

FEM



FEMINIST ENTREPRENEURS MAGAZINE 7-2021

**WHAT IS
NORMAL
AND WHO
DECIDES THAT
ANYWAY?**

**STOP
TRYING
TO READ
PEOPLE'S
MINDS!**

**WE ASKED 16 CHANGE-MAKERS
HOW THEY CHALLENGE THE
STATUS QUO**

Paulina Olech:

**HOW TO RISE
TO CHALLENGES
WITH RESPECT
AND KINDNESS**

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WELCOME.

ARE YOU READY TO REMEMBER
WHY YOU STARTED YOUR BUSINESS
IN THE FIRST PLACE?



When you started your business, you wanted to change the world! Then it quickly became about project management tools, sales funnels and bookkeeping. This month at FEM, I want to remind you of that young entrepreneur who set out to change the world!

Have fun remembering your vision!

Have fun!

Mags Thomson

Editor In Chief



HOW TO RISE TO CHALLENGES WITH RESPECT AND KINDNESS

I had the immense pleasure to connect with Paulina Olech, Life & Leadership Coach, author of ebooks and Mental Health Therapist. We spoke about passion, leadership and her parents who moved from Poland to California when Paulina was only 15 years old.

By Mags Thomson

Paulina is the founder of Paulina Jacob Coaching and Consulting. She believes that a coaching relationship is based on compassion and genuineness. She has the expertise, skill and caring attitude and strives to empower clients to overcome challenges, set goals and create new habits that lead to real and lasting changes. Paulina helps clients bridge the gap between where they are now and where they want to be in order to live a happier and more fulfilled life.

It's so nice to meet you, Paulina.

What inspired you to start your business?

In short, my passion for helping people, frustration with the corporate world, and burnout.

Over the past 20 years, I've worked in the field of psychology, coaching, mental health, and I've held multiple leadership positions. I began feeling exhausted, burnt-out, stressed, agitated, unhappy and unfulfilled. I started feeling anxious and quite often I felt sick on Sundays as I was dreading going to work on Monday.

I finally asked myself: Will this be my life for the next five, ten or twenty years? What if nothing changes?

As a coach, I knew that nothing in my life was going to change unless I made the decision to address what was not working, to implement change, and build a new life.

That sounds like a challenging time. Would you say you are good at rising to the challenges in life?

I feel like I've been overcoming challenges for most of my life. We moved from Poland to the USA when I was 15 years old. I had to learn a new language, acculturate, meet new friends. I had to grow up quickly. There were days when I cried and other days when I felt accomplished and successful. I attended universities and earned multiple degrees. Yet somewhere along the way, I started struggling with anxiety, a perfectionistic mindset and imposter syndrome.

At first, I got angry at myself but then I started talking to myself the way I speak to my clients. That was a life-changing strategy; a true aha moment. Often, we are too tough on ourselves, we judge ourselves, have unrealistic expectations, yet we are kind and gentle with our friends or clients. I decided to show myself grace; I was more patient and less judgmental toward my own struggles and shortcomings. With time, I started feeling like myself again.

Instead of trying to be perfect; I began sharing my mistakes.

Instead of feeling less than and allowing imposter syndrome to overtake my day, I began practising gratitude, praising myself after accomplishing small goals as those all added up and allowed me to create a meaningful life.

I did exactly what I teach my clients to do and it worked! Now when I feel anxious, when my confidence is lower, when I'm tired or sad, I check in with myself. Am I sick? Am I exhausted? Am I juggling too many projects and responsibilities?

Some days I tell myself: today you are just being lazy; get up and do what needs to be done. Other days I listen to my body as it's telling me to rest; I stay on the couch for the day surrounded by chocolate, a comfy blanket and I watch movies or take a nap. Tuning into my own needs, listening to my body has allowed me to greatly minimise my perfectionistic, anxiety-ridden, imposter syndrome ways. As a result, I feel happy and content; I surround myself with quality relationships and I am much more successful in my professional life.

It sounds like you are living proof of the kind of transformation you can help people create. Is that what you love about your work?

I've made my life's mission to serve people. Being of service is my ultimate calling and my biggest passion. I love working with people, I love seeing them flourish and grow. Being a coach allows me to have a front-row seat to witness incredible transformations.

Often, I work with people who seek out my services while going through life transitions. They feel lost, unworthy, confused, and unhappy. Collaborating with clients, implementing valuable tools and exercises, having a can-do-attitude, being willing to try new things, being open-minded to new ideas helps them turn those thoughts and feelings around. It allows me to see how much impact coaching has on people. I work with clients from many countries all over the world, and I continuously see the positive effect one person can have on other people's life.

My dream is to continue to build that domino effect of skill-building, confidence building, helping individuals who in turn help others around the world to create successful, fulfilling and happy lives.

It sounds like you promote self-leadership a lot in your work. Is that also reflected in yourself?

One of my favourite quotes summarises my leadership style and what I have learned about effective leadership throughout my career. I feel it fits in well with the coaching I provide for people.

**"IF YOUR ACTIONS
INSPIRE OTHERS TO
DREAM MORE, LEARN
MORE, DO MORE AND
BECOME MORE, YOU ARE
A LEADER"**

— JOHN QUINCY ADAMS

Those are inspirational words! Have you ever had a leader in your life who inspired you like that?

I have been fortunate enough to receive advice from many successful people during my career, and I value most of it. With that said, the best advice I have received was not from a CEO or a successful entrepreneur but from my parents.

I have the most wonderful, kind-hearted, genuine, caring, hard-working, selfless, and loving parents. They are in their 70's but they never cease to amaze me. They had an incredibly difficult life including severe poverty, challenging childhood, family illnesses, taking care of a parent who was a quadriplegic, moving to a foreign country, and yet, they radiate with love and kindness.

And I don't mean that fake, showy positivity most people display on social media to impress others. They truly are good human beings who have stuck to their values when it would have been much easier not to do so. They have helped thousands of people throughout their lifetime without expecting anything in return. They have lived their lives by such simple and perhaps old-fashioned rules that we often overlook these days:

Treat people with respect, be kind.

They led by example and always believed that what goes around, comes around. Thanks to my parents who instilled strong values in me, I have been able to build and maintain effective professional

relationships. I have had incredible opportunities to work at numerous outstanding organisations, including a company in the top 5 of the coveted Fortune 500 best companies list, large healthcare systems and non-profits. I have worked hard to attain education and gain valuable experience during my 20-year career and I truly believe that I accomplished it all because of adhering to that old-fashioned advice from my parents.

They also taught me to set strong boundaries with people who have attempted to take advantage of my kindness. At the end of the day, I'm a very nice person but don't make the mistake of taking my kindness as a weakness, as I will quickly show you the door.

It really sounds like your parents have inspired how you show up in the world, and that you contribute much of your success to their wisdom. How do you hope to be continuously successful?

Everyone has a different definition of success. For me, being of service, doing what I love professionally, making a positive contribution to other people's lives, writing books and ebooks,

reading, spending quality time with loved ones, staying healthy, eating delicious food, travelling and learning about other cultures, waking up feeling excited and motivated to go to work vs. feeling sick on a Monday morning, collaborating with incredible professionals, continuously learning, making mistakes and learning from them, being genuine, authentic, hard-working and passionate is what I define as success in my life.

That sounds like an amazing success story, Paulina! Where can people go to know more about you and your work?

I would love to hear from people. If you found any of this information valuable, please accept my invitation to check out my website www.paulinajacobconsulting.com where you will find a fantastic ebook on the topic of improving confidence in order to live your best and most authentic life.

Also, please review the coaching options where you and I could work together on overcoming obstacles and creating your happiest and most fulfilling life.



BREAKING THROUGH NORMALITY BECAUSE I'M-POSSIBLE!

What is Normal and Who Decides That Anyway?



For me whilst growing up, it was my parents who decided the norm. I continuously heard "Do well at school then go to University. Work hard, get your qualifications so you can get a well paid JOB!"

You may have heard the same whilst growing up too.

By Sharan Sammi

Hearing this frequently echoing through my mind – I conformed and did just that. In fact, having left university I landed three amazing graduate job offers. How great, you may be thinking. But I was in such a dilemma as to which to choose. I took action and did the most "un-normal" thing ever, at least that's what my parents thought and counter-interviewed the three managers. Was I nervous? Hell YES! But I knew I was in a great position so I just went for it!

My opening question to each of the three managers was "why should I work for you?" This initiative alone gained me a 9.9% pay rise before I had even stepped foot into the corporate office to start my first official job after university. Totally going outside the box and doing what most would think was impossible sure paid off!



A year passed and I secured a position in the financial markets team. I was so proud of myself even though I had no experience and faced so much resistance in the office environment, mostly from assistant banking managers who were years into their careers and may have felt stuck. But me? I followed my heart and my passion to successfully advance.

Climbing the corporate banking ladder seemed to be the normal thing many people did. Year after year pay increases, even BIG bonuses and up levelling my experience, I really should have felt deeply fulfilled. After all, this is what people do in society, right? Get good grades and then a well-paid job with a safe and secure monthly income. And yes, I was doing that, but something just didn't feel right.

Challenging the Status Quo & Even My Own Ego!

Be grateful my parents used to tell me and YES I truly was. My family and friends admired how successful I had become in my banking career in such a short space of time. So I had achieved the status quo, right? This well-paid job? So why did I desire so much more? That inner yearning grew stronger and stronger by the day.

My childhood dreams came out to play, sending my imagination into overdrive when I heard the word "television" from my higher self. My ego-mind went into shutdown and shouted "NO THAT'S IMPOSSIBLE, you have no acting experience. You have a safe and secure job in banking with a monthly salary, you can't change now – just be grateful!"

But this inner voice kept growing louder as the days passed, I had to take action. I followed my heart and soul over what seemed like an eternity. Three months later, I was signed by a TV agent and the sheer persistence and determination had paid off. I went from background work to TV commercials to then being offered a permanent role on a top UK TV Soap.

I was totally blown away, in fact amazed! What appeared to be so normal getting a well-paid

job in banking, that safe and secure job with a monthly income had taken a full 360 degree turn into working on TV. That childhood dream turned into reality before my eyes, my wish fulfilled!

ARE YOU COMPLETELY FULFILLED DOING WHAT YOU DO?

WHAT DO YOU DESIRE?

For so many, there is still that unresolved desire of the unfulfilled wish. The wanting of something deep down. But then the fear of actually achieving this far outweighs the pleasure of turning this into a reality. So what can you do to have your wishes fulfilled? Have a look at the steps below.

Seven Steps to Turning Your Dreams into a Reality

- Clearly **identify** your number one dream in life. This could be gaining a promotion at work, starting a business, marrying your soul-mate or even sitting on a beach in the Maldives or flying around the Grand Canyon! No judgement here, whatever you desire, you really need to identify this.
- Gain **clarity** by describing the details and having a clear picture of your desire.
- Open up your **imagination** further and get to the place "AS IF your dream is a reality." So allow yourself to open up your senses and tap into having achieved your dream:

WHAT DOES IT FEEL LIKE EMOTIONALLY

HOW DOES IT LOOK

WHAT CAN YOU SEE AND HEAR AROUND YOU

- Gain **self-belief** that you can really turn this dream into a reality. I use a powerful affirmation I say daily: "I can, I will, I am!"
- Take **ACTION!** Even if this is baby steps. The key here is consistency, taking daily action will create the momentum needed.
- Notice and give your **attention** to what is working and what's not working then change your approach. Keep moving forward. Yes,



there may be obstacles, roadblocks or curveballs sending you in a different direction. That's ok, use this mantra "Thank you, each day I am learning and moving further towards my realised dream!"

- Be open to **receiving**. Notice the signs, the opportunities and the doors opening up for you. Everything is now on your side to turn your desires into a reality.

These steps worked for me, going against the status quo of the safe and secure corporate banking career to my passionate desire to get into acting and on TV.

Follow these seven steps and you too can manifest what you desire, reaching your true greatness where Anything is Possible.

Having spent 20 years in banking with a break in between to follow my TV dreams, I now run a successful Training & Development Business. As an Empowerment Coach, Intuitive Healer & Manifesting Mentor, I empower my clients to stay goodbye to their mediocre lifestyle and manifest their most magnificent life ever and create an abundant legacy.

Life is what you make it and Anything is Possible if you put your mind, body, soul, spirit and heart into it: You really can achieve your true greatness.

Come and join me on Facebook: www.facebook.com/groups/anythingispossibleforyou

Connect with me on LinkedIn (@sharansammi) or Instagram (@sharanserialmanifestor).

CLOSING THE GENDER DIVIDE FROM BOTH SIDES

It was a joy to connect with Alexander Martijn, secretary and 56-year-old Curacao native who has lived in Amsterdam for about 24 years. This city taught him that he has a voice and that he can be himself 'no matter what'. We should all thank Amsterdam for that!

By Mags Thomson

Alexander Martijn has been a secretary about as long as he can remember. In my childhood, he started out working as an administrative assistant for the employment agency his mother owned, doing all kinds of chores. Later he became Branch Manager for their second office on the island of Bonaire. The most rewarding memories he has are about being able to help others with a job and receiving that gratitude from those people. It always gives Alexander Martijn pleasure and immense satisfaction to help others.



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So, why “Secretary” and not “Administrative Assistant”?

I started out as an Administrative Assistant. Way back then an Administrative Assistant meant doing basic office chores such as taking telephone calls, filing documents, making copies of various documents. Nowadays, an Administrative Assistant has more responsibilities but still does not do all the necessary tasks to be called a Secretary.

I am a secretary because I’ve surpassed the administrative assistant title. Through specific education, I specialised in being what many call a personal- or executive assistant, office manager, which is what I call a Secretary.

What have been some of the strangest responses you’ve had to your job title?

In the beginning, I worked as a temp for various companies through different employment agencies. Whenever I would start a new job and most of the colleges knew that there was a temp secretary was coming, they were always very amazed—if not shocked—that a man showed up at the office.

People would often ask if I wasn’t a management assistant or an administrative assistant. I had to point out that the vacancy was for a secretary, and this is who I am and what I do. Nothing more, nothing less. Sometimes people, who were uncomfortable with the secretary title, tried to address or mention me with another title. It really was a never-ending story trying to make people understand that men can also, in fact, be secretaries.

As a man in a stereotypically female role, what are some of your observations about the gender divide?

I personally think it’s unnecessary. It’s all about the job, and there should be no questions as to who is doing it. Yes, through the years being a secretary has evolved more as a female job, but men have also proven that it is a role of both genders. In the same way female baseball players, lawyers or detectives have proven they can do those jobs too. I think that we need to focus more on the results, than on who is providing them.

It’s a fact that women earn less than men, and that for some women the financial impact after a divorce is much greater. I remember some years back when I just got to Holland, to be petrified to learn of young girls being in arranged marriages and the high scale of young mothers and suicide rates. All this is a result of the gender divide. We have come a long way but still have a long way to go.

You use your job title as a discussion starter, what exactly is the conversation you hope to have with people and what is the insight or consideration you hope they walk away with?

Very simple. As I mentioned before during this interview: gender is irrelevant.

It’s all comes down to who you are as a person, as a human being with all of its authenticity and being able to do at your best. I wish people could see that only by respecting and empowering each other, we can achieve great things AND that gender has no role in this.

This gender discussion has existed since the beginning of time. It is important that we continue this discussion, but more than just having the discussion, we need to motivate and inspire each other to take the initiative, to invest in ourselves. To get connected and pursue our and help others pursue their aspirations and dreams. The power of connection is such a strong one, that it is often neglected.

JUMPING AT THE BIT TO CREATE IMPACT IN THE WORLD?

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! 





BREAKING THE MOULD, HEALING THE WORLD

Working with change-makers and thought-leaders I hear these words all the time: "If I can only make life better for a single person, it will be worth it!" Of course, much of my work is to make sure they don't just leave it at that one single person, but my point is that most entrepreneurs go into business because they want to make life a little better for others, if not for the entire world!

By Mags Thomson

I asked 16 entrepreneurs how they challenge the status quo in their business. Here are the ways these amazing people are breaking the mould and healing the world in the process.

Following My Entrepreneurial Dream

A few years ago, I graduated from an MBA programme after leaving the Army. While my classmates and peers went into traditional post-MBA roles such as finance and consulting, I wanted to take a different path. Looking to find a career where I could be my own boss, I wanted to start a company but couldn't come up with a great idea.

I looked around and learned about entrepreneurship through acquisition and saw that was for me. Instead of joining the corporate grind, I could find a business owner who was looking to retire and raise money to buy their business. I spent almost two years looking for the right company, speaking with hundreds of business owners before I finally found the right one.

Today, many of my friends who didn't want to take the risk of entrepreneurship find themselves in monotonous roles, with no control over their personal or professional life. I get to set my own hours and spend time with my wife, instead of constant travel and working weekends of a traditional post-MBA career path.

Josh Medow, Owner and CEO at Mercury Business Services ([website](#) | [LinkedIn](#))





Apply Your Skills In Different Areas

I used my professional experience to apply innovations in my personal life as well. Running a business has completely changed my mindset. I suddenly realised that I had the power to improve things. Instead of agreeing with the current order of affairs in every field - at work, in life, at sports - I decided to challenge it.

I felt much freer to stand up to injustice and come up with specific solutions on how these could be solved. I worked on a micro level, in my own community, but it was still very important to me. I am very passionate about education and I participated in several initiatives that aimed at making free education available to everyone. I tried to think like an entrepreneur and share my expertise with others so that we could come up with a solution.

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

Not Happy With a Service? Create Your Own!

After searching for a perfect fit in a lingerie set with the perfect colours and the perfect material without luck, I decided to set up my shop and solve the problem not only for me but thousands of women with the same sentiments. I wanted satisfaction. That is why my customised lingerie is handmade with the size, colour and material suitable to all.

This is what I have been doing for the last five years. Building confidence in women across the globe through what they wear.

Angelina Mahany, Ceo and Founder Angie's Showroom ([website](#) | [Instagram](#))



Stray From the Path and Keep Redirecting

In Asian society, we are often taught to follow traditional paths to success. We do what is expected of us, to live the life that has been mapped out for us. In my personal life as an entrepreneur, to challenge the notion of getting good grades, and landing a safe secure job. I left university to pursue my own business in events management. We ran a successful events entertainment company for a whole decade catering to over 600 events yearly. We've been partner-of-choice to fortune 500 companies and many high-profile private clients.

Covid19 hit us hard. At the same time, it gave us opportunities to pivot and cater our event services globally by hosting virtual entertainment and online gift-giving, and there are still many opportunities to expand into.

Jasper Lee, Events Management Partner & Co-founder in Rainbowly Fruit Gift Arrangements ([website](#) | [Instagram](#))

Finding the Fun

I challenge the status quo by making writing fun and engaging. The truth is, teachers and professors don't make writing personal and engaging for their students. Because of that, so many people go on to resent and avoid writing. I'm fixing that! I'm teaching writing but in a fun way. I don't accept that writing should be boring, and I don't accept that writing is unimportant. Writing is one of the most important skills in the world, and I'm here to show it can be fun and simple.

Leandre Larouche, Writing Consultant at Trivium Writing Inc. ([website](#) | [LinkedIn](#))

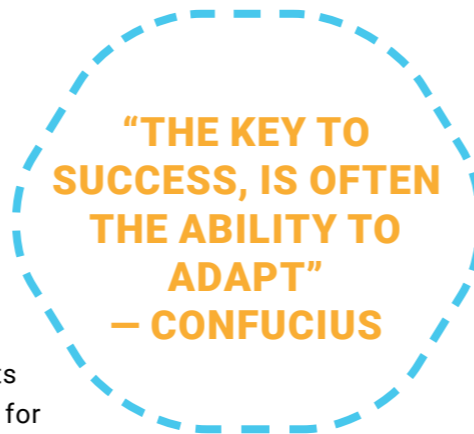


Prioritising Joy, Genius and Rest

I challenge the status quo by coaching business owners, high-powered CEOs, and highly skilled employees to place joy, genius, and rest at the centre of their careers. By teaching my clients to prioritise these values, any stress they have around money, recognition, career progress, etc., melt away. And because they fall back in love with their lives, they naturally attract the money, achievement, and promotions they were so worried about in the first place.

My ultimate goal in this work is to empower everyone, especially womxn and other marginalized workers, to never settle for anything less than their dream careers at their dream pay. I also work with high-level executives to create company cultures that value these same virtues and people-first policies that not only attract top talent, but retain it as well.

Jessie DaSilva, Intuitive Mindset Coach at Jessie DaSilva Coaching, LLC ([website](#) | [Instagram](#))



Now, There's an Idea!

My work impacts everything because it involves a discipline at the core of every other discipline, and at the core of every successful movie, every business, every technology, every physical thing and ... every idea. The problem is that everyone thinks they already know this. In fact, most think they are experts in it. Who doesn't think they are good, if not great, at "ideas?" Many, very many people think their idea will impact the world, but I have learnt that it's not ideas that change the world; it's CONCEPTS.

Do you really know the difference between idea and concept? Most people don't. But consider this: when you study marketing, you study marketing concepts. Law? Legal concepts. Finance? Financial concepts. Every discipline is based on concepts. So, why not study concepts themselves? We are not taught about concept, because we don't know it well enough. We sort of know, everyone has a take on it, but the truth is we have no idea (pun intended) what "concept" really is.

My work is the discipline of Concept Modeling is based on the difference between ideas and concepts, and how concepts and the abstract world actually work. This work changes everything, forever. Because it is at the core of everything that has ever been, is, or will be. Concept is the abstract stuff at the core of it all.

Winston J. Perez, Author and Founder at Concept Modeling ([website](#) | [LinkedIn](#))



Embracing Transparency!

Illuminate Labs is the most transparent dietary supplements company in the U.S. I started this company as a frustrated consumer of dietary supplements, after reading news articles about how off-the-shelf supplements were failing independent tests across the country and putting consumers at risk.

We manufacture supplements and send them off to a third-party, non-profit laboratory for botanical identity, purity and contaminant testing and only sell supplements that pass the strict European Union standards for supplements (since the U.S. has none). We publish the test results transparently on every product page. There are no other supplement companies in the U.S. doing this, and it entirely solves the problem of consumer health & safety risk in the U.S. supplements market.

Calloway Cook, President at Illuminate Labs ([website](#) | [Instagram](#))





It's Never Too Late

As an entrepreneur in my second career, I know people who worked corporate jobs until retirement because they have no idea how to start a business in the digital age. That's why I see my work as an online wedding officiant and mentor as a way to defy ageism. Not only do I love what I do, but I also earn from it.

Maria Romano, Dating & Relationship Coach, Wedding Officiant and mentor at True Love Knots ([website](#) / [Instagram](#))

Living the Dream

For the past 13 years, I have run a sea stack training, guiding and climbing company in county Donegal in the Republic of Ireland. Since the early 1990's I have been looking for, finding and climbing previously unclimbed sea stacks in both my native Orkney and in Donegal, Ireland. Sea stacks are towers of rock that stick out of the sea, usually at the bases of very inaccessible sea cliffs. Sea stack climbing is my lifelong hobby and my company allows me the funds and time to continue to explore the coasts of the UK and Ireland.

Where I challenge not only myself but the status quo is that I predominately climb alone. It is this style of climbing on sea stacks that no one else does. In the last 30 years, I have gathered the necessary climbing and nautical skills to visit very remote and potentially dangerous nautical locations.

My life, work, business and hobby allow me to complete an essential life circle. I am the worlds only full-time sea stack climber and I am living the dream.

Iain Miller, Sea Stack Climber at Unique Ascent ([website](#) / [Instagram](#))



Bring Your Past Experience to New Audiences

Growing up in Italy, I was surrounded by beauty and quality. But when I moved to the United States almost 15 years ago, I had trouble finding that unique European combination. As a consumer, I was looking for high-quality items at an affordable price, but I could not find them. That's why I founded Affordable Chic®. I want to help women look and feel their best – without taking away from what they spend on their families.

Marialuisa Garito, CEO and Founder at Affordable Chic® ([website](#) / [Instagram](#))

Empower People to Speak Their Beliefs

As Marketing Director of iCash, my work has always challenged the status quo. I think that our society puts constant pressure on us to be passive consumers rather than active participants in our communities and our world. iCash is inherently about empowering people through art; it's about giving them both a voice and a venue in which they can speak up for their beliefs.

When people are empowered, when our communities are empowered, the status quo is challenged. And I think that is what all entrepreneurs should do - empower their employees so they feel capable of taking risks and improving social conditions.

Dror Zaifman, Marketing Director at iCash ([website](#) / [LinkedIn](#))



Empower Yourself

I help people learn to write better books and publish them without having to deal with the constant rejections and systematic nepotism that comes with the traditional publishing industry. I am slowly beginning to change the narrative on what qualifies someone as an "author" and teach writers to take back their power and learn how to be a "book boss." This really means THEY are in control of whether or not they succeed, not corporate big wigs who've likely never written a book themselves.

I am a personal champion of this cause because I fought my traditional publisher and won back my rights so I can publish them myself since my two previously self-published novels outsold my five trade market books by far.

Christina Kaye, Author Coach at Write Your Best Book ([website](#) / [TikTok](#))



Save the World (Make It a Better Place)

One of the biggest trends, strategy and challenges today is taking care of our environment, the planet. Women today are more socially conscious and aware of sustainability, environmental impact, and natural alternatives than ever before. Any brand can have a logo and a product, but when a consumer can turn to a company and know their purchases say something about who they are and what matters to them, it falls into a different category. When you connect with them on that level you are able to tap into their world.

For me personally, I could never have found as much reward in a company that focused solely on buying and selling and financial bottom lines. Knowing I have a product that truly makes a positive impact on consumers and society at large, is an unquantifiable benefit all its own.

Suzanne Sachs, President at Vintagediamondring ([website](#))

Build Your Business Around Your Life

Running my own business allows me to grow and shrink my workload to achieve my desired work-life balance. I had a baby in February 2021 and though I returned to work faster than some of my friends who work in big corporate jobs with generous maternity policies, I was able to come back 2 days to start and even now with an 8-month-old, I work 3 full days and 2 half days so that I can spend 2 half days of quality time with my son.

Allison Ackerman, Marketing Strategist & Founder at Cortland Consulting ([website](#) / [LinkedIn](#))



Don't Follow, Lead

If you're not leading you're following. Though I know this philosophy is borderline common sense, it can be hard to implement as I think that society as a whole is still fairly rigid and resistant to change. I've always been someone who dares to be different. Although I rarely if ever set out to do so because I believe that being unique or different is often a byproduct of simply doing things better.

So in my opinion, "Challenging the status quo is not about being different; it's about being better". So I try to be better to break the status quo in my business as well as in my personal life.

Ann Young, CEO at Fix The Photo ([website](#) / [LinkedIn](#))





THE MARTYRDOM OF WOMANHOOD

I have spent much of my life carrying pain for the people I love, and – if you are a woman – I am guessing so have you! Self-sacrifice has been elevated to be a defining feature of womanhood and even more so of motherhood.

By Suzy Jacobs

Well, I have news for the world:

Your Pain Is Not My Problem

How many times have you responded to guilt trips, from your mother, your partner or someone at work? How many movies and TV shows have you watched where women gladly give up their needs in an effort to soothe the situation? How many times have we seen women who exert their power be portrayed as ego-centric bitches!



Women will compromise their own well-being to alleviate childhood trauma, low self-esteem, abandonment issues or whatever else is ailing the people around her.

I don't just mean in de media though, look at your own life. The martyrdom expectation will be all over it!

Why is it that the final responsibility for anything to do with the house of the kids is down to the woman? We can ask for help from our partner, but somehow the expectation is that – if they don't really feel like the given task – that we'll take care of it anyway.

Do you have enough fingers to count how often your request to help was met with one of the following:

- I just sat down (awesome, I've not actually had time to sit down yet!)
- I've been working all day (yeah, me too pall!)
- I'll get it later (right, so next week...maybe?)

Have you ever done the dishes, the laundry or cleaned the toilet while injured or ill, despite your partner being in perfect health?

Have you given up much needed alone time, because the kids had to be taken to a play date?

Have you ever dragged yourself into the kitchen to cook dinner despite being too tired to even stand?

Have you ever held back your own emotions in order to hold space for another?

Have you let your boundaries be trampled upon because you could see the other person was just "going through something"?

We do this all the time because it's been programmed into us to be "the good girl" and prioritise everyone else's needs above our own. Don't ruffle any feathers, just accommodate the status quo. We put up with the temper tantrums, even from the adults in our lives. We exhaust ourselves holding space for everyone but ourselves. We are so busy handing out oxygen masks to everyone. All while suffocating the magical, powerful people we are!

Boys can be boys...

So long as women are good girls their whole lives.

It's Time To Save Yourself, To Save The World

This cannot go on like this! We need to shore up our boundaries and not just ask, but demand our needs are met. Exhausting ourselves for the sake of everyone else doesn't serve anyone. Not us, not our families, not our communities and not the world!

It teaches our daughters to continue this cycle of self-sacrifice. It teaches our sons they do not have to step up and care for their own emotional and physical needs. It allows our partners to continue to dump their trauma on our shoulders.

Stop bending yourself out of shape. Start showing up for yourself. Start taking the space and time you need. Close the door when you need time for yourself. Tell people 'no' when you don't have the bandwidth to help them. Stop picking up after your partner. Take your time to recover from illness and expect your partner to look after you the way you would if the roles were reversed. Stop making excuses for your mother's guilt trips and interrupt the people giving you unsolicited advice!

It's time women stop being the martyr and claim our power. Tap into your passion, your talents and your fallible humanity.

What Will You Offer The World

Who are you when all these pressures and expectations are released? When you let go of the pain you've been carrying for others, what will you do with all that time and energy?

Will you show your kids that it's okay to say no, or ask for some alone time?

Will you create the situation that suddenly sparks your husband to get therapy to deal with his childhood trauma?

Will you suddenly have the inspiration to write a book? Lead an activist group? Unpack your own wounds? Create the art that's always been in your soul? Or will you finally have time just to drink a cup of tea in the morning sunshine?

**WHAT ARE YOU WAITING FOR?
YOU ARE NOT "A GOOD GIRL" YOU
ARE AN ONCOMING SUPERSTORM
OF FEMININE CREATIVE POWER!**

Let Your Content Sparkle So You Can Shine!

Melanie Herschorn is an absolute glitter bomb and one of the people supporting the House of Hives authors to make the absolute most of their book! Today, I got to find out a little more about what makes this glitter bomb tick, and of course, I wasn't disappointed.

By Mags Thomson



Melanie's goal is to make your book and brand sparkle online. As a content marketing strategist for women coaches and speakers worldwide, she's on a mission to support and empower her clients to create clear messaging and content that shines a light on their individual experiences, skillset, and books. Using a unique combination of entrepreneurship, award-winning journalism and PR experience, her goal is to guide her clients in their content creation to attract and nurture leads, make a big impact, and position themselves as industry experts. After working with her, authors have a rinse and repeat content marketing system to keep growing and nurturing their audience.

So Melanie, what inspired you to start your business?

I've always loved to help people tell their stories. When I worked as a journalist, I loved diving deep in interviews to really show the audience how on some level, we are really all the same.

And I've also always had the entrepreneurial spirit, so when I felt called to design clothing for breastfeeding moms, I had to follow it!

But after a number of years in that business, I was ready to move on. It was around that time, that I was burned by the social media marketer I'd hired who promised me the moon, took my money, got me IG followers who were not my ideal clients and left me feeling like I was an inch tall.

After I was able to put that whole ordeal behind me, I made it my life's goal to support women business owners. It was a natural fit to specifically work with coaches and speakers who've written books as part of their mission to make this world a more supportive and better place.

What do you think is the #1 mistake people make when designing their marketing strategy?

Unfortunately, the No.1 mistake is that people don't design their marketing strategy. They think that having an Instagram account and sending out a monthly newsletter means

they're doing their marketing. But it's so much more comprehensive than that. It's very possible that they don't even need to be on Instagram because that's not where their ideal client is even hanging out online.

A strategy requires knowledge of what platforms to be on, dialled in messaging that resonates with your ideal audience, and a plan of what to disseminate, when, and how!

Your services centre around entrepreneurs who are publishing (or have published) a book. Why do you think a book is such a valuable asset for an entrepreneur?

When you write a book, you automatically set yourself apart from your competition. You are now part of an elite club of experts. Why? Because you wrote the book on it!

I have such respect for entrepreneurs in general and especially for those who spend months of their lives crafting a book to further their mission. And it's truly my honour to help them leverage that book – filled with fantastic value – for marketing the book itself and their brand as a whole. The book is truly the asset that keeps on giving because all the ideas in there can be used for content marketing again and again to help grow their audience and their overall impact in the world.

What is the most common reason for people NOT to write the book and what would you like to say to them?

I think the most common reason is a tie between *I don't have time* and *why would someone want to read my book?* Both are just stories we tell ourselves to prevent our own greatness from showing.

So what I say to those who fit in the first category: You do have time. You can allocate an hour a week if that's all you have. But just do it. Slow and steady. You'll get there.

And to those in the latter category: someone would want to read your book because you bring a unique viewpoint to your work that no one else in the entire world has. Your skillset and your experience are unlike anyone in your field. Keep your mission front and centre and write that book.

**ALL WOMEN
DESERVE TO BE
HEARD AND WE NEED TO
SUPPORT EACH OTHER
UNCONDITIONALLY, TO
LIFT AS WE RISE.**

How do you hope your work will impact the world?

I want to help elevate women's voices. There's a gap that needs to be filled and I want to help broadcast their stories to as many people as possible.

All women deserve to be heard and we need to support each other unconditionally, to lift as we rise. I believe this world can be a better, more supportive place and that women should rule the world. This is my small way of taking steps to make that happen.

What advice would you give to a new entrepreneur setting up their first business?

Ask for help! When I began my first online business, I was insistent on doing everything myself. I googled everything to get answers. But I've found that there is so much success to be had not only in collaboration, but also when you find the right mentors.

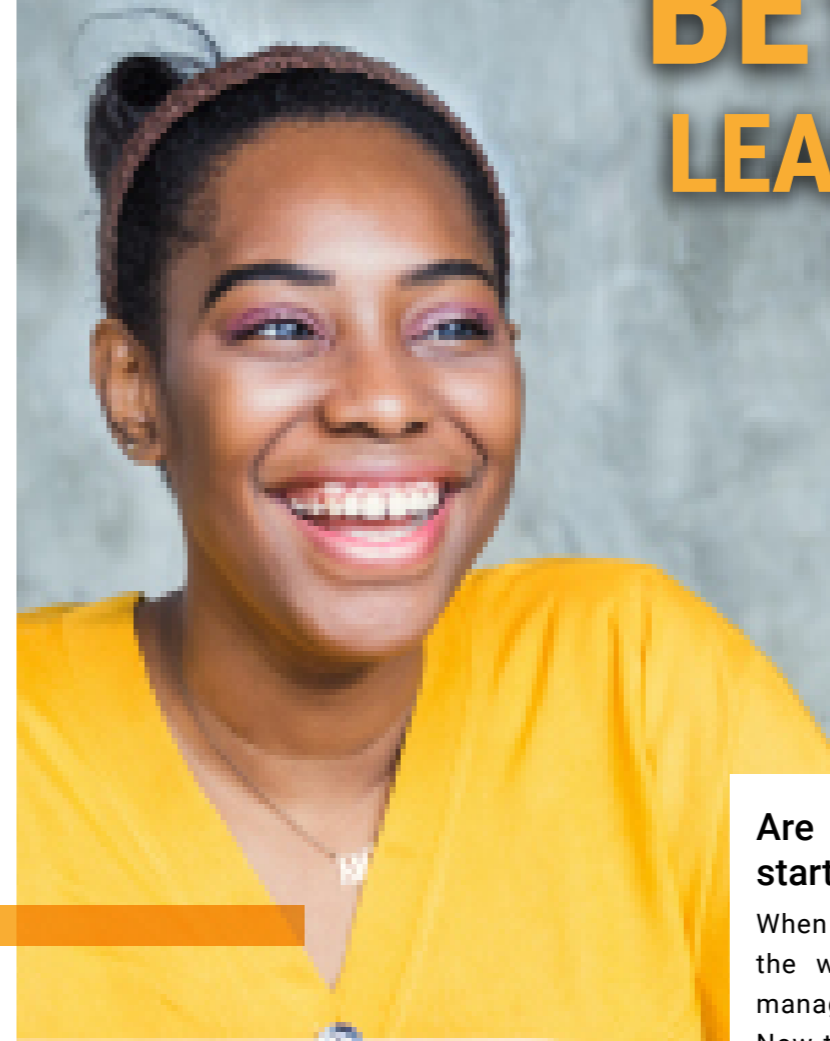
Business coaches, life coaches, marketing coaches, sales coaches – get yourself a coach to develop the right skillset and have support and accountability along the way.

Where can people find you?

I try not to be everywhere, but you can reach me on LinkedIn ([@melanie-herschorn](#)) or Instagram ([@vipdigitalcontent](#)) and in my Facebook group Sparkles and Strategy ([@vipdigitalmarketingtips](#))

Plus if you'd like to find out if your content is helping you become an authority online, you can take a fun quiz: the AUTHORity Content Marketing Quiz at <https://mycontentquiz.com/>.

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



Are you ready to remember why you started your business in the first place?

When you started your business, you wanted to change the world! Then it quickly became about project management tools, sales funnels and bookkeeping. Now that you have all the basics in place, your sales are rolling in consistently, it's time to get back to why you started in the first place: YOUR VISION!

Do you remember the impact you wanted to have? How you thought: if I can just reach ONE person and make their life better! Well, it's time to reach the masses!

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 become the go-to authority in your field, uplevel your business and inspire change in the world? Then I think it's time we had a chat!

**BOOK A CALL TO FIND OUT HOW
HOUSE OF HIVES CAN HELP YOUR BUSINESS!**

Stop Trying to Read People's Minds!



Why do people think they know better? Is it really for the best when they act as if they know what's best for us? No! Instead, we should start taking responsibility for our choices.

By Katie Roth

"I should have done this earlier, but I worried about you."

My boyfriend and I broke up a few weeks ago. He said he wanted to do it for a while, but he was worried about me. At that point in time, I just quit my job to become an entrepreneur. He encouraged me to do so. He said he would support my dreams. While in the back of his mind, he wanted to break up. So why didn't he?! Why did he stay? And was it really for the best? Since the breakup, I kept thinking about what he said. First, I thought it was super nice of him to stick around and help me out. But the longer I spent thinking about it, the more I realised how it wasn't good for me at all! He wasn't present in our relationship. He kept his distance, and he wasn't interested in what I was doing. So really, he wasn't supporting me. It made me feel like I wasn't enough. I did everything to get his attention, and it got me nowhere. In his mind, he probably thought he was doing the best for me, but he wasn't.

Why Do We Mind-Read?

We all do this mind-reading. For example, how often do you not say something you think? Or how often do you say things that someone wants to hear? And the worst of them all: how often do you act in the best interest of someone else?

I think the main reason for mind-reading is that we don't want to take full responsibility. It is easier to say that we are doing something because we care about another. In our relationship, it was easier to stay together than to take responsibility for the breakup.

Taking full responsibility for our actions makes us vulnerable. Sometimes it can make us feel horrible, but there is no other way. We can't mind-read, and we are responsible for ourselves, not for others.



Needs and Fears

Another reason for mind-reading is because we are not aware of our needs and fears. When we choose others over ourselves, we do this because we don't know what we need or fear.

My boyfriend said he worried about me, which was probably also true. But the real reason why he didn't break up earlier is that he was afraid. The same is true for me. I used him to make choices for me because I couldn't figure out what I needed. I was also afraid of the outcome of my choice.

Thus, we reflect our life onto others and tell ourselves we choose in their best interest. But all we do is avoid our real needs and not face our fears.

Your Life, Your Responsibility

You are responsible for your happiness, just as I am responsible for mine. You can't read people's minds and know how they will react. You have to make your own choices and take responsibility for them.

You can't hide behind mind-reading. You can't know what is best for another person. It is their life, their choice. You can't make choices for others.

Our relationship even got to the point where I asked his opinion about all of my choices because I couldn't take responsibility for them. So I used his opinion as an excuse not to have to take full responsibility for my decisions. But it wasn't right. It made me dependent in an awful way.

Once I started taking responsibility for my choices, I realised how much more aware I became of my own life in general. When you take responsibility for your life, you make sure you do your best in whatever you choose to do. It is up to you to make the best of the situation, no one else.

Choose You

So next time you're making a choice, don't try to mind-read. Instead, choose what's best for you. Take responsibility for your life and do things for yourself. Life is much more vibrant and exciting when you live it on your terms.

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

Editor in chief: Mags Thomson

Contact FEM by [email](#).