first I still dimmed my story. I told people I wasn't feeling well. I said I was taking a break. In reality, I was struggling with

suicidal thoughts and I was completely lost.

Then it happened. I decided to shine and go all in. I started sharing my whole story with others. I started speaking my truth, the fact that I was ready for change. I was ready to start something new.

When you go all in, the real magic happens. As long as you believe in your fire, it will catch on at some point. You just got to keep going, going all in.

Don't Try to Impress

Sharing your light and trying to impress others with it are not the same thing. You have to believe in yourself, not others. When you shine and know your worth, others will see it too.

But way too often I see others adjust and compromise their light to impress others. It just doesn't work like that.

The best example I could come up with is RuPaul's Drag Race. If you don't know the show, please start watching it after you finish reading this article! So each episode someone will get the critique from the judges that they were outshined by another competitor. Then they start to blame the other, the colour of their dress, the challenge itself. But the judges point out the cold, hard truth every time. All the competitors had the same chance to shine in the challenge, so if they don't, that is one hundred percent their own doing.

Stop comparing yourself to others. Stop trying to impress everyone. Believe in yourself and shine.

Shine Like a Disco Ball

There is just one more thing to add. When you reach that place, where you can show the world your light? Shine like a disco ball. Don't get distracted by the shiny little lights on the wall. Don't just drip your light. No. Be that disco ball.

The only way I can describe this feeling is by thinking about a concert. All night long, you stand on that stage, staring at all those lights doing all kinds of cool things. You feel the energy building up in the room. Then the light specialist goes all in. All the lights go on. Cue the dramatic effect. You see everyone's face in awe. You hit that high note and you shine.

THE LIFE-ALTERING POWER OF A POSITIVE MIND

I love listening to podcasts and often walk around the house or supermarket while taking in inspiration for my life, work, and healing journey. This week was no different. And I want to share this podcast with you in particular because it confirms a lot of what I have been trying to teach you over the years: positivity pays off!

The podcast I was listening to was Super Soul Sunday by Oprah. And the guest speaker was Shawn Achor.

By Mags Thomson

**HAPPINESS IS THE JOY YOU FEEL MOVING
TOWARDS YOUR POTENTIAL.**
— SHAWN ACHOR

Why Is Positive Thinking So Powerful?

I know I say this again and again and again: Positive thinking is not denying the more complex thoughts and emotions we experience. Shawn confirms this when he says: *“Positive thinking is not about sugar-coating the present. Because then we start making bad decisions for the future.”*

Happiness is about how we decide to view life, about seeing the opportunities for growth, change, and connection. Without that positive outlook, we would simply give in to the negative thoughts and circumstances. Why bother working toward healing? we’d say. What’s the point?

In the podcast, Shawn gives us all sorts of amazing research results of how positive

connection makes for a happier and healthier world. He has some fun and amazing stories, and I highly recommend you [listen to the podcast](#) and smile at these—especially if you’re in public because that stuff spreads (as explained in the podcast).

He explains that the way we think of happiness these days is in terms of pleasure. Pleasure is dependent on circumstances and it’s quite fleeting. Instead, we should think of positivity, optimism, and happiness as the pursuit of joy. We can experience joy even when we’re not experiencing pleasure. I remember a time when I felt joy shortly after losing a friend. Of course, I was bawling my eyes out at the time, but so were my friends around me. We were all connected in our grief and that was a joyous feeling.

Shawn argues that “your outer world is not a great predictor of your happiness.” He explains that we often feel we have to succeed at something before we get to be happy. But what usually happens once we reach our goal, is that we change the goalposts. Now, we have to achieve yet another measure of success in our search for happiness. This is a pursuit of pleasure. But what if we chose happiness now; finding gratitude for our life and circumstances as they stand? We’d not only be happier but also more likely to achieve the goals and measures of success that we set for ourselves.

Cultivate Joy In Two Minutes A Day

From the moment we wake up, our brains are constantly bombarded with negative information on the news and social media. This onslaught of negativity has an effect on how we start our days. We need to quiet that noise so we can adjust our mindset again.

You may want to consider limiting your exposure to this type of message (especially early in your day). If you need something to fill up the time that is now available to you, here are some two-minute ideas from the podcast to help cultivate happiness and joy.

#1. Think Of Three New Things You’re Grateful For

I like doing this as my husband while we give the dog a walk at night. We each come up with three things that we are grateful for that day and explain why (like how, right now, I’m grateful that said doggie walked into my office and wagged her tail at me; giving me a great excuse for a break).

#2. Journaling About A Positive Experience For Two Minutes A Day

Sit down with your journal and think of something positive that happened in the last 24 hours. Then start describing it in your journal for about two minutes. What happened? Where? Who was there? What was the weather like? Your brain doesn’t know the difference between experiences and re-experiences so you just doubled your joy AND firmly committed the occasion to your memory.

#3. Two Minutes Of Breath Meditation

As little as two minutes of breath meditation can help you calm your brain down. All those fears, concerns, and anxieties become much less loud. If you need some help to get started, an app like Calm can be a useful tool.

#4. Write A Two Minute Positive Email Or Text Message To Someone

I love this one and I do it all the time now. Just take a few minutes to write someone a nice message. It’s amazing! And it pretty much always leads to a lovely little email or text conversation.



To Be Happy, Or Not To Be Happy

Shawn draws three important conclusions from his research:

Happiness is a choice

Happiness spreads (just try not to smile at a person who is smiling at you)

Happiness is an incredible influence in our life

I personally feel that finding happiness and joy in our lives is such an important factor in our healing journey. We simply can’t work through the darkness of emotional healing without finding some light. That light can come from the connections with others and from the joy we find it working towards our potential.

And finally, I’ll leave you with this quote from the podcast:

“IT IS NOT NECESSARILY THE REALITY THAT SHAPES US BUT THE LENS THROUGH WHICH WE VIEW REALITY THAT CHANGES OUR EXPERIENCE OF IT, AND OUR ABILITY TO CREATE A BETTER WORLD. HAPPINESS DOESN’T STOP US FROM CHANGE. IT GIVES US THE BELIEF THAT CHANGE IS ACTUALLY POSSIBLE.”

Originally published at swanwaters.com on May 24, 2019.

How can I help you share your MOST unique selling point?

Storytelling and collaboration are hardwired into our DNA as a means to learn and make decisions about the world and our place in it. You can harness the power of that hardwiring and create a genuine human connection with your potential clients.

I will help you move through the writing process with ease, support you with limiting beliefs around visibility and empower you to fully develop your voice of credibility. This will establish you as the go-to authority in your field and grow your business exponentially.

Tell Me More



“

Before I began writing, I signed off with House of Hives, which is an incredible publishing house. They were fantastic and really took care of everything. All I had to do was write the raw draft and then, when I sent it off, they worked their magic and edited it.

And, not only that, but they also helped to guide me through the whole experience. From brainstorming meetings to the final product, they were incredible every step of the way. That made me feel really comfortable, meaning I could just focus on getting down my story without worrying about the writing style.

SILJA THOR



With a Little Help from Harry Potter?

I really like Harry Potter. So much so, that I even wrote an essay on the series for my Children's Literature Class at uni—I got a good mark for it, too! I always joke that Harry and Ron even attended my graduation in Glasgow, and I have proof!

By Mags Thomson

So being the enthusiastic reader of the books that I was, I introduced some other people to the franchise—including my father. Not a great recommendation as it turned out because, by the time he'd finished reading the first two books, he decided that he really didn't like them. That's a fair enough statement in and of itself because each their own, and not everyone is going to have the same taste, right? Well, it was not as simple as "It's just not my cup of tea" in my father's case.

Why did he dislike Harry Potter? Was it because of the storytelling? No.

Was it because of the writing style? No.

It was because "Harry gets everything handed to him," and he didn't think it was right. He thought it wasn't right that Harry keeps surviving; that he only ever gets out of sticky situations because others come to his aid. As though a victory doesn't count when help is received—as if Harry getting it easy was unfair to the rest of us.

I wrote about my father's dislike of Harry Potter before in the context of the work I did for [SwanWaters](#), a platform for people recovering from emotional abuse (you can read that article here). Today I just want to look at this idea that your achievement doesn't count when you get help. What's that all about people?

Does the Struggle Make It Real?

[I have written about limiting beliefs before](#) and debunked some of the ones so many people feel when it comes to writing and publishing a book. The most stubborn one I come across when it comes to joining the author programme is that it's too easy, that's it is cheating somehow. Is that because you're not doing it alone? Because you are getting help from your fellow authors to all make the best-seller list?

In Dutch we have an expression that basically says:

**WHY MAKE IT HARD, WHEN YOU CAN MAKE IT EASY?
(WAAROM MOEILIJK DOEN, ALS HET MAKKELIJK KAN?)**

How come we feel like we're cheating when we follow the path of least resistance?

The author programme is designed to make it easy for you and your fellow authors not just to create an amazing book, but to make it onto the best-seller list and create amazing momentum for all your business.

Are you ready to add firepower to your business, with a little help from your friends?

[Book a call](#) to find out if House of Hives is the friend for you 😊

How to Show Up As Your Best Possible Self

It is always an absolute joy to speak to Audrey Dickinson, holistic nutritional therapist and food enthusiast, fascinated by the intricacies of the human body, and my interview with her was no exception.

By Mags Thomson

Audrey specialises in hormone and reproductive health, supporting women and men to nourish themselves using natural whole foods, love and self-care. When she is not coaching, she loves to transform the vegetables she grows in her allotment into scenery experiences for the mind, body, and spirit.

Can you tell us a little about how you got here?

For the first 30 years of my life, I lived in my home country, Scotland. I had a fabulous childhood growing up with two siblings in a small community on the West Coast. The landscape of rolling hills and the Highlands only a few hours away meant that I spent a lot of time in nature with friends and going camping trips with the family. The family home was a protective, nurturing environment where music, song and laughter could be heard, most days.

I was always sparkling with energy as a young girl and wanted to try every activity and sport that was available to me. I was a little social butterfly and loved to be around positive, funny people. I was a small mite, but I



could stand up for myself and was massively protective of the ones I loved!

I can never remember having a great passion for one thing and was always curious to sample a bit of everything. This carried on into my working life where I switched from secretarial positions to hairdressing, to retail, to studying social science, to cooking in restaurant kitchens... I never felt 100% satisfied that I had found my great passion in life, like some of my peers, and wondered if I ever would as I meandered through my path.

On turning 30, I decided to expand my search and push my boundaries. I started travelling to see what was out there in the world. I spent the next 20 years living and travelling through Australia, Asia, Europe, Sri Lanka, Far East Russia and back to Europe.

I worked with amazing people, explored different religions, landscapes, hiked mountains, learnt a lot about food cultures, worked in many different chef positions and started to appreciate and respect the natural environment and the creatures that live in it. I was beginning to understand the bigger picture of life and my hidden passion: the natural healing powers of plants and nature!

I didn't understand yet how both these things would help me to recover from my loss of not being able to have my own children in the future, but my inquisitive mind couldn't quite grasp the outcome of my unexplained infertility. So, I went back to college to study for my diploma in Nutritional Science and Therapeutics. Where I learned how plants provide all the vital nutrients that enrich our bodies and minds.

I now run my Holistic Nutrition practice helping others going through hormone and reproductive health issues. I help them by investigating the root causes, triggers and inflammations within the body that may be preventing them from natural conception.

BEING ACCOUNTABLE FOR HOW I SHOW UP EVERY DAY IS THE REASON WHY SELF-CARE IS SO IMPORTANT TO ME.

Do you have a tip to empower people to begin improving their health?

Buy yourself a spiralizer or steamer and start preparing food that retains all the nutrients often lost through boiling or frying. This can also be a fun way for the kids to start eating food they may not otherwise entertain.

Spiralizers are great for all harder veg like beetroot, carrot, turnip, courgette. A steamer is great for cauliflower, potatoes, fish wrapped in baking paper, kale, sprouts, peas etc.

Have a party of colour on your plate from all of the above!!

You described yourself as a social butterfly, how is that reflected in your business?

Yes, I initially found it hard to run a solo business. I was used to the high impact buzz of cooking in kitchens and being creative with food. Now, I found myself behind a computer setting up IT systems, completing business management tasks, researching client cases, creating meal plans and client protocols, you name it.

Networking and collaborating with other entrepreneurs is one of my favourite parts of the business. I'm pretty good at feeding off other people's energy and can intuitively feel when there could be potential business opportunities or not. I love to consider different modalities that could

complement my services, offering our clients a 360°-health package. Sharing skillsets and recognising the value that other entrepreneurs bring to the table, increases everyone's business profile.

Working within a co-working space called [Flolab](#) has given me the opportunity to be among other emerging entrepreneurs who are very willing and supportive to share their business successes and failures. As a collective, we hold a space that encourages freedom, self-expression, trust and inspiration.

What are ways that you keep balance in your life?

I hate rushed mornings! I make it a priority to set aside 1.5 - 2 hrs to allow myself the time to wake up, do a bit of yoga, meditate and prepare myself a protein-rich breakfast. When you can start your mornings on the right foot, your mind is energised, your nervous system is calm, and your energy field is receptive and open to extending to others.

On the days when I'm trying to push my creativity and nothing flows and I feel like crawling into my shell again, I generally give in and go outside for a walk. Nature is a miraculous cure for brain farts!



AUDREY DICKINSON

How does this feed into leadership?

Being accountable for how I show up every day is the reason why self-care is so important to me. I want to lead by example and inspire my clients to visualise a brighter, healthier future. Empathising with their struggles and listening to their feedback, allows me to serve and motivate them into taking the lead and control of their outcomes.

I am continuously learning about life, people, my place in the world and hope that I can share my positivity and optimism to help make a change.

I have learned to take ownership of my dreams, only I can make them happen!

Can you tell us a little more about that?

Fortunately, I've always had a positive mindset towards life. That doesn't mean that I don't have a daily argument with my subconscious mind. It

just means that I have read some books which have helped me to recognise the background noise of my insecurities.

I visualise and give a name to my subconscious (Senga, in case you're wondering 😊) and reassure her regularly that I am not in danger. When I want to be brave and take scary steps in life, I visualise myself breaking through the seal of an ice cap. Feeling that rush of adrenaline, makes me want to take even bigger steps.

One book I read recently was - Gerry Hussey's [Awaken the Power Within](#). It's very powerful and hugely motivating!

Where can people find more about you and your work?

You can find out more about my work and services on my website, www.nourishenflourish.com. I'd also love to get to know each other more by hanging out on Instagram ([@audreydickinson_nutrition](#)) or Facebook ([@nourishenflourish](#)).

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

Editor in chief: Mags Thomson

Contact FEM by [email](#).