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A TASK YOU
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TO WHAT MAKES
YOU A SUBJECT
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**THE EVOLUTION OF
FEMALE EMPOWERMENT,
FEMINISM & THE FEMININE**

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WELCOME.

Have you ever found yourself in a place in your lovely business where you felt a little out of sorts? Like you had put your pyjama bottoms on backwards, and yeah they fit, but it feels so weird! That's how I found myself recently. Not that I was 100 miles off or anything dramatic like that. Just like I had my pyjama bottoms on backwards.

Once I noticed it, I wanted to figure out what was going on. But sometimes, when we stare at a problem too long, we go blind. Luckily, the universe always has a way to straighten us out again. In my case, it hit me with the worst hayfever I'd ever had! I mean, I had an actual fever, and so I retreated to my sofa. I slept, I stayed hydrated and I watched more drag race than is probably good for a person. And as my brain switched off for a few days, I created space to solve my pyjama bottom conundrum.



Photo by Evamaria Kulovits

Just like with a literal pyjama bottom, I only needed to make a small pivot in my business for it to make sense again. So, I am working on it. Focussing my attention here, with FEM. You may notice that the magazine looks and reads a little differently. It's still a work in progress, but it's exciting and MAN do my pyjama bottoms feel comfy!

Have fun!

Mags Thomson

Editor In Chief



THE EVOLUTION OF FEMALE EMPOWERMENT, FEMINISM & THE FEMININE

I will never get bored talking to Vicki Rebecca, Hypnosis and Neuro-Linguistic Programming Practitioner. She is a skilful storyteller with a seemingly neverending supply of personal anecdotes to illuminate her profound wisdom.

By Mags Thomson

Trigger warning: mention of rape and sexual trauma

Vicki's intention and life's work is to help you express the greatest and grandest expression of YOU! To this end, she trains the core skills of personal and spiritual growth including various means of relaxation and mind mastery. The practice is supported by her extensive background in health promotion, fitness training, yoga and meditation practice as well as professional qualifications to trainer level in psychotherapy, advanced clinical hypnosis and Neuro-Linguistic Programming (UKCP accredited psychotherapist, trainer, and supervisor; and Society of NLP trainer). She is also a Sekhem Master and has been fascinated by the mysteries and esoteric study her whole life.

It's fair to say Vicki is an avid student of life. Today we spoke about the rise of the feminine and how her experience and understanding of female empowerment and feminine energy has evolved over the years.

Let's dive right in, Vicki, how do you feel about the conversations around feminism in the world right now?

I am sure that men are NOT getting the emerging feminine. In fact, I think WE are not getting it. I often ask myself, what does it mean to be a woman? What do I want in the world as a woman? What does it look like without all of the societal expectations and limitations? You know, who would I be when I fully step into my power?

I recently went on a spa break with my woman's group and couldn't help noticing just how much we are willing to bend ourselves over backwards, to be kind and helpful to each other. To the point where the role of 'kind, agreeable friend' becomes the most important thing. I believe a little more honesty and yes selfishness around that kind of thing is a starting point. The kind sister thing is fabulous, but just check in with yourself on who you are really serving. Validation of some archetypical role is not worth your sanity.

There IS a glass ceiling looming over us. It's been there for so long that it's hard to push our thoughts passed it. Yet that is what we must do on the journey just to figure out what it is to be a woman, what we, as women want for our future world. So maybe starting with how we behave towards each other in our friend groups is a safe way to start.

I've been considering this hugely fascinating subject in the process of pitching my book. What do I want to tell this agent about my story, what does it mean to me to be a woman in the post #metoo era of emerging feminism? Why should I publish this book and what qualifies me to do it? What do I really want to achieve? The more I'm refining that process, the more I'm thinking about how I showed up in the world years ago.

Can you elaborate on that a little?

Okay, in the 70s we were all wild. When I was eighteen, before I had even heard the phrase 'objectification of women,' there I was helping to build a myth as to what women are. It was a myth that bit me back several times, like building a mask that hides the real you and then wondering why no one can see you.

When I went on my path as a nude model, I thought it was great! I just figured that I could make some money taking my clothes off, that sounds all right. And it was absolutely nothing deeper, more profound, or anything other than the feeling that this was a great opportunity. I was really young.

As the years went by, I matured. I started to understand things differently, but the process was step by step day by day. I think this may be true of every ex-addict: getting clean sets you on a process of awareness and honesty that there really is no coming back from, but it doesn't happen overnight.

On my journey I went from opiate dependency to a toxic, co-dependent relationship with my daughter's dad, I had no clue. I thought I was sorted, and the conflict and the compromise? Well isn't that what everyone did? If you had asked me 15 years ago around the time of our divorce, I would have considered myself pretty woke, above average really. My husband had a midlife crisis and went off with a much younger woman. So I was traded in for a younger model. I was living that cliché. I remember understanding at the time that he was having a midlife crisis. I didn't want to be out of my marriage. I didn't want to be a single parent for my daughter who was only 12. I thought it'd be great if he would hang around until she was at university. It took all my strength to stand in front of him and say: "Look, keep your harlot. Let's stay married in name. This is how

we'll organise things..." It was an offer that he declined by the way. Although all my guy friends couldn't believe I'd offered him to have his cake and eat it and the idiot turned you down? At that time, I felt hugely empowered by doing that and stating what I felt I needed.

I remember the exact moment I gave the speech. It felt hugely empowering, fabulously self-sacrificing, and like I was standing in my power. I think that sense of empowerment probably kept me going for the next 10 years. No one could EVER be more zen than me! Of course, now, 15 years on, all I can see is just how much of myself I was willing to give away. The last thing I'll do is judge or question my younger self, it has all been part of the journey.

How do you think women can empower themselves when it comes to the men in their lives?

I think that part of the solution HAS to be going to the roots. I studied legal anthropology during my first degree. I particularly loved how the matriarchal societies were set up. In one version the women lived in a central collection of buildings and the men were in huts that were scattered around the periphery and spent most of their time going off hunting and doing other blokey things. If a woman had a lover all he was required to do was leave his boots outside the door thus indicating no one else could come in. I thought that was hilarious and brilliant.



What I loved most about it was how both men and women were able to follow their natural hunter-gatherer tendencies. I definitely don't mean the women could never hunt and men could never gather because back in the day both things would have definitely happened. Everything that everyone did in the tribe would have been hugely important to its overall survival. I'm talking about behavioural characteristics that seem to be intrinsic to our biology. This was illustrated to me further during a Tantra course I attended at OSHO Afroz.

For three days the group of 44 roughly split along gender lines totally separated into the female and the male group. Each group designated roles for its members. I was the group's storyteller. I love that role, I loved watching the dynamic as our group choose the roles and when we went back and reintegrated with the men. One of the exercises we did after that was waving goodbye to our male counterpart, saying "Goodbye for now". I've spoken to lots of my boyfriends about how they feel just like going off and spending some time on their own. That could look like a game of football, a game of golf, a meditation retreat or simply retiring to their man cave in whatever form. It's definitely a thing we women can misinterpret.

Hence the idea that we ought to start from the enquiry Who are we as women vs Who are we as men?

Women's circles have burgeoned recently, how else can we set our trajectory in a boy's world, where everything is calculated using a boy's measuring stick, a world where even the creator is a Him. What we need is a new language to talk about these things. Conversations that don't channel just our Inner Bitch. Not another devastatingly doomed quest for self-improvement but a place where we can look at the past without shame or humiliation, and just remember... A woman's circle feels like a safe place to start. I am currently gathering a group of women around me to talk about this kind of thing, I'm going to call it 'My Story Club'.

Obviously, this whole movement has to involve men as well, but being amongst women has to be a starting point. It feels like a safer place to

start. It's different having that conversation with a man or having that conversation with women only. I think the fact that we are different in so many ways, first of all, we as women need to learn who we are. Because when men are involved there is an expectation of friction, and we need to feel secure in ourselves to deal with that.

When I wrote *The Me I Want To Be*, I included this massive preface. It was easily as big as a chapter and probably should have never been there. But what did I know? This was my first book and I thought I'm gonna write about my chequered past because no one else gets to call me out on that. So I included it all. Long story short, a wonderful guy and now friend of mine who I met randomly through the process of figuring out how to publish the first book, said to me: "Take that out. That's a book in its own right. Pitch that book to me, and I'd like to pitch it as a movie to a film producer."

So, I sat down and started writing about my life and sent him the pitch. And he never got back to me! So being me, I phoned him up and asked what was wrong with it? And he answered: "You didn't dig deep enough." I knew I hadn't dug deep enough. I was writing my authority book.

I didn't want my past to take away from the authority I had gained. I sat in the garden and put my head in my hands and thought; what is my book? Is it just about the crazy impulsive mental junkie nude model? Was it about the craziness that my life was then? That sounded almost titillating and I didn't want to write a naughty book. I spent all these years as a therapist and I developed different ideas about life. I didn't get that link, I wasn't joining up the dots.

But that conversation in 2015 was like an activation. I self-published *The Me I Want To Be* in 2016. Over the course of the next few years, the Universe gave me all the answers so beautifully. But finally, it was a girlfriend who brought the message home. We were on holiday in Turkey and as we walked down a corridor, these words just kind of fell out of my mouth: "three guys raped me when I was 14." My friend looked at me and asked: "What did you say?" I saw the emotion on her face and I just wondered

what was wrong with her? Then I realised that what I saw in her face was everything that I should, could or ought to have felt. She was saying things like: Where were people? What did your mom say? What did the police say? I told her, I never told anyone.

You know when people say you have repressed memories or repressed traumas. I think on some level we think you just totally put it in the cupboard lock the door and never ever think about it. It wasn't like that. I knew it happened. But it wasn't in my head all the time. It didn't take up that fullness. I was disconnected from that memory. But my friend's reaction caused me to begin putting the pieces together of what HAD happened. I ran away from home and the next thing I knew I was in a studio having nude pictures taken in Soho in London, and someone is teaching me how to take money off of guys and weaponise my sexuality. I was still a kid.

After that conversation, I DID start joining the dots, and then I felt I had a story that I wanted to share. And it started pouring out of me very easily. The writing process was incredible and amazing for me, and I really got to know myself. I started to understand my life and what had happened and the pain that I was pushing down with the use of opiates. But one of the most interesting things I think in light of our conversation about emerging feminism is the realisation that the deepest scars had been from the women who weren't there for me.

I think women have been played against each other so much, that it's become a survival strategy. If they are burning her at the stake, they'll leave me alone. It keeps us in survival mode.

Exactly! And this is the cycle of trauma feeding trauma which affected me in my early life. Through a chain of circumstances, the police did get involved after the rape, but I told them what the rapist told me to say, thinking that was the clever, hard-girl thing to do. Then my mother gave authorisation for a virginity test. I begged and pleaded with her not to let them do it, but she let them go ahead. So really, a second rape happened and that created such a divide

between my mother and me. It took many years before the forgiveness came in. That happened in fits and starts really.

Becoming a mother myself was a big part of that. Then learning to be a healer was a part of that. And then my mother aged and got Alzheimer's. Over all those years, I eventually watched the love I felt for her alchemise that trauma. I realised how she loved me and how she loved my daughter. And of course, as I grew as a therapist, I began to understand that there was trauma there within my mother. The Mother-Daughter dynamic is one of the most difficult ever, and I could see I was having some of the same stuff going on with my daughter. She was awake and aware enough to have the conversation with me. As I was writing the book, she said: "Are you sure you really want to say that about grandma?" And I thought: "Well, I can't write books about authenticity and NOT write it." BUT it was in the writing that the alchemy happened. It was a really wonderful process and I feel really blessed and lucky that I had the relationship I had with my mother.

Don't get me wrong I'm not saying love alone can heal trauma with a big T. However, love, connection, and community most certainly have a huge role. Bessel A. van der Kolk in his breakthrough book: ['The Body Keeps The Score'](#) explains how trauma held by the body needs to be released from the body. OSHO was saying years before that we have to release the body armouring before we can find the stillness within. The thing is, as my clients and students have heard me say many times, the body is a wise body and knows what to do. We just need to let it happen.

Talking about love, connection, and community is the societal healing of trauma and I believe that healing sits perfectly within the bigger picture of honouring diversity. Although we live in a world where awareness is blossoming, it is still hard to see outside the racist and patriarchal paradigm which both imprisons and nurtures trauma. Storytelling is our bottom-up way through the fog of conditioning, and I see my upcoming book, *Naked Truth*, as my contribution to the quiet revolution that is happening in the world.

One of the most interesting things in light of our conversation about emerging feminism is the realisation that the deepest scars had been from the women. The mother/daughter dynamic and sister wound are subjects that have fascinated me for a long time. The wound between my younger sisters and me is a gaping chasm (despite all my zen). I could write and research the subject for the rest of my days. In fact, I am currently in meetings for funding to create a well-being service to help women who have suffered abuse and young women who are vulnerable to abuse, I think it will touch on all of these things.

How has your interest in this subject impacted your relationship with your daughter?

Well, my daughter and I had this circular argument that we always seem to end up in. We followed the same pattern every single time we argued. And once we got there, we were emotional and hurt and angry and all the things. Then we would say: "How did we get here and how can we stop this earlier?" It took years, but slowly, we managed to press the stop button earlier and earlier. We managed to bring in the awareness that it was going wrong, and if we were on that path again.

Eventually, rather than just going down the path, we would interrupt the pattern and ask questions like: Can you clarify? It sounded to me like this, what did you mean by that? What someone says is often very different from what you're hearing. Remember the ladies I was on that trip with who were bending over backwards to be kind to each other? I asked if they could see what was happening and shared my observations. It was news to them. They hadn't thought of it that way before. You don't know until you know. Then we can have it pointed out to us and if we're intelligent and loving and kind people, we will take it on board.

So, there's a journey to be had, an interesting one, where we need to become more aware of ourselves and break through patterns of behaviours that we've been learning for generations. I think women will take it on!

Are you talking about experiences being passed down from one generation to the next through DNA? I understand they can now trace those back through seven generations.

Many years ago, I trained in a communication method which had an aspect of energy healing. We used to do a DNA reversal treatment and it was seven generations back and seven generations forward. That's how we used to pitch it to the client, are they willing to take and hold the matriarchal line for seven generations back and seven forward. I love that now we see those same patterns show up in scientific studies. Although I realise that maybe we don't always need the validation of scientific approval, sometimes we use it to justify our intuitive knowledge.

I was interviewing a woman the other day who is an established holistic therapist. All the way through it, she kept referring back to doctors and the medical community. And I thought: "How can you stand tall as a holistic therapist, while you're still seeking approval from the toxic patriarchal environment that's a major contributor to the mess the world's in right now?" But, and that's the journey again. The interesting process of women figuring out who they are.

Back in the first time in ancient Egypt, the dream weavers would stay behind visualising the positive outcome for the warriors. You see them doing all this in the murals: the Egyptians really tall and mighty, their enemies really tiny. As a hypnotherapist that's what I call the power of suggestion.

While we're aware of all these things on some level the problem can be that it is hard to remember who we were and who we can be. The denial of the feminine has been going on for so long that it might be hard to remember. Is there something that we would have been as women, had we not been so repressed? Or do we need to dream up a whole new way of being a woman? That question is just like giving an artist a blank canvas and finding these answers could be quite wonderful.

That sounds almost playful! How do play and joy feature in your life?

Have you ever heard of the Barefoot Doctor? Did you ever listen to him? He used to speak about the Universe as the lunch lady. So he would take it back to Oliver Twist or school lunches. Let's say we're all standing up there with our plates in our hands about to get our lunch. So the analogy was that the lunch lady was the Universe and you weren't going to get anything from her if you didn't hold up your plate and ask her. But that lunch lady likes to dance, and you needed to dance with the lunch lady before she'd serve you. And everybody knows that the first rule of dancing is you've got to be relaxed.

So without being relaxed and happy you're never going to get what you want. You won't be able to start that process of the law of attraction and bring it to yourself. So the first step is relaxing and finding the activities that make you happy and dance with the Universe.

Our societal culture can be quite difficult to navigate. Women are dissecting the concepts of female empowerment, feminism and the feminine. What they mean and how they relate to themselves. We can go a long, long way, just by being more honest, and saying what we really mean. Expressing what we really want and need and what we don't. Allowing ourselves to measure our success by our own definition. Take care of ourselves and reparent ourselves. Because any traumatised person is going to have pieces missing, which they will then pass on to the people in their lives.

It's important that we enjoy that journey, and that have a wee dance with the lunch lady every day!

Want to know more about Vicki?

Vicki lives happily single in her Scottish version of a Laurel Canyon-type commune with various guests and travellers, practising as a psychotherapist and healer as she continues to discover, slowly and painfully, how to love herself. Check out her [Impact Maker Page!](#)

Is Your Inner Voice Stopping You From Being Fully Visible?

In 2013 I left my job as a Senior Account Manager at a PR Agency to set up my own PR business. I had no idea what running a business would be like, but I knew how to attract clients and I knew how to get them featured in the press.



What could possibly go wrong?!

By [Laura Perkes](#)

Not a lot has gone wrong, to be honest. But when you run your own business, you certainly open yourself up to challenges and obstacles that you're protected from as an employee. The biggest challenge that I've faced is my inner voice. It's a challenge that I'll never fully overcome but I've had to make peace with that. As an entrepreneur or small business owner, you'll need to make peace with it too.

Not because your inner voice is bad, as you need an internal dialogue to help you make decisions, but sometimes your inner voice can turn up the volume and try to sabotage your plans. The key to success is knowing when and how to turn it down.

As a PR Strategist & Brand Storyteller, I work with female entrepreneurs and business owners all the time and regularly have conversations with people in my network about adding PR to their visibility strategy.

Public Relations is such a powerful tool when it comes to extending your reach, raising brand awareness and positioning yourself in front of millions of your ideal customers and clients. But this level of visibility can often cause your inner voice to get really loud and cause you to question everything. This is normal, but it's not always based on truth, so I'm going to dispel the three most common myths surrounding PR, so that you feel encouraged, motivated and inspired to share your story and your expertise in the press, to receive the praise, admiration and clients that you deserve.



Say It With Love

When it comes to trying new things for the first time, your inner voice is always going to get louder because it wants to protect you and keep you safe. As you've never done this new thing before, it doesn't know what to do and therefore causes an internal meltdown that impacts the decisions you make.

Until you learn how to turn down the volume on your inner voice, you'll always hit a roadblock and stop yourself from moving forward. Your inner voice will bring up past experiences to prove that this is a bad idea. This is because your ego is scared. But you can keep it quiet by showering it with love and praise and reassuring it that you've got this. Everything in life is a lesson regardless of whether it's good, bad or indifferent.

When it comes to getting featured in the press, there are three common myths that people believe. They're not always true, but as human beings, we're easily swayed by the opinions of others. So, if someone else has tried something that didn't work, we'll naturally assume that it won't work for us too. I'm going to do my best to bust these myths so that you can see how outdated and false they are, and show you how they're holding you back from sharing your message and expertise to attract customers and clients.

Busting The Three Most Common Myths About PR

Before I begin, there are more than three reasons why entrepreneurs and small business owners aren't tapping into the power of PR to grow their businesses, but these are the three that I hear most often. If you'd like to share any others that you have then my DMs are always open!

Myth #1: No one cares about little old me

Not true! There are lots of people who are inspired by you on a daily basis. There are people who will be reading your social media content, engaging with you online, reading your emails and loving what you do. You may not always feel the impact of this, but trust

me when I say that you ARE creating impact. You have a story to share that at least one other person in the world can relate to. You also have expertise and knowledge that you can share that will help at least one other person move through a situation that they're in.

Both of these attributes can get you featured in the press. Journalists don't always want to write about the same celebrities or the same gurus. They want to give smaller, more unknown people a voice so that their opinions can be heard. Journalists and publications want their content to stand out and be different too.

Myth #2: PR is only for big brands

Wrong! If you have a proper look at the articles featured in a magazine or newspaper then you'll see that they rarely feature big brands. That's because big brands pay PR agencies to keep them out of the press. Their PR focus tends to be on internal and stakeholder relations.

Most publications feature content from real people with real-life experiences and real-world opinions. They'll support small brands, they'll feature top tips from entrepreneurs and they love to share real-life stories because their readers are human beings who want to know that they're not alone in whatever it is they're going through.

If we want to escape the realities of this world we'll read a book, watch a movie or soap opera. If we want to learn about something we read non-fiction books, we read blogs, we watch reality TV and documentaries.

Myth #3: PR is too expensive

Money is subjective, so whether something is expensive or not will be based on many different factors that I'm not qualified to delve into. However, rather than focusing on how much something costs, I want you to focus on the value it brings to you, your life and your business. What does investing in PR allow you to do?

As an example, I hate cleaning my house so I pay a cleaner to come in every week and

clean my house. I'm more than capable of doing it myself, I have the time to do it myself, but I don't enjoy it and therefore don't really want to do it. However, if I want a clean house then I need to make a decision; get on with it, or pay someone else to do it. I chose to outsource the task to someone who loves cleaning.

It's similar to business decisions. If you know you need to do something to grow your business and get to the next level you have to decide: do you invest time into it, or do you invest money into outsourcing it?

It's not always an easy decision to make. Investing in anything can be a difficult decision to make because the outcome is never guaranteed and you never fully know what results will be delivered.

Before believing that PR is too expensive, ask yourself why you want to be featured in the press. Ask what will being featured in the press do for you and your business. Then ask yourself how much money you can realistically invest in PR, whether that's learning how to do it yourself or outsourcing

to a freelancer or an agency.

Everything in life can be deemed expensive, you just need to determine what expensive means, then look at the value and additional opportunities that PR will bring to your business.

If It Doesn't Feel Good, You Won't Do It

Getting featured in the press starts with why. Once you're clear on why you want to be featured in the press you can then choose if you want to learn how to do it yourself or invest in an expert or a team of experts to do it for you.

Either way, the process needs to feel good to you, because if it doesn't feel good then you won't do it. Your inner critic is always going to be there and every now and then will turn the volume up to make more noise. If your motivation to get featured in the press is in alignment with your values, your mission and your purpose, then you'll turn down the noise of your inner critic and crack on, because you're incredible and more people need to know about you and the work that you do.



HOW TO CONNECT TO WHAT MAKES YOU A SUBJECT EXPERT IN YOUR INDUSTRY

I had the beautiful privilege last week to connect with my friend and fellow entrepreneur Andrew Lopez. Andrew and I met when I was a guest on his video show *Elevated Networking*, and later connected in person when he decided to make The Netherlands his home for a few months in 2021.

By Mags Thomson



The sole mission of Andrew's business, *Elevated Shorts*, is to simply capture, repurpose, and showcase pure human expression. Video, Andrew is happy to tell anyone who will listen, is truly one of the best ways to fully express yourself to the ones you're looking to connect with, collaborate with, and ultimately work with! True expression leads to true connection.

What crazy person comes up with the idea to travel halfway across the world in the middle of a pandemic?

Me, I guess. I mean, I never thought that I would. I think it was inspired by all the amazing people I was interviewing for my LinkedIn Show *Reinvention Daily*. At the end of 2020, the show was going strong. My friend Mari in Denmark was starting *Reinvention Europe*, and Quincy was starting *Reinvention Africa*. I had all these amazing connections virtually. True genuine people who were following the show and getting

involved, sharing their stories. It just really opened my mind to the world. Of course, these were crazy times, but it really opened my mind. I thought how cool it would be to actually physically go and be in these places, to see the culture and to see things with my eyeballs.

I have always been interested in considering perspective, especially in the last couple of years. I vividly remember the Disney Pixar movie *Ratatouille*, where towards the end the food critic asks the rat and Linguini to present their best perspective. That line really hit with me and always stayed with me because perspective is everything.

I'm a boy from Southern California. I know what it's like to be a California guy. I've been that for almost 30 years of my life. But I didn't know what it was to be me somewhere else. And I always wondered: can I be myself somewhere else? Or am I myself because of where I'm from? Is that my identity? Like as a human? Am I me through geography, or will I change if I go somewhere else? Is my mindset going to change? Is my appearance going to change? I was fascinated by that. Inspired by hearing all these stories and experiences in my show, I just did it. I decided to expand my perspective.

I'VE PIVOTED A BUNCH OF TIMES IN MY BUSINESS, BUT I'VE STILL STAYED TRUE TO WHAT I LOVE DOING

You know, it's funny to look back and think there are the people who I've met along the way, who are now so near and dear to my heart. Even though I wasn't able to meet up with everyone, it was pretty locked down. There are people in the Netherlands that I got really close with virtually that I never physically met. After a few months, I wanted more and I felt like I had failed because I hadn't managed to do everything I wanted to do. But when I look back, the journey was within.

It's crazy that I had to fly halfway across the world to refind Andrew Lopez and realign with myself, to go back to the ground floor with myself. Sometimes that's what happens. I couldn't do that here in Southern California. I couldn't do that somewhere here, in the familiarity of the United States. I had to put myself in a position where I really had to introspect and question my perspective as I walked through Veluwe national park every day.

How do you feel you changed through these experiences?

We're always on this journey through life, figuring out who we really are and what our values or perspectives are. And then we are introduced to so many other people, whether virtually across the world or just in your own neighbourhood, and they make us. That's what it was for me. I had built my identity in my hometown for so long. My parents had divorced and we moved a lot between Northern and Southern California. So I've always been very accepting of change, like physical change or geographical change. So, although I was travelling internationally, and it was halfway across the world, that aspect of it was it was pretty easy on the mindset. I'm used to going somewhere else, meeting new friends, and doing new things. I am comfortable adding those aspects to my identity.

But being in the UK and the Netherlands, I couldn't fully do that, because again, everything was locked down and there were so many more regulations because of COVID. Since I wasn't able to look for new perspectives outwardly, I had to do it all inwardly, which was very powerful! It's still one of the greatest things I've ever done in my entire life, but it was tough. It was scary. I dealt with some deep things indeed, sitting alone in that little Airbnb. I think it's almost the best medicine just to look at yourself in the mirror. Take a dose of yourself, that's what it was. It was a daily dose of myself for 10 months. And I got to a point where I just didn't know if I could hang out with myself, at least not in that deep way. That's when I decided to go home.

I still have the adventure in me. I still want to go back and see things, but I've learned now to be more present. I had a lot of expectations living there. I wanted to stay longer, get a three-year visa and stay and just ride out the lockdowns and the loneliness and isolation I had started to feel. But sometimes, when you force things or you really put an expectation on it, it doesn't bode well or it doesn't happen. So, I think I now live life with so much less expectation. In American culture, we have a lot of expectations, we have a lot of excesses. I went back home to Southern California thinking: do I need all these things, all these milestones or am I happy just knowing who I am?

I feel like there's been a weight lifted off my shoulders. And it's just because, again, perspective. I've learnt to take things day by day, taking things as they are and not building the expectation. The European mindset, at least what I gathered as a Southern California boy, is that people live more freely, more free-minded. People do not seem as limited by the expectation they put on themselves. We all have expectations, but what I took away is that they don't have to weigh you down. Now, having been home for almost six months, I find myself just thinking a lot more simple, more practical and pragmatic. I think that's the Dutch in me now.

So, in short, I changed who I was, I found who I was, I changed my mind and I really stripped away a lot of expectations. I really stripped away a lot of things that I thought SHOULD have been.



Do you feel that taking in different perspectives helps you stay flexible in your business, too?

Whether you're from Southern California, from Amsterdam or somewhere in Eastern Europe, we all have different perspectives and upbringings. But the one commonality that I really recognise is that we're all trying to express ourselves. We're all trying to share and be understood. I think that's what all of us want, to be understood.

You know, Southern California is very diverse. I mean, you have people from all over the world that live here. You think of places like Santa Monica or downtown Los Angeles or San Diego, or where I live in Orange County, there are a lot of different cultures. But in some ways, we're all experiencing something similar. We're all enjoying the weather together. We're all embracing this fast-paced lifestyle that you see in the movies and

on Instagram. We're all living kind of the same way. But then when you remove yourself and you go somewhere else, and you see the Dutch way of doing things or the British way of doing things, you realise the experience is different, but there's still a way to do things. Especially when you travel by yourself. You can't go to a foreign country and just be yourself. You have to adapt and understand what goes on there. I didn't want to be the loud obnoxious American. But as I was saying, it's like we're all together doing this here in Southern California. Everyone has different goals and stuff but I mean from the societal lifestyle perspective. Same thing with The Hague, very diverse, but there's a flow, a way of life and a way of how things go. This observation made me realise that as humans we have more in common than we may think. And, from a business standpoint, that, no matter what we do, we're all seeking to be understood.

People don't always have to agree with us and it might come off that way. But I think we JUST want to be understood even if we have a different perspective or a different opinion. It's the understanding that's important. I realised that through my travels, but also through meeting people virtually from all over the world. We're all seeking to be understood.

I've pivoted a bunch of times in my business, but I've still stayed true to what I love doing: capturing human expression. It might have been a video landing page or a show, or repurposed content. The vessel has changed but the core principle hasn't. When I look back on all the different changes and pivots, I'm proud of myself for staying true to that. Capturing and showcasing human expression. That's where I hit the hammer, I KNOW that I can capture and showcase human expression through video.

What do you mean by hitting the hammer?

It's from a short story that my dear friend and mentor, Bruce Bravioff told me. He's in his late 60s, and when I got home, he got me involved in a new project within his network. I was nervous about it because I'd never done anything like it before. My inner saboteur was saying: you don't know what you're doing, you'll be the youngest person in the room. I think we've all heard those kinds of voices. Bruce wasn't having it, he just told me: "You know where to hit the hammer."

The story that he told—and I'm sure there are different versions of this—is that there was this man, who owned a yacht. It was moored in the harbour and it wouldn't start up. The guy is below deck trying desperately to fix the engine, but it wouldn't start up. A passer-by sees what's going on and yells out: "Hey, I can fix that. It'll cost you \$10,000." The guy on the yacht knows he needs the help. So, he says: "Okay, that's fine. Come by tomorrow." So, the mechanic comes down the next day, and he has a hammer. He goes below deck and he just looks at the engine. Then, he rears back and he hits the hammer in this one spot and the engine comes to life and the yacht starts up. It's the first time that it started in months, and the owner is amazed! But then he asks the mechanic: "You're gonna charge me \$10,000 for that? All you did was hit it with a hammer!" And the mechanic simply just answers: "Yeah, but I knew WHERE to hit the hammer."

I know where to hit the hammer when it comes to capturing human expression. It's that simple.

That inspired me, not just as validation of my expertise, but also in how I approach my work.

When creating videos with people I know we don't have to tell the whole story, we need to focus on where they hit the hammer.

We all know where to hit the hammer in our own way, and that's where we become valuable. Other people might not see it at first, but when we stay true to ourselves and what we do best, we can really create something amazing.



So, I may work with a couple of clients this way, and a couple of clients that way, it might look on the outside like I'm doing multiple things. But to me, it's the same. It's capturing a recording, repurposing it, whether it's to put on a website, post to your social media feed or put on a YouTube channel. It's all just the capturing and showcasing of human expression. Where I hit the hammer is highlighting people as a subject expert in their industry.

I think that's why I haven't feared all the changes and pivots. If you had asked me that a year ago, I would have felt I was changing way too much. People would think I was too all over the place. There must be something wrong with me. But that's been the shift coming home, and the opportunities that have been presented to me, I finally realise it's all the same thing.

I pressed play on a new series today for a nonprofit. I interview people twice a week about how they have been impacted. So here I am again, starting a show. This one is focused on an unfamiliar cause, but it's still the same avenue. So that's where I realised I can work with nonprofits, authors or coaches, you name it. Because I can always find that common point again, of capturing and showcasing pure expression. So now I feel comfortable changing or pivoting if I stay in that lane.

We all know where to hit the hammer in our own specific field, we just have to have the confidence to recognise it in ourselves. Lead with what we do best. We're all talented, and we all have many skills, but at the end of the day, if we do what we do best, we'll be the happiest and we can make the most impact. That's the goal!

How can people start telling their audiences about where they hit the hammer?

From Elevated Shorts' standpoint, I would ask every entrepreneur I interviewed two questions. Who are you looking to connect with? And, what's the conversation you want to start? I didn't have to know anyone's favourite colour. I didn't have to know anyone's anything. I didn't even have to know where they lived, as long as they answered those two questions on the show. Or even if they weren't being recorded, but they just

messed me back: "Oh, I'm looking to connect with business owners in XYZ and I'm looking to start a conversation about X." That was all the information I needed to start a relationship or to start a business partnership. It's understanding the intention. I knew people's intentions by who they were looking to connect with, and the conversation they wanted to start and that was enough for me to trust or just guide where I went. Some relationships obviously really blossomed while others fizzled out.

I think it all goes back to being understood again. I felt I understood people through those two answers. Although the show has been shelved, for now, I still ask people those same questions. It's so simple, but it's also a question that no one asks in our culture. It's always what's your name? What do you do? We always want to know what someone does for a living. It's just it's how it always is. I met a new friend today. Oh, what was their name? Her name was Jennifer. That's awesome. What do they do? Oh, they're a real estate agent. We can now understand Jennifer a little, but it's very surface level. This tends to be how we know people, by their name and their job title.

Had I asked Jennifer who she is looking to connect with and what the conversation is she wants to start with people? I would have found out that her realtor business is very data-driven. She looks to connect with property developers in Orange County who are looking to flip properties and want to talk about making the largest profit margins on their projects. Suddenly, we have a much greater understanding of who Jennifer is. And if we're at a networking event or on LinkedIn, we have a much better idea of which of our connections may be interested in knowing more about Jennifer. I think we can all ask and answer these questions, either in our content or as we have conversations with people online or in-person.

Where can people connect with you and answer your two questions?

You can connect with me on [LinkedIn](#) or just send me an email at andrew@elevatedshorts.com.



CHALLENGING COOKIE-CUTTER BUSINESS STRATEGIES TO CARVE YOUR OWN PATH

The internet is full of business coaches and experts telling you about their specific steps to your entrepreneurial success. Of course, a lot of that advice is great, and only a taster of the wealth of knowledge these experts possess. Yet, some of it seems to follow a stringent one-size-fits-all over-simplification of how people can improve their business. Sometimes there is little space for our personal preferences, personalities and situation.

So what can we do to challenge the cookie-cutter advice that permeates the internet?

By Mags Thomson

I was having lunch with some entrepreneurial friends a few weeks ago. One of the ladies told us that her business coach was insisting that she move to B2B opportunities as the only way to scale her business. She was looking into it, but she mentioned she felt completely deflated and didn't like the idea. Between the three of us, we then talked about the aspects of her business that she really enjoys and came up with some alternatives to how she might grow her business.

This lunch made me think though about some of the advice that I've received from business coaches and courses over the years. Some of the staple advice I have found not to work for me at all. That's not to say that the advice is bad in itself, but more so that I needed to learn to weigh and translate the advice to work for my brain, my personality and my business. Sometimes, that has meant ditching the advice altogether while other times it has meant tweaking it.

I reckoned that, if I feel like there is too much cookie-cutting out there, some other people may feel the same. So I asked your fellow entrepreneurs what piece of common business advice they would challenge and what they suggest instead. I hope it will give you some ideas on how you too can transform standard advice into exciting strategies that work for YOU!



You need to be on ALL social media platforms for your business

I did a Facebook Live this morning

TikTok is crazy for reach

LinkedIn is great for B2B businesses

The list goes on!

All of this may be true, but do you really want a business where you have to be on all social media platforms all of the time? And even if you do, isn't it better to concentrate on one or two social media platforms where your ideal customers are, and focus on getting extremely good at these instead? Social media is great for some things, but it's also a difficult place to do business. It's 'social' for a reason, and measuring the return on your time is difficult.

I'd rather concentrate on one or two platforms, and instead, focus the rest of my time on areas where it's easier to measure the return on my time or money, for example, paid advertising or SEO."

Ravi Davda, CEO at Rockstar Marketing ([website](#) | [LinkedIn](#))

Follow Your Why

With this advice comes so much pressure! Many entrepreneurs have no idea what their "Why" is when they first start a business. That was certainly my situation, and I felt like I was doing something wrong because I didn't know, which led me to spend way too much time trying to figure it out.

Instead, I followed what "felt right". I launched programmes, online courses and services that I felt would make a difference. Some performed well, others didn't. That is really where the magic is! Launching, testing and figuring out what is valuable about your experience and how you can use it to serve others.

Getting caught up in "Following Your Why" can have the opposite effect. This thinking causes new entrepreneurs to limit what they try and creates a hesitancy to experiment in their businesses. If an idea doesn't fit under their "Why Umbrella" they feel the need to cast it aside. I often wonder how many amazing ideas have been scrapped because of this thinking.

"Follow Your Why" is backwards. When we do what feels right, our Why eventually finds us. It's not a north star to be followed.

Carla Howard, Owner of Dream Enabler ([Linktree](#))



You don't need a niche for your business to be successful

Having a niche for your business will help it develop quicker and establish a loyal customer base. Focusing on a niche gives you direction. It is also beneficial since customising services that are better tailored for customers, leads to a strong customer base as well as product and service quality. By better filling the needs of customers your business can continue to develop.

Lyudmyla Dobrynina, Brand Manager at Optimeal ([website](#) | [LinkedIn](#))

Your business needs to come first, and everything else needs to take second place

This is horrible advice! I am an entrepreneur, wife, and mother of two. I started my company back in 2006 so that I could work from home and start a family. The business grew very quickly, and I soon discovered that spending time with family can be even more challenging when you own your own business, even though you may be working from home. My biggest fear as an entrepreneur is sacrificing time with my family. It can be very challenging learning to balance work and family life. My greatest challenge was keeping up with the initial fast growth. We had more calls coming in than I had the time to handle. I had to learn to delegate tasks that I was not good at, or that I did not have the time to handle and spend my time growing the business. The same principles apply to home life. You may find that it is beneficial to pay a contractor to do that home improvement project or hire someone to clean your home so that you can have more quality time with your family.

Kim Hawkins, President of Event Wholesale ([website](#))



Get your day started at 4 am

If I hear about the Miracle Morning one more time I'm going to scream. The idea that a person can deprive themselves of sleep and still function at an effective level just cuts again all the self-care books in print. I've had business coaches push the Miracle Morning on me over and over. But I'm a night person. I can get more done between 8 pm and 3 am than most people can believe. I want to write the Miracle Midnight because my phone stops ringing at 8:30 pm and I have all that time to be productive.

People are born left-handed or right. Very few are ambidextrous. I also believe people are born night or morning dominant. You can force a left-handed person into right-handed practices, but WHY?? Why break their natural strength?

Bob McCranie, Broker Associate and Team Owner at Texas Pride Realty Group - HomeSmart Stars ([website](#))

Get brochures, letterhead and business cards printed before you launch

Put your budget into things that help fill your pipeline with customers. Getting your URL and a website up and running is key. I created online stationery for proposals, invoices and downloadables, which helped me find clients more quickly.

Your story will evolve as you find your market, you need to look professional and have a website to be taken seriously but embossed paper with watermarks and heavy card stock is not going to accelerate your sales cycle.

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





Listen to the market

Although true, this advice is so easily misinterpreted. It's true that you should listen to what your customers are saying, but it's also true that you shouldn't let them dictate your business practices. For example, if a customer says they'd like to buy your product in blue instead of red, it doesn't mean you should change the colour. It just means you should take note of their preference and see if there's another way you can help them feel satisfied with their purchase.

Alona Tomina, Marketer at Digital Chess ([website](#) | [LinkedIn](#))

Invest a lot of money to start a successful business

I think it's important to be creative and resourceful when starting a business. I would instead focus on creating a good marketing strategy and using affordable or free software tools to help get the word out there. My strategy would be to use my resources to create value for my customers and then reinvest those profits back into the company, rather than rake up debt.

Ashley Amor, Co-founder of People Find Fast ([website](#))



Daily content marketing is needed for small businesses

There is no need to update social media profiles on a daily basis, gathering just a handful of views on your content. Plus, many business owners find it exhausting. Instead, I am a firm believer that small businesses should automate their marketing. The first step would be to attract qualified leads into the "Top of the Funnel". I recommend using Google Ads or SEO to attract prospects using high intent keywords. There are people searching in Google right now for what you offer, so get in front of them. The aim is to convert a proportion of that traffic immediately on the landing page.

Claire Jarrett, Marketing Consultant ([website](#) | [LinkedIn](#))

Good products sell themselves

Many articles, books and videos teach you that if you have a great product or service, you will automatically reach many people over a period of time and become profitable. This is decently convincing advice but a lazy strategy to adopt. The reason it does not work as expected is that people only care about what your product or service will do for them. They are not bothered about whether your GOOD product should reach others in need. Word of mouth without a marketing strategy will not fill your programme, no matter how good it is.

Chandra Reddy Konda, Founder and Sales Coach at Excellence Leadership Academy ([website](#) | [LinkedIn](#))



Aim to be better than your competition

Many business owners spend all their time trying to be better than the competition. Often, being better implies that you're faster, more customer-centric, or your product has more features. This "always try to beat your competition" mentality permeates almost every aspect of business today. Instead, try to be different. No two businesses exist in the same lane. You may be on the same field, but never in the same lane. Trying to pry away existing customers from a competitor is a harder task than creating a different target market and attracting new customers. Being different will help you to carve out a niche for the business.

Linda G Thompson, Co-Founder at Notta.ai ([website](#))



You need to spend money to make money

I think that you can be successful without spending a lot of money. I think that you need to focus on your product and your customers and not on marketing. I think that if you're providing a good product or service, then you don't need to spend a lot of money on marketing. You can also be successful by word of mouth. I think that a lot of businesses focus too much on marketing and not enough on their product.

Brandon Wilkes, Marketing Manager at The Big Phone Store ([website](#) | [LinkedIn](#))

I THINK THAT MOST PEOPLE MISUNDERSTAND WHAT KIND OF TASKS THEY SHOULD DELEGATE AND MOST IMPORTANTLY AT WHAT POINT IN THEIR BUSINESS JOURNEY

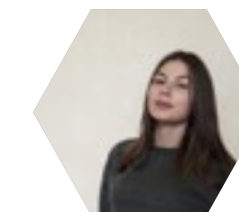
A comprehensive marketing strategy can solve all your marketing woes and make your brand successful overnight

It is not that easy, and it is not the whole truth. Moreover, tech-savvy consumers of today are smart enough to know that under the guise of perfect storytelling and carefully curated experiences we are trying to sell to them. The average customer of our times cannot be forced or coaxed into making a purchase simply through smart marketing or your brand being thrown in their faces from all directions.

In my opinion, the solution to smart marketing is simple today. You ask your customers what they want from you, the content they want to see, the product they want to use, the service they would like to use, and what they want your brand to support and stand for. Make your customer feel that they are the ones driving the business and they will not let you down. They will support you because you will be supporting what they believe in.

In short, the best marketing tool at our disposal today is forming a real connection with our customers. It's how we do it that will decide the fate of our brand.

Candice Jones, CMO at Information ([website](#) | [LinkedIn](#))



Give up some of your hats as soon as possible

There is nothing wrong with that advice per se. It's how people are implementing it, that's a bit off. We get all this pressure of "becoming the boss" that we often go about making our first hires in an impulsive, haphazard way. But in reality, there is nothing wrong with flying solo for a while, especially if you're bootstrapping your business. You have to carefully weigh all the factors before you decide to make your first hire. Make sure that you can fully commit to it to avoid yo-yoing in your decision.

Dawood Khan, CEO at Pixelied ([website](#) | [LinkedIn](#))



People Don't Matter

A common business strategy that I disagree with is that people don't matter. That generally, you can fill open positions with whomever you want and you can get the job done. You couldn't be further from the truth. It doesn't matter if you sell widgets online or offer a service-based business, people matter. Especially in the aftermath of the pandemic, when possible, folks want to deal face to face with the employees of your operation. Therefore, it's important to ensure that they're the face of your organization and representing it correctly.

Thomas Hawkins, Owner at Electrician Apprentice HQ ([website](#) | [LinkedIn](#))

SEO is dead

I have seen hundreds of marketing ads telling companies to abandon SEO, as they feel it is impossible to rank for high value keywords. The advice is often given by fly-by-night marketing companies that are attempting to get companies to focus on whatever channel they feel they can sell their services on.

The truth is that organic clicks convert at a 600% higher rate than paid clicks. The effort put into SEO can also reap long-term rewards. All marketing channels should be utilised, but SEO should never be ignored at the expense of other channels.

Joe Karasin, Head of Growth at CircleIt Inc. ([website](#) | [LinkedIn](#))



Delegate "\$10 tasks" and only focus on the "\$10K tasks"

While I do agree that you should delegate some tasks as you grow your business, I think that most people misunderstand what kind of tasks they should delegate and most importantly at what point in their business journey they should be delegating.

What business owners need to understand about delegating is that they need to have a good time and tasks management system, so they know exactly what they can and cannot do and how much help they actually need.

Garrett Yamasaki, founder of WeLoveDoodles ([website](#) | [LinkedIn](#))

You need to create viral content

In my experience, people will share things that they find interesting and fun, but if you try to create something specifically for the purpose of going viral, it's just too hard to predict what will catch on and what won't.

Instead, I think it's better to focus on creating good content that people want to share because it's genuinely valuable to them. Focus on making sure your content is as helpful and informative as possible, and then let the sharing happen naturally.

Gauri Manglik, CEO and Co-Founder at Instrumentl ([website](#) | [LinkedIn](#))



IT IS IMPORTANT TO HAVE A BUSINESS PLAN THAT IS HIGHLY FLEXIBLE AND CHANGES IN LINE WITH THE CHALLENGES AND OPPORTUNITIES THAT COME OUR WAY



Create a solid business plan and stick to it

A business plan is considered the cornerstone of a successful business strategy, and traditional entrepreneurship has always taught us that a solid business plan is where it all begins. Putting in the work in creating the right business plan and then following every detail included in it despite resistance is how traditional entrepreneurs ran their companies.

While there is no doubt that a business plan is important, the traditional approach does more harm than good today. Instead, it is important to have a business plan that is highly flexible and changes in line with the challenges and opportunities that come our way. A highly adaptable business plan not only helps us adopt workable solutions on the go but also adds the lessons we learn to create a more viable growth strategy in the long term.

Kris Harris, Owner of Nootka Saunas ([website](#))

You must spend money to make money

While it is true that you need to spend some money to get your business up and running, you don't need to spend a lot of it. There are many ways to start a business on a shoestring budget. You can use free or low-cost tools and resources, such as social media, to market your business. You can also start your business from home, which will help keep your startup costs down. If you are smart about how you spend your money, you can still be successful without breaking the bank.

Danielle Bedford, Head of Marketing at Coople ([website](#) | [LinkedIn](#))



TWO STEPS TO MAKE ONLINE VISIBILITY A TASK YOU LOVE!



When you start building your business, ideas flow, and you stand tall behind your vision. You can talk for hours about the passion that pushed you to start. You are building your business on that initial drive that comes from the love for what you do. You jump with joy for the impact and transformation you bring to your clients.

By *Ugne Marchionno*

As you grow and go forward, daily tasks continue to bring in new ideas that, fuelled by your passion, branch out quickly and spiral out of control. Your big vision blurs into daily tasks that bring no more joy.

Your growth stalls, you stop being visible, and marketing and sales become a dreaded task you try to avoid at all costs.

Does throwing in the towel and surrendering to the idea that growing your business is necessarily a lousy task seem the only way through?

Try these two steps to fall in love with your business again to bring wellness into your digital strategy. Connect to the unique DNA of your business and keep things simple to be present in each step and feel in flow with your digital marketing.

Step 1 - Observe Your Business

Imagine your business as a garden that flourishes and spins out of control, some plants grow faster and bigger, some start wilting in their shadows, and others yet forget to sprout at all.

You jump from one side to the other, so absorbed

and overwhelmed that you lose sight of the bigger vision. You move from one task to the other. Hedges left half cut. Flowers show up in the tomato bed and tomatoes on the shed roof. You cannot stop moving the flower pots around, there never seems to be a perfect placement.

And it doesn't feel good, it doesn't sit right with you.

Step out of perfection, let that imaginary garden grow wild, and limit yourself to observing. Let go of your judgment and fear. Maybe you will realise that you like chaos or maybe what you always needed are the perfectly squared hedges. Allow yourself to indulge in these observations. What grew? Which plant threw too much shade? Which part of the garden needs your attention most? This way you will keep a sharp overall view without losing sight of your vision.

**PRACTICAL TIP:
ONCE YOU HAVE
DETACHED FROM DAILY
TASKS TO LOOK DEEPER
INTO WHAT IS HAPPENING IN
YOUR BUSINESS, WHAT YOU
NEED IS TO FIND YOUR
DESTINATION AGAIN.**

Connect with your business purpose

Your business purpose is your magic sparkle that ignites the fire that fills you with the energy to stay on top. Keeping it as a guiding light towards your destination elevates you above the daily tasks, you tap into it to see your vision every time you need it. You believe in the transformation you bring through it and the shift it can create!

When you are present in each moment in your business you have the magic combo of energy and confidence in your ideas. To get there, ask yourself a few questions:

- Why did I start my business in the first place?
- Why this business and not any other idea?
- What was the big dream?
- Did the initial vision change along the way?
- Where do I want to take my business next?

Do things that light your soul on fire and focus on what works best for the first next step towards your chosen destination.

All digital platforms provide some free analytics for business profiles, take a look behind the scenes in your social media, email campaigns, or website.

For example, if your next goal is to increase engagement with your audience, look at which piece of social media content was most loved, commented on, or shared. Is there any particular email campaign that resonated with your subscribers? Which article drew the most traffic to your website?

Going through what you already have and sorting into what worked or didn't work, helps you keep a finger on the pulse. Focus on what moves the needle for your business goals, one step at a time.

Step 2: Keep It Simple

Make it a habit to check in with your audience when creating your online visibility marketing.

You provide value to your clients through your services or products and the same goes for your communications online.

When thinking about content to create, ponder over what's in it for them. And no, that doesn't mean creating and sharing an infinite amount of free advice and give-aways.

Again, the value lies in the purpose of your business, what you are creating and what it means to your audience.

You do bring a shift to your clients' lives no matter your doubts. Let them decide whether it is big or small. Showing up consistently is bringing your gift to the world!

PRACTICAL TIP:

THE FEAR OF OVERPROMOTING AND THE FEAR OF BEING JUDGED IS THE SUPER DUO READY TO STOP YOU FROM BEING VISIBLE ONLINE. BUT WHAT IF WE CAN TURN IT AROUND BY PUTTING YOUR CLIENT FIRST?



If you hide because you feel sleazy when promoting, fear the extra workload that comes from being visible, or think that you are not good enough to make an impact, you are simply being selfish!

Talking about your passion for what you do is helping others learn about the subject of your expertise.

Talking about your clients' experiences can help them realise that they have a problem in the first place, the realisation is already a considerable shift.

Your services promotion is valuable information to someone who has a problem and is looking for solutions (that aha-moment of "this is what I need to solve my problem, YES!")

A simple text with a promo discount can be more valuable if you communicate the % off but also talk about the transformation that the purchase comes with!

And it works as magic for both products and services. A pair of handcrafted earrings can give you as much confidence as a new capsule wardrobe. Remember your clients' experience is

personal to them, take a step back and let them be the judge!

Does it sound like I am adding more to the plate of our entrepreneur tasks? Take another mindset spin with me.

All you need to do is talk about what drives you, your passion, your amazon services, or products, and ignite that spark by tapping into your purpose. Permit yourself to go crazy, make a list of ideas, and keep it handy to add more in the moments you are inspired and connected to your business purpose.

Ask questions, listen and interact sincerely with your audience they are your pandora's box for when you feel out of inspiration.

The Purpose is Stories. Be You.

Tell Your Story!

Being in the flow while creating visibility online and growing your business is the most productive way to avoid burning out and losing your drive. Whenever you feel lost and overwhelmed, sit down in that magic garden and observe before rushing into aimless action.

YOUR HOME OFFICE WITH FENG SHUI GUIDELINES

Your workspace represents your career, so giving your home office some love and attention can lead to positive results at work. However, it can be hard to stay motivated when you find yourself surrounded by home comforts. It can be a bit of a puzzle to create a practical and inspiring home office.



By [Darina Veen](#)

Having my own Feng Shui practice and my workspace at home, I went through all possible challenges related to working from home. Therefore I would like to share here the most important things I learned so that you make your workspace a motivating and supporting environment for you to succeed.

So, what is really important? What do you need to pay attention to and why?

#1 Balance

A good Feng Shui home office means thinking about how to make some clear definitions between work and home.

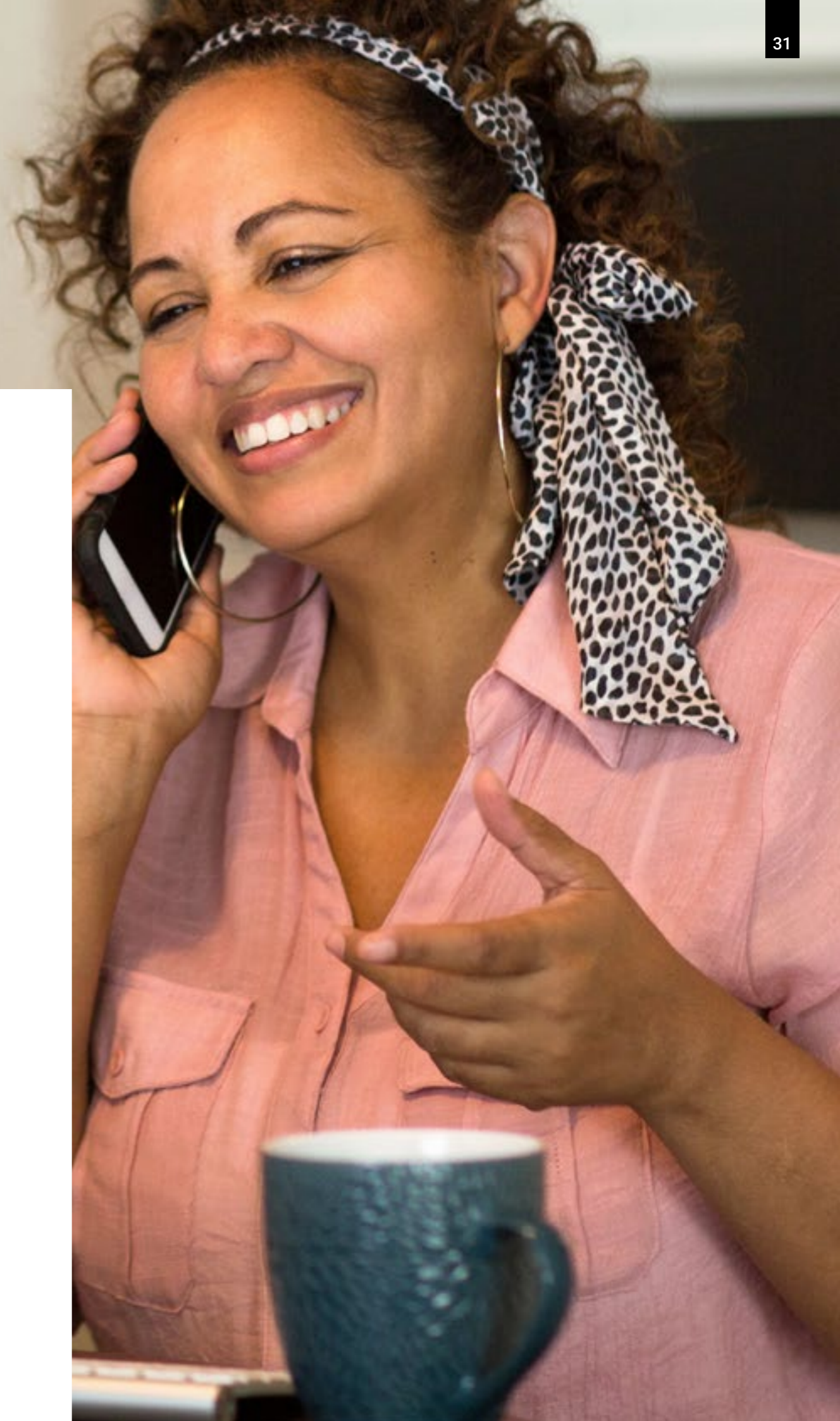
It is important to create a separate space for your home office as much as possible for a good balance between work and private (family) life. Ideally, you have a dedicated room, but not everyone can make that happen. So when you cannot have a separate room, consider well which room in your house is suitable for your work corner. Do your best to create a visual separation between your workspace and the rest of your home. A folding screen, curtain, plants, or a bookcase can help to divide the space.

Always be sure to create as much division as possible between your work area and your bedroom; this is basic for good Feng Shui in your home. Have your home office as far from your bedroom as possible. Never install your workspace in your bedroom, it will disturb your sleep and probably your love life as well.

#2 Position of Your Desk

Place your desk in the Feng Shui “commanding position” to attract stronger and successful energies to your work area. That means that you should see the door and sit far enough inside the room to oversee the whole room from your desk. Avoid sitting with your back to the door, you will not be sufficiently alert to your surroundings and may be surprised by people entering the room.

In Feng Shui, it is all about feeling empowered and having an advantage.





Don't put your desk in a cosy corner under the stairs, as we see sometimes in the fancy magazines. It will make you feel small and limited every time you sit there, and that will prevent you from dreaming big and free.

How is your view from your desk?

What do you see ?

Are you looking at something that inspires you, or are you facing a blank wall?

Facing directly towards a wall can represent a block in your career, so decorate the wall with artwork, a landscape picture, a vision board, or other things that you find encouraging and uplifting.

It is not too beneficial to look directly towards your kitchen or bed since those can be distractions and can make you want to eat or sleep rather than work.

#3 Display What Inspires You

Artwork in your workspace can help improve productivity and decrease stress levels. Motivational quotes can boost your creativity. So, take time to find and choose pieces that inspire you – symbols of your ambition, goals and dreams you want to achieve.

Plan your home office with success, well-being, and productivity in mind. Choose décor items and appropriate images that make you feel successful, appreciated, and happy.

You are working from home, so feel free to fully express your creativity in decorating your workspace. Make sure it reflects the energy you want to project into the world.

#4 Sense of Well-Being

Feng Shui considers not only physical space but also the right environment. So, get yourself some lovely plants. Fresh flowers can bring positive energy, too. The energy of plants and flowers will refresh not only the energy of your space but also your own energy.

Another possibility is a natural view to help you reflect, think, or take a break from your screen, listen to music or the radio when working, as well as some healthy snacks or fruits to help power you through the day.

#5 Oxygen and Fresh Air

Good air quality and good light (natural and artificial) are two Feng Shui must-haves. If your brain is starving for oxygen and your body does not get enough natural light, you will not enjoy being in your home office, no matter how much you are motivated.

#6 Organise and De-Clutter

Your desk should be clean and tidy. Successful people have a tidy workplace, even though they have a lot to do. No one can solve dozens of things at the same time. Clutter drains your energy and dampens your best intentions, create a clear system, and do not let clutter ruin your health and your business.

These are a few of the basic Feng Shui priorities to provide a high level of energy in your home office. Everything is connected on a subtle energy level and you do not want to leave anything out in your efforts for a successful home-based business!



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