



FEM

FEMINIST ENTREPRENEURS MAGAZINE 8-2021



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WELCOME.

Can you believe it is the end of 2021 already? I honestly do not know how time functions anymore. Days seem to drag on endlessly while months are whizzing by in what feels like five-minute intervals. It seems Doctor Who was right when he described the passage of time as **"a big ball of wibbly wobbly timey wimey stuff."**

I am sure we all hoped at the start of 2021 that the world would speed up a little again, and then... it didn't. Yet, this has been a massively important year for me, not in the least because I launched FEM. I really want this magazine to be **a resource of learning and inspiration for us all**, and a place where we can learn, introspect and empower ourselves to create change in the world.



That's why I have made some changes to how I run the magazine and how you as a community can contribute too.

More on all of that, as well as a look at the amazing people who have contributed in the first 7 editions of the magazine, are in the pages in front of you. I hope you can take some time over the holidays to sit and read, and reflect a little on **how you as an entrepreneur can impact the world in 2022!**

I wish you happy holidays and all the best for the year ahead!

Mags Thomson

Editor In Chief



LET'S CHANGE THE WORLD TOGETHER!

Over the months I have had the pleasure of interviewing some amazing people who are changing the world through their vision and passion. These inspirational interviews have been such a joy to put together. I wanted to revisit some of my favourite and most inspiring answers from this year. You'll find them throughout FEM this month.



There's No Longer A Need To Balance Work And Life, It's About Creating The Harmony

I look at the girls at the school where I'm a governor and often think how are we equipping our next generation to thrive - to be resilient, resourceful and responsible - in the world all of us are creating? What choices will they make to bring success and fulfilment into their lives? So much has changed for me - it's not always rosy (and sometimes it just sucks!) but there's no longer a need to balance work and life, it's about creating the harmony, the what works, the how can I be my best everywhere and deliver what I promise to do and be in all areas of my life? Big questions...and the answers keep changing.

Kym Hamer ([Interview](#) | [Website](#))

Get Comfortable with Discomfort

In March 2021 I set myself a challenge to deliberately do a number of things that made me feel super uncomfortable, scared and totally cringy. I'm talking about things like:

- Starting dating again (hello Bumble!)
- Using a full-body pic on my dating profile.
- Having a difficult conversation with my family.
- Increasing the price of my coaching.
- Dancing during a Zoom workshop in nothing but my underwear.
- Dancing naked in the mirror every morning.
- Doing 5 videos in 5 days on LinkedIn.
- Showing up on camera in my glasses with zero makeup.
- Having tough conversations about finances.

Most of these things have absolutely **nothing** to do with my career, but absolutely **everything** to do with my transformation.

You see I'm **deliberately** stretching myself and increasing my tolerance for discomfort because that's **precisely** what it takes to become the type of woman who - instead of procrastinating or totally shutting down when shit gets uncomfortable - unapologetically stands in her power and trusts herself to **bravely** go after what she wants!

Then **that's** the mindset and energy you use to finally transform your career and your life! The solution isn't in doing even more research, attending another webinar or asking friends for advice. The solution is in **massively** increasing your tolerance for discomfort so that you also **massively** increase what you feel capable of achieving! The solution...is in you!

Makeda Alleyne ([Interview](#) | [LinkedIn](#))



We Are Complex Human Beings

While I was working through my experiences with childhood emotional abuse and the C-PTSD I developed through it, I became painfully aware of how unaccommodating most workplaces are to anything that is considered inefficient. The ethos is “leave your personal shit at the door”. It’s all very well saying that, but where would you like me to put it during office hours? “Could you please point me in the direction of your ‘emotional baggage drop?’” Wouldn’t that be great if you had some kind of “trauma lockers”, where you could just leave anything inconvenient and perform in life and at work, unaffected by all that has happened to you in life? Haha.

But that’s not how we work; we are complex human beings. Organisations and business owners need to become more compassionate about the fact that we are operating every day informed and influenced by our personal life, the good, the bad and the ugly. That’s what makes us all so beautiful though and gives us unique insights. It really is where the magic is.

Mags Thomson ([Interview](#) | [Website](#) | [LinkedIn](#))

Leadership is Visionary and Creative

Many have yet to realise it, but we have become accustomed to suppressing negative feelings. Especially when it comes to our physical appearance. Simply because we feel unequipped and often afraid to deal with them. What we need to realise is how much this limits the depth of our emotional intelligence and therefore our leadership capabilities.

Leadership is visionary and creative, these characteristics are directly rooted in our ability to profoundly connect with our own emotions.

Yasmin Igné ([Interview](#) | [Website](#) | [LinkedIn](#))

Changing What Work Means for Future Generations

For years, I worked 60–80 hours per week easily and for a long time, this worked for me. Until my (mental) health caught up with me and I had to admit that working harder no longer was an option. I had to work smarter if I wanted to get everything done and not sacrifice my health, relationships or myself in the process. I learned how to listen to my body and intuition to create a life that works for me, my family and my business.

By the time I reached my 30s, I was completely burned out. After the birth of my daughter in 2015, I realised the collective lie “hard work equals success” wasn’t working for me and I did not want the next generation to grow up and think this was normal.

It was the journey of becoming a parent in a foreign country with little or no support for young mothers, that made me start my business. Even though I had to go through it alone, my clients don’t have to because they have me!

Susanne Grant ([Interview](#) | [Website](#) | [LinkedIn](#))



Keep Building the Momentum

The tide is turning. Diversity and inclusion are no longer on the outer edges of what matters in business. The evidence is there: businesses that are openly inclusive and who take a position of leadership in these issues are, year on year, increasing their slice of the market share.

As humans, we are waking up to the fact that the way things have always been done is not always the best way-or even a positive way. We can do better. We are starting to do better. We now need to keep building that momentum.

G Sabini-Roberts ([Interview](#) | [Website](#) | [LinkedIn](#))

Vulnerability Creates Human Connection

Mental Health has impacted my business by being something that I need to take particular care of and pay attention to, particularly over the most difficult times like the last year. In 2020 I experienced a great deal of grief losing my father to dementia and COVID, and losing a lot of other family members over the year. It really impacted my mental health hugely.

I am fortunate that I’ve created my business to be flexible and to be something that can exist and can run without me being at the helm full time. Being able to run my business and to do what I do flexibly with the team around me, has always been really important while dealing with health challenges and motherhood alike.

I’ve always been really open and honest about my physical and mental health, and I’ve discovered that people find that something they are really drawn to. My honesty and vulnerability create a human connection-because we are all human, after all.

Jo Gifford ([Interview](#) | [Website](#) | [Instagram](#))

Living Above the JOY Line

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

Living above the JOY line means that you are focused on the best use of your time - doing the things that maximise your gifts, skills and talents and make you money. For example, I hate working on my website but I love writing articles. So, I outsource the website stuff to experts and use the freed-up time to write more articles.

Janifer Wheeler ([Interview](#) | [Website](#) | [Instagram](#))



WHY YOU NEED TO F*CK UP IN ORDER TO CHANGE THE WORLD

When I started thinking about FEM last year, I intended it to be a project that would not only be a resource for you as readers but would help me learn and grow as much as it did you.

By Mags Thomson

I thoroughly believe that as small business owners we have massive transformative power. Maybe even more –or at the very least faster– than some of the big corporates who have to send hundreds of memos before moving as much as an inch on the corporate social responsibility roadmap.

There is so much going on in the world, and change and conflict seem to be popping up at an unprecedented rate. We are accelerating the pace with which we are addressing power structures and finding the countless ways that these have been unfairly skewed over the decades and centuries. And now, we are trying to make things better, make things fairer, but that process seems to be far more complicated than we may have thought. Because, as much as we want to change the system, we are also part of it and that makes for a precarious balance that we need to address both as communities and individuals.





“ALL MY LIFE I’VE TOGGLED BETWEEN BEING AN ACTIVIST –SOMEONE INTERESTED IN HEALING AND CHANGING THE WORLD AROUND ME– AND AN ‘INNERVIST’, A WORD I MADE UP TO DESCRIBE THE PART OF ME THAT SEEKS INNER CHANGE, INNER HEALING. I’VE NEVER REGARDED ACTIVISM AND ‘INNERVISM’ AS MUTUALLY EXCLUSIVE.”

– ELIZABETH LESSER IN CASSANDRA SPEAKS

Today, I want to explore this relationship between our personal growth and healing and the way we can impact the world in positive and sustainable ways. How does or should this inform the conversation and how can we create space for people to engage in this inner and outer work.

Breaking Generational Patterns

Most of the issues we are trying to address in society right now, such as misogyny, racism, inclusivity, the wealth gap, you name it, are part of societal structures and expectations that have been in place for generations. They show up in pretty much every aspect of our communal lives. These patterns are not just locked in our stories and societal structures but are even imprinted in our DNA.

Christopher M Duncan explains this generational patterning quite effectively: “Wouldn’t it be

smart for animals to not only pass down genes but also fears? And for us as human beings, wouldn’t it be good to have not only genes but also some in-built learnings, some in-built ways of being so we know what to do?” This is not to say that we are locked into our DNA and cannot affect change, but it does give you an indication of what we’re up against. It really means that in order to change our societies, there is a need for us to rewrite our personal stories and programming.

Either through personal experiences or cultural influence, our ancestors figured out how to organise their world. What risks to take, which to avoid and what presumptions to make about people, their physical traits or behavioural choices. This is why creating societal change can feel so uncomfortable, even when rationally you agree with the necessary paradigm shift. As much as your conscious brain thinks the change should happen, your subconscious brain has generations of ancestors telling you that the status quo is the best way to survive because that’s how they navigated the challenges in their times. For better or worse.

Now, it’s up to us to reevaluate these beliefs and do the introspective work required to challenge these patterns. Part of that work is acknowledging and accepting that we are part of the system we are trying to change. Even the most committed feminist or anti-racist grew up in white-centric patriarchy, and we hold beliefs and follow subconscious behaviours that are shaped by that. To change that auto-pilot behaviour means we have to increase our personal awareness of when we inadvertently support the system we are trying to change. But to do that, we have to make mistakes. How else will we realise the extent of our subconscious programming?

Why Cancel Culture May Stifle Us

One of the problems that we are facing in light of this need to make mistakes, is that as a society we’ve developed a 0% tolerance for mistakes. Social media has certainly been a contributing factor to the fact that people have become increasingly unwilling to show their mistakes. We say something that people don’t agree with and we have people jumping down our throats in outrage, sometimes completely invalidating every other aspect of our person. It seems we live in a

world where we can agree on 99 things, but if we don’t agree on the 100th? We cannot possibly be friends. But more than that, we can be amazingly compassionate, thoughtful and supportive people for 364 days of the year, but just because we tripped on some generational patterning one day, we are cast aside as frauds.

This extreme pressure to show up perfectly every single time is exhausting and makes it impossible to do the introspective work that is required to begin shifting the beliefs that inform our subconscious behaviour. We need to explore our thoughts and feelings and most especially we need to be allowed to fuck up, so we can learn from our mistakes.

By that, I don’t mean to say that we shouldn’t put our best foot forward and try not to make mistakes. I just mean that cancelling every person who makes a mistake, is an overcorrection of not holding people accountable at all. Perhaps the measure of the consequences should not be in the making of mistakes, but the making of progress.

The thread of social exclusion that cancel-culture contains is so severe, that it may leave people unwilling to make changes, reiterating the idea that the old structures are safer and should be clung to.

Slow and Steady Feels Frustrating

For those of us who are marginalised for our gender, shape, colour, beliefs or combination of those, the slow dismantling of these systems can feel super frustrating and aggravating. We can see the injustice and imbalance and how it is affecting everyone, and yet we keep bombing up against people who seem oblivious to the issue AND the way they are keeping it in place. We hear an otherwise quite enlightened friend say something super sexist and we think: “what the actual fuck? Can we get with the programme already?”

Slow and steady, as frustrating as it can be, does seem to be the route to the most sustainable change. Still, seeing your freedoms be trampled on by a seemingly oblivious and uncaring majority isn’t easy to swallow and can frankly be rage infusing. So, how do we deal with this frustration and speed up the change process?

Focussing on the most aggravating situations

and most unenlightened voices may feel like the shortest path from where we are to where we want to be, but maybe it is not. I am sure all of us have worked with a client at some point who just didn't want to hear our feedback, wasn't ready for the mindset shift and generally felt impossible to work with. It's exhausting to work like that, and it puts us at risk of burning out. The same is true for how we show up as activists in the world. Perhaps we have to consider that the most

HOWEVER WE APPROACH OUR DESIRE TO CHANGE THE WORLD, ONE THING SEEMS CLEAR TO ME: CHANGE IS UNCOMFORTABLE FOR EVERYONE! EVEN WHEN WE BELIEVE IN THE NEED FOR CHANGE OR SEE HOW IT WILL MAKE OUR LIVES BETTER, OUR LIZARD BRAIN WILL STILL RESIST.

powerful way to create change is to build on the existing momentum with people who are already open to change.

Having conversations with people who are already questioning their innate patterning and programming, who are already trying to create change means we are speeding up a process that is already moving, rather than pushing against a mountain that simply doesn't want to move. Sharing experiences, resources, inspiration and feedback with people who are willing to consider your insights and pivot when needed doesn't just increase the momentum, but also starts that ripple effect of change through all our personal networks.

Accommodating Critical Discourse

I understand that you may feel my insistence to focus our activism on our inner work and within groups already open to change illustrates my personal privilege. I get it, and it does. I am not immune to the reflection of inner and outer when it comes to my place in the world. What I am noticing more and more though, is that we are becoming incapable of talking with each other and are losing our ability to explore and reason with people who are not 100% on our page. This trend is one that is making it near impossible to create change and examine how our subconscious

mind is impacting our behaviour. And please don't underestimate the way that 'the powers be' are dividing and conquering.

In order to heal our ability to have constructive discussions and learn from our collective experiences and knowledge, we need to practice. That's easier with people who are open to that learning too. In fact, forcing people who are not ready for that learning may have the unintended effect of creating further distance. As we re-discover our skills

to converse, process criticism and question our assumptions, we will become more able to extend our conversations to those who are further and further apart from our own viewpoints. Besides, by then you will have already established the people around you who can support you in those conversations. But how do we accommodate this critical discourse in our actual day-to-day life? For me, it's about gaining more understanding of my own subconscious and my emotional responses to things. It could mean that when a friend says something unexpected and potentially offensive, I ask questions and start a conversation that is aimed at furthering my understanding, rather than on chastising them or changing their mind. I may still achieve the latter, but I cannot set out to preach if we want to invite introspection and change in others. It may also look like seeing the best in people. Rather than focusing on their words, can I focus on their intentions?

By no means do I want to suggest you make yourself responsible for someone else's emotional labour, or have to take crap from people. As much as I think it is important for you to open up to the conversation, you may also expect the same from others. Critical discourse requires open communication from all sides.

Supporting Each Other's Vulnerability

However we approach our desire to change the world, one thing seems clear to me: change is uncomfortable for everyone! Even when we believe in the need for change or see how it will make our lives better, our lizard brain will still resist. However shit the situation we find ourselves in, our survival instinct would rather deal with the devil it knows. Who knows what challenges we face as we empower ourselves? Best just sit in our frustrations, because we've learned how to navigate this system AND the negative emotions it may bring us.

If we can acknowledge the global discomfort and desire for safety and stability, we can support each other to lean into the vulnerability to create change.

Owning our personal learning journey and leading by example are the only ways we can truly inspire change. Rather than talking the talk, we need to walk the walk. That brings me back to the reason I founded FEM, as a resource for our communal learning curve.

I may get it wrong sometimes, in which case I hope you will add your voices to the conversation. I hope we can create ripples of change through the articles, conversations and through our businesses. Let's go on a journey together, and see if we can change the world for the better in the process!



The World Is Hungry for Your Unique Gift

I hope to inspire women to believe they can choose the life they want to create and give them the tools to do it. I want to see more women show up as bold leaders. Locking arms to create movements that create the change we need to see in the world.

The more we are able to realise our potential, the easier it is to pay it forward. Everyone has a unique gift and the world is hungry for yours.

Steph Shinabery ([Interview](#) | [Website](#) | [Facebook](#))

Finding the Balance Between Commitment and Adaptability

Leadership is staying true to your mission, while also being adaptable to ideas that you may not have thought of and could help the mission.

The trick is to find the balance between your own commitment and the input from others. It is important to consider ideas and outside perspectives, but ultimately you need to stick to your mission.

Jennifer Nowicki ([Interview](#) | [Website](#) | [Instagram](#))

Push What Is Inward Outwards

Traditionally, when considering entrepreneurship, we think we have to live two separate lives – our business and our personal pursuits. My philosophy is that in building a business, your initial motivation was to build a life. From that lens, you considered that X years of effort would result in certain exponential benefits from financial, lifestyle, social, knowledge and career abundance. So, in setting up your first business, work to push what is inward outward.

Drive your business based on who you are, what you want, and what you bring to the enterprise – values, knowledge, capability, and vision. Continue to check in with that alignment as your business grows. Align with people who are like-minded, and support the vision you have, and who add wonderful perspectives to that vision.

Do what you love, and offload what you don't enjoy or you are not good at. Nurture the people doing those tasks to communicate and keep you informed. Delineate clear lines of accountability, and always set expectations related to conduct and outcomes. The earlier these things are implemented the faster your company will grow.

Learn to let go. Far too often, entrepreneurs and small business owners think they have all the answers and skills, and try to do everything themselves, at the detriment of their health, life, relationships, and prosperity.

Jenn Drakes ([Interview](#) | [Website](#) | [Instagram](#))



Your Higher Self Knows Best

The magic ingredient to success in business, or in life in general really, is to connect with your higher self. That is my mission, to help people do this and without having to spend hours in meditation to do so. I can help them do this in as little as 30 minutes a day, think how much more productive you would be doing this, rather than scrolling Facebook for half an hour per day!

Your business will grow quicker, you will be more productive with inspired ideas from your higher self. And if you have difficulty with the bigger issues my Magical Mind re-Set will clear all those big boulders out your way, you will be Invincible!

Jacqui Hoitingh ([Interview](#) | [Website](#) | [Facebook](#))

Make Sure Everything You Do Is Aligned

Everything I do must be aligned with my soul and in complete integrity me. I used to hide away the intuitive, spiritual side of myself. Now, I lead with my heart and soul because I know that I am a guiding light to others.

I've experienced a lifetime of trauma, being brought up in a home filled with domestic abuse, mental illness and alcohol abuse. These experiences resulted in relationship traumas, and I am now twice divorced. I've had some extremely traumatic experiences with my health in recent years. I now understand that this was a result of the toxic marriage and job that I held on to for too many years. You can read about some of that, in the Chapter I contributed to the book "Intuitive: Knowing Her Truth"

I learned the hard way that clinging to things that are not in alignment, wreaks havoc on every aspect of your success and well-being. So, I now make 100% sure that everything I do is done from the heart, with love at the core.

Katie Carey ([Interview](#) | [Website](#))

Believe, Persist, Succeed

The magic ingredient to creating the life and business of your dreams is belief. Belief, that you can accomplish what you want to create. Belief, that you can do what you want to do – no matter what that is. When you have that belief and it is strong, it will help you to push yourself through anything, and keep going no matter what.

Persistence like that is everything in business and in life. That always starts with belief that you can create the life and business of your dreams.

Jess McKnight ([Interview](#) | [Website](#))



THE TIME HAS COME FOR WOMEN TO COURAGEOUSLY TAP INTO OUR CREATIVE CAPABILITIES IN ORDER TO BECOME TRULY VISIONARY LEADERS.

THE RISE OF EMOTIONAL LEADERSHIP

Leadership is about productively challenging the status quo, and finding innovative solutions. Though this can be accomplished by logical, directive study of what already is, the essential ingredient to progressive change is daring to think outside our already established box. No innovation has ever been accomplished without creativity, yet creativity is rooted in our emotional capacity.

By Yasmin Igné

If we, as women in business, block our emotions to be “more efficient”, we are essentially suppressing our ability to access our creative powers.

The challenge of emotional intelligence

Whether it is already valued as a leadership skill or not, emotional intelligence is an innate quality available to all humans. The challenge is though that we can only access as much of it as we have personally experienced ourselves. Opening ourselves up to profoundly exploring our own emotions can be a daunting task, to say the least. Given that it is not part of any job description or performance review, we often opt to avoid such “unproductive” discomfort. Instead, we focus on getting more universally recognised, intellectual qualifications that do not entail having to face our feelings.

Over the years, the suppression of emotions has become an acceptable – if not required – protective mechanism for women in business. It has been so widely accepted for us to shut out our feelings that it has become the status quo. So far so that in fact





IF WE, AS WOMEN IN BUSINESS, BLOCK OUR EMOTIONS TO BE “MORE EFFICIENT”, WE ARE ESSENTIALLY SUPPRESSING OUR ABILITY TO ACCESS OUR CREATIVE POWERS.

“being emotional” has evolved to become an undesirable characteristic, if not an insult, in a business context.

In a competitive situation where candidates are on par with respect to academic qualifications and professional competencies, it is not unusual to resort to emotional warfare. Women have experienced this at work as well as in their personal life. It is a cruel tactic used when competing for the attention of a potential partner. But it is furthermore being commercialised in all forms of advertisement which, on a daily basis, emotionally pressure female consumers into buying whatever it is they promote.

Therefore, we have developed the self-sabotaging belief that the more effective we become at suppressing our emotions, the better our defence is in times of competitive criticism. However, essentially all this does is limit the depth of our capacity for emotional intelligence.

The cause and effect of emotional warfare

For millennia women have been conditioned to be primarily occupied with their physical appearance, to attract a male provider and therefore ensure our own survival. It is obvious that this preoccupation (deeply connected to our fear of survival) is a subconscious and highly effective emotional trigger for others to take advantage of. While it is morally reprehensible, it has become common practice in business as well as in private. We have come to a point where it is second nature for many women to have become fiercely emotionally guarded.

Oftentimes how our body looks is the source of our greatest vulnerability, so we see it as a weakness and do anything possible to protect ourselves from the emotional fallout of being criticised about our appearance. Nevertheless, one of the primary concerns about becoming emotionally guarded and suppressing emotions, especially in regards to how we look, is that we are essentially rejecting a part of ourselves. When we subconsciously reinforce such behaviour over years, if not decades, we end up rejecting not only our one true competitive advantage in a business context but also the key to our personal happiness: our uniqueness.

Quest for emotional self-leadership

In order for us to have full access to our emotional intelligence and therefore our creative capabilities, we have to embark on the daunting journey of facing our feelings. This includes all of them, the good and particularly the bad. It is in the negative feelings we harbour about ourselves that we find our greatest potential. Not only that but for this emotional endeavour to truly become effective, we have to discover the root cause of our self-sabotaging feelings, as well as uproot and transform the respective thought patterns our brain has programmed in response to past emotional difficulties. It is the challenge of allowing ultimate emotional vulnerability.

Given that most of us (myself included) have spent a lifetime being “strong” and “pushing through”, this outlook feels incredibly uncomfortable. For an ambitious, career-minded businesswoman, like I used to be, it seems a dauntingly high price to pay to acquire an underappreciated professional skill. We sense that it is needed but it does not feel safe to let our emotions take over.

Furthermore, due to the lack of emotional leadership role models, our brains have little to no evidence that this approach will be worth the risk of letting our well-constructed walls down. It is indeed a courageous act to approach this new frontier, but the world of possibilities and vision we find once we break our own emotional barriers down is far beyond what we could have ever imagined possible.

Embracing our uniqueness feels uncomfortable, even vulnerable at first but when we become courageous enough to discover ourselves, something inside us welcomes that long-awaited curiosity with open arms. The professional and personal rewards of doing this work are immeasurable and eventually, we become those role models that others will feel inspired by.

Because it all has to start with us. It all starts with courageous emotional self-leadership.

Amplifying Voices

I see too many brilliant and fabulously creative women with huge dreams talk themselves out of doing the work they were meant to do. Work that will have a huge impact on the world and has the capacity to really change things.

I want to amplify the tiny voice that timidly wonders if they can do it and encourage them to be their own rebel rouser instead of their very own personal dreamshitter.

I believe the world will be a fundamentally better place if women believe they have something to say, have the courage to put themselves out there and share their gifts with the world.

Meg Kissack ([Interview](#) | [Website](#) | [Instagram](#))



Health at Work

I would love to see more businesses take responsibility for the health and wellbeing of their workforce, although it is also important for employees to recognise their own responsibility to keep fit and healthy.

It is really important for employees to feel valued and are supported in the workplace and not made to feel inferior or that they are failing. Having good management policies in place helps employees to feel able to discuss any issues they have at work such as high workloads, high demands or any other issues.

Having flexible working policies is one way of giving more control to employees to plan their own work. It should allow employees to fit family commitments into their daily routines so that they have a good work-life balance.

All too often, I have seen employees in mid-life burning out because of unmanageable workloads and perceived expectations or unreasonable demands of working long hours.

One of my dreams would be to see offices locked at mealtimes to ensure that workers get out and spend their meal breaks doing something to stimulate their body and brain such as going out for a walk or doing some other exercise or activity.

Charlotte Cheetham ([Interview](#) | [Website](#) | [LinkedIn](#))



Learning to Trust Your Intuition by Building Our Self-Love Muscle

I truly want people to trust themselves more. To trust their intuition. I don't believe we can do that until we learn self-love. I think women - mums especially - put so many people and their needs before themselves and their own needs. There is a reason why we are told to put on our own lifejackets first. We need to learn self-love, we need to learn to value ourselves more, to see our own importance.

More often than not that's the place I start with my clients, building their own self-love muscle. The rest flows much more easily after that and it can be as simple as taking 30 minutes once a week to do some self-development, meditate or just do something that you really, really enjoy. Most importantly, it has to start somewhere.

A lot of women have forgotten how to do something that they really enjoy or even what that might be. I call it our natural wiring and it can almost always be found in what we used to love to do as a child. Was it a walk in the forest? Was it singing? Was it reading a book? Was it drawing or colouring in? The things we used to do as children and really got lost in, those are the places to start.

It can literally begin with something as simple as putting on your favourite song and singing at the top of your lungs, just to feel the release and the joy that brings. It's not a coincidence that some people feel alive by the water, while others prefer the city or the forest. That some love singing, while others prefer reading or sitting alone in solitude. Whatever fills your cup? That's your own natural wiring, start there.

Jane Adams ([Interview](#) | [Book](#) | [Facebook](#))



Personal Transformation Creates Collective Transformation

In my work as a coach, facilitator and social entrepreneur I hope to help as many people as I can to create positive transformation in their lives. I believe the more conscious, self-aware and empowered we are as individuals the more chance we have as a collective to create a safer, healthier and fairer world for everyone to live and thrive in.

Emma Smillie ([Interview](#) | [Website](#) | [LinkedIn](#))



Embrace Your Inner Alchemist

Wilcox Gwynne holds a lifelong commitment to leaving the world a better place, particularly concerning partnering with people in the transformational process.

By Mags Thomson



Wilcox is a Facilitation Specialist with a Master of Science in Strategic Leadership towards Sustainability. Xe holds 24 years of experience as a holistic practitioner and applies this foundation in systems thinking and health to people, groups, and communities.

Wilcox currently works with Enkindle Global, a burnout prevention organization, to facilitate change through participatory practices; maintains a life coaching practise specializing in meditation and presencing; teaches one-on-one Reiki training, and maintains a gfx foundry.

Xe identifies as an Elemental Creative and this autumn she self-published her book Elemental Living, with a little help from House of Hives.

Who is this book for?

I have been in the health and wellness industry for 30 years and more than anything I have done before, 'Elemental Living; Creating a Grimoire for Life' invites people to do their deep work.

So, this book is really for people who want to do that work and want to look at how they can transform their lives. People who want to find a new way to live, a new way to be and a new way of looking at life. People who are ready to find the gift that they have within to give to others.

What makes this book so unique?

I call my method the CHAMP-method since it really invites you to be your own champion. It's a modality that helps you create your own way of working through transformation. I'm not telling you how to do that but handing you tools to shape your own method.

I am really inviting the readers to have an authentic conversation with themselves. And I don't want to assume what that is, that whatever they bring forth is the perfect conversation. The book is really set up to hold space for whatever that conversation is. It can be big, it can be small but whatever is meaningful to the person and that dive that they want to do into their own process.

ELEMENTAL LIVING

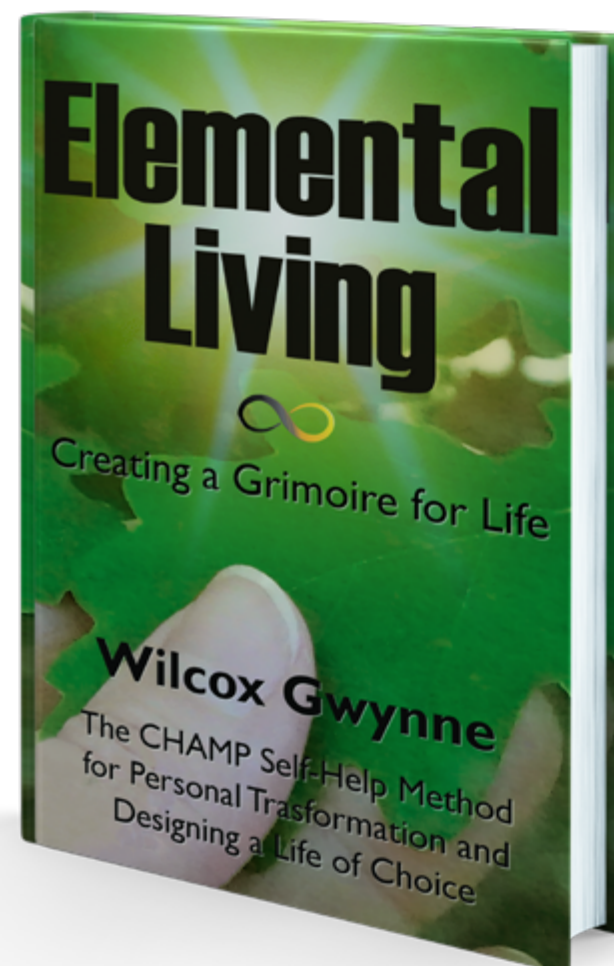
Creating a Grimoire for Life

Would you like to grow your inner peace and happiness while also contributing to making the world a better place?

Being a human on planet Earth these days pushes us to our edges. What do we believe at the depth of our being? What life path holds worth and, more than that, joy.

We all have the capacity for wisdom, compassion and love, and right now the planet needs humankind to evolve for our very survival.

Will you tap into your magic and make a difference in these crazy times?



**ELEMENTAL LIVING
TAPS INTO YOUR
HABITS AND LIFESTYLE
TO DESIGN A PERSONAL
SPIRITUAL PRACTICE
THAT SUPPORTS
YOUR PERSONAL
TRANSFORMATION**

Elemental Living taps into your habits and lifestyle to design a personal spiritual practice that supports your personal transformation. Watch as one small kindness shown to another ripples across the planet.

Wilcox expertly guides you through their simple process and helps you create your own grimoire for life.

- Find the thing that excites you to act.
- Discover how you define yourself in the world.
- Anchor yourself within your support system
- Decide how to utilize your skills and personality traits.
- Define success to navigate and evaluate your progress and adjust when necessary.

Elemental Living comes with a number of useful resources to help you create your blueprint:

- Develop creativity and artistic expression.
- Suggestions for further reading.
- Templates to evaluate your life and outline your grimoire.

Are you ready to develop your full potential and live a happy and fulfilling life? Pick up your copy of Elemental Living today.

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**WHAT IS THE IMPACT
YOU HOPE TO HAVE
ON THIS WORLD?**

Join the Discussion



Creating a Time Budget

Full disclosure, the lack of balance in my communication consultancy, brought me very close to burnout. As hard as that was, I'm grateful for that experience as it taught me that balance isn't something that just happens, it's something we have to consciously create and actively manage.

My pivot was the opportunity to do just that. I created a Time Budget to help me design, test and build my ideal day, with clearer boundaries. I reached out and asked for help with the children, so I could have some time for myself. And I started to plan my goals in 90-day blocks, which has helped with my focus and enabled me to get a lot more done.

I have also created a daily planning system that helps me focus on 1-3 priorities per day, ensure that everything I do is linked back to my business and personal growth goals and that I make time for my mind (personal development), body (healthy habits) and soul (joy) every day.

Melitta Campbell

([Interview](#) | [Website](#) | [LinkedIn](#))



Rejoice In Every Step

What makes my blood boil, is the "overnight success" fantasies that we see all too often on social media. Coaches seemingly effortlessly turning over thousands, hundreds of thousands or even millions of euros. Nobody gets to that point overnight. It takes a long time to build an audience, comprise the perfect offer for that audience, and launch it in a big way.

It takes a team and a lot of support. It makes a difference if you have a partner that can support you (financially and/or emotionally) or whether you are a single mum, juggling a job, a family and a new business. We can all get there – but not all at the speed of lightning. Also, at the basics of economics, turnover is not the same thing as profit. Always consider the costs for a team, the money to be spent on promotion (adverts) and our all-time favourite: taxes.

Be proud of your achievements, rejoice in every step taken towards your goal, even if it seems like just a baby step.

Sandra ten Hoop

([Interview](#) | [Book](#) | [LinkedIn](#))



Empowered Role Models

Most burnouts come from the discrepancy between what we truly want and what we have been guided or forced to do with our lives. What most people don't know is that the world won't end when we follow our intuition and our heart more often in our life choices.

Sometimes all it takes to get out of the black hole of burnout is to have someone listen to you, and tell you that you are not going crazy. Someone to make you feel heard, understood, and supported. Someone to guide you through the first frightening steps from burnout to owning your power, potential, and creating a better life.

I hope that this will be my two cents towards helping women really tap into their inner balance, true power, self-confidence and spirituality. The next generations will certainly feel this change too and have amazing, empowered role models to follow. Which, in turn, will create sustainable change in the world.

Natalia Palikova

([Interview](#) | [Website](#) | [Facebook](#))



Network Authentically

In 2014 I chanced upon Joel Brown's podcast called Addicted 2 Success. This inspired me to have my own interview series. I started in 2017 via Facebook Live.

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

I want aspiring entrepreneurs to learn how to network authentically and without boot-licking seemingly inaccessible connections such as celebrities, influencers and high-net-worth people. I hope that it will lead to open multiple doors of opportunities for them, such as connecting and even collaborating with these big players without paying them hundreds and thousands of dollars.

Rayson Choo

([Interview](#) | [Podcast](#) | [Instagram](#))

12 THINGS TO DO BEFORE SELF-PUBLISHING YOUR BUSINESS BOOK

I have spoken before about [the amazing effect publishing a book can have on your business](#). It creates credibility and helps you reach new audiences. Or in the words of [Melanie Herschorn](#):

“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!”

Before you get started on YOUR book, there are a few things to consider in order to make this the best opportunity it can be!

By Mags Thomson

1 – Get Clear on Your Goals

Before you even get started on writing your book, get clear on why you want to write it. Not just what you hope it will bring for you or your business, but also why you want to share THIS story and why now?

Your ultimate goal will not just keep you on the straight and narrow when it comes to some of the considerations we'll be looking at today, it will also keep you motivated on days when the writing isn't coming quite so easily. When [writer's block](#) hits, it can help to look at a post-it on your desk or an affirmation on your vision board that reminds you why you set out on this journey.

2 – Start With the End In Mind

In order to plan your book, start with the things that may sound like the last items on your list: your description and index.

Your description will help you really nail down what you want your readers to gain from reading your book. Your description should include exactly who your audience is, the pain point your readers want to solve and what they will know or solutions you are offering to help them.

Once you have that all clear, try and distil it further and further until you have 1 or 2 sentences that address all those questions.

- Who is this for?
- What is their issue?
- What is your solution?

Now that you have a clear aim of what your book will achieve, it is time to start outlining. This is where your index comes in. Work out around 10 chapter titles that will create a logical journey for your reader from their pain point to your solution.

Your outline will guide you as you work through the writing process.

3 – Ask Your (Future) Audience

What questions are your clients always asking you? What are the words they are using? What other resources are already available in that field? What are the comments and reviews of those resources saying?

Researching the kind of questions, challenges and language your audience uses is helpful at all stages of your business, but most certainly also when you are writing your book. This will help you write a book that resonates with your ideal clients and creates a connection with you. It makes you the Mr Darcy to their Elizabeth.

PRO TIP: SET OUT SOME POLES ON YOUR SOCIAL MEDIA PROFILES TO ASK YOUR AUDIENCE FOR INPUT AROUND SPECIFIC TOPICS OR CHAPTERS AS YOU ARE GOING THROUGH CREATING YOUR FIRST DRAFT.

4 – Use What You Already Have

How many blog posts, guest articles and podcasts have you already created? You can include those ideas and passages in your book. There is no reason to have to continuously reinvent the wheel. Start copy-pasting passages into the chapter structure you have created, so you know where they fit into the structure of your book.

Remember that writing a book or writing a blog post are two very different things. In online text, you have to create shorter paragraphs and include enough subtitles so your article is easy to skim. In your book, you can dive a little deeper and explore topics to a greater extent. So, you will need to do some rewriting of your original content, but it will give you a great starting point.

5 – Start Small

Your first book doesn't have to be a 1000 page epic. Start with something around 10 chapters and 50,000 words. It will make the writing project more manageable as you practice your skills, but will also make editing more cost-effective (more on that later).

Pack your book with value, rather than meeting some arbitrary expectation you the world may have about the length of a book. You can always write a second volume, right?

6 – Make it As You As You Can Be

You may not be the only person teaching exactly what you teach, BUT there are millions of people in the world trying to learn what you have to offer. They are all at different levels and have different preferences for what kind of teacher they'd like on their journey. So, there are always people who are searching exactly for what YOU have to offer.

To find those people, you have to be as YOU as it is possible to be. Add personal anecdotes, talk the way you would with your clients and use language as you do normally. Make your daft jokes, add the puns you love and reference your favourite TV programmes or movies. Your book is the way to start a conversation and create a connection with your clients before ever meeting them in person.

7 – Consider How It Works With Your Marketing

If you want the book to make a real difference in your business, take some time to consider how the book will fit in with your overall marketing efforts. Your book can supply you with great content, be an amazing discussion starter or function as a tripwire sale.

However, you decide to integrate your book into your strategy, make sure to give it some thought. This can also impact how you offer your book to your audience and how you organise your book launch.

8 – Start Talking About Your Book, Build Credibility

Start talking about your book from the word GO! Share about your experiences writing and how you are progressing. Give a

few golden nuggets and tell your audience all about your whys and whats and hows.

- Why are you writing this book?
- Why did you pick the title?
- Why are you so passionate about this topic?
- How do you hope to impact the world with your book?

I can go on and on, but you get the idea. Talking about your book right from the get-go will help you create buzz, and will start building credibility for you as an expert and the book as a valuable resource.



9 – Hire an Editor

It is important that the book you put out meets the standards you want people to associate with your business; how else will it compel your readers to buy from you?

Working with an editor is an important step to make your book the best it can be. An editor does much more than just proofread your manuscript. They will help you with the structure of your text too. It's almost impossible to edit your own work because you already KNOW the point you are trying to make, so any gaps in your argument will fill themselves in. Your editor, however, is trained to pick up these holes and help you plug them.

Trust me, [editing is a specific profession](#) and you want to put some money toward this.

10 – Create a Funnel from Your Book to Your List

Think about a good call to action in your book that exceeds: "check out my website for more information." Our websites are often so full of information that your reader may feel super overwhelmed. Besides, you lose the opportunity to start a conversation with your audience.

You can include a link to a video training, guided meditation, workbook, the possibilities are endless. This is an amazing opportunity to build your email list and start having actual conversations with prospective customers and show them a little more of what it would be like to work with you.

11 – Plan Your Launch

In the weeks leading up to your book launch, you want to start building a launch team. Your launch team will exist if people in your audience and your personal network, who want to help you get your book off to a good start. They can help spread the word on their social media, can help with reviews and may have podcasters and journalists in their network they can get you in contact with.

It is important to create a group with people who are willing to be actively involved, as such, it's better to have 10 people who are really on it, than have 100 who are not really that bothered. People may be quick to comment they will help, but make sure to engage with them and see if they are really happy to help and if so what they would like to help you with.

Make sure you create a plan for yourself and your launch team, so you and your launch team don't feel lost or overwhelmed. Make sure to follow up with your people AND don't forget to thank them after the launch. Perhaps there is something you can give them or raffle off among the people who helped.

12 – Optimise Your Listing

Once you publish your book, you want people to be able to find it! So, you want to make sure that your description, keywords and shop categories are set up so that customers can find your book.

I wrote an article about [how to go about this for Amazon](#) recently, so I won't go into too much detail. I just want to highlight that Amazon Optimisation helps your book gain traction right from the launch date and makes for a happy algorithm that will happily recommend your book to new readers.

Ready? Set? Change the World!

The world of online entrepreneurship holds unlimited potential for you to share your message, connect with the people who need your support and guidance and create the change you'd like to see in the world.

With your brand new business book in hand and all the strategies in place, you will be creating impact with your vision before you know it. And if you need a hand? Then, just **get in touch!**

Resources

Write Your Book in a Flash by Dan Janal (<https://www.amazon.com/dp/1631610481/>)

14 More Tips for Publishing Your First Business Book (<https://smallbiztrends.com/2018/04/tips-for-publishing-your-first-book.html>)

Originally Published in [BRAINZ Magazine](#)

Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

Connection Creates New Ideas

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.

Nina Macarie ([Interview](#) | [Website](#) | [Instagram](#))

Find Your Own Rythm

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 ([Interview](#) | [Website](#) | [Instagram](#))

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.

Alexander Martijn ([Interview](#) | [LinkedIn](#))

The Asset That Keeps On Giving

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. 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.

Melanie Herschorn ([Interview](#) | [Content Quiz](#) | [LinkedIn](#))



Redefine What Success Is

Success in my eyes is very subjective. In the broadest sense, success to me is a well-lived life, whatever that means for someone personally. In my case, it consists of a rich life full of sensations (as a highly sensitive person I live with high sensory input on a daily basis), depth, personal development and growth, experiences, pleasure, freedom, connection and ease, just to name a few values of mine.

I think it is important that our idea of success feeds our soul. Very often we seem to be strong and successful on the outside, while we are struggling so much to the point of almost breaking and being close to giving up on the inside. Working with these powerful people on raising their inner game is my deepest passion and witnessing people transforming their lives, their businesses and relationships after coming to me hopeless and helpless makes me so humble and grateful day after day.

My purpose in this life is to show people that they can rewrite their story, stop the fight with the enemy within and start a loving relationship that heals them from past pain. This helps them find and live their purpose while creating the life of their dreams. Now, that's what I call success!

Lydia Wilmsen ([Interview](#) | [Website](#) | [LinkedIn](#))

Connection Creates New Ideas

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.

Kathrin Fox ([Interview](#) | [Website](#) | [Instagram](#))

Be Kind To Yourself

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.

Paulina Olech ([Interview](#) | [Website](#))



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