

# THE POWER OF ACCOUNTABILITY:

EMPOWERING YOUR JOURNEY TOWARDS PERSONAL GROWTH AND SUCCESS

DECLUTTER YOUR  
MENTAL CLOSET &  
REVITALISE YOUR  
SOUL

STOP CREATING  
SAFE SPACES!

RECONNECTING WITH  
THE MULTI-FACETED  
GEM WITHIN US



**FEM**

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GEM WITHIN US**

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# WELCOME.

When I launched FEM on International Women's Day 2021, my goal was to provide a counter-voice to the hustle culture. I wanted to amplify the voices of those challenging the status quo and fostering kindness, balance, and community.

During the chaotic times that followed FEM became my anchor. It kept me focused and gave me purpose. It supported me as I navigated personal challenges and rediscovered myself.

Now, I'm thrilled to announce some exciting updates to FEM. We've launched [FEMfm](#), delivering daily doses of inspiration to your Spotify feed. We've



Photo by Evamaria Kulovits

also been working closely with contributors to incorporate their stories across various platforms, not just in FEM. And to foster collaboration and connection,

I've created the [House of Hives community on Discord](#)—a digital office space away from noisy social media feeds. I would love to meet you there so we can encourage and inspire each other on a daily basis!

But today? Today it's time to settle in and read some amazing articles!

**Mags Thomson**

Editor In Chief

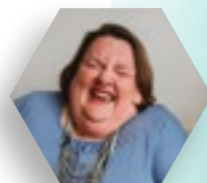
# RECONNECTING WITH THE MULTI-FACETED GEM WITHIN US

Kyre Adept is an 'agent of change', and most especially a Geotran-based human programmer. She quickly and easily releases people from the automatic patterns and inner computer glitches that block their healthy, wealthy, happy lives. She supports women go from blocked to bold, from brass to gold, and from better to best.

By [Mags Thomson](#)

Kyre explains that she has the skills and tools necessary to troubleshoot and resolve any issues that may be blocking your inner biocomputers. With over 25 years of experience in the field, she confidently assures you that she can identify the problem within two minutes. Kyre has access to a vast array of techniques and tools that enable her to quickly and effectively diagnose and treat any impediments to your overall well-being.

It's like the tech-savvy teenager who can effortlessly troubleshoot and fix your laptop, she jokes. Kyre has a natural talent for identifying and resolving issues that may have previously seemed insurmountable.



## Q: Why is the combination of Geotran and Human Design so powerful?

I had a longstanding interest in human design before I began training in it. Exploring the various gates and their significance in shaping our ability to create our lives. Human design examines the gates and their connections to provide insight into our individual functioning. Take for example Gate 45, known as the gatherer, which forms one half of the money channel alongside Gate 21, the hunter. Together, they embody the hunter-gatherer archetype, responsible for acquiring resources for the tribe. Essentially, human design serves



“UNFORTUNATELY, OUR CULTURE TENDS TO PRIORITISE THE LINEAR, ACTION-ORIENTED APPROACH ASSOCIATED WITH THE LEFT BRAIN, OFTEN CONSIDERED MASCULINE, WHILE UNDERVALUING THE INTUITIVE AND QUALITATIVE ASPECTS ASSOCIATED WITH THE RIGHT BRAIN, OFTEN ASSOCIATED WITH THE DIVINE FEMININE.”

as a comprehensive circuit diagram, revealing the pathways where energy flows and where it may be blocked.

By treating human design as a diagnostic tool for our internal biocomputers, we can assess the clarity of our circuits. This assessment allows us to direct energy more effectively, either by amplifying it in certain areas or dampening it in others. This is where my training in Geotran can be transformative. Similar to an acupuncturist, but importantly without the use of needles, I have the ability to alter the flow of energy within the circuitry of your human design.

**Q: So, how does Geotran work with our energy flow?**

A lot of what Geotran does is about getting the right brain and left brain to talk to each other, to communicate across the midline, whether it's side to side, top to bottom or front to back. Take dyslexia, for example, an issue my Geotran teacher did a lot of work with. All dyslexia is, is an inability for information to cross the midline. Basically, it switches off your field somewhere. Your left brain processes the word and sound, and the right brain provided the image, in this case, the writing. They're trying to meet at the corpus callosum. And if you're dyslexic you somehow cannot make that connection.

Now, we're kind of trained to see that only in terms of numbers and words and letters. But look at John Wayne, he clearly has dyslexia for walking. We all have these breakdowns of communication within our system that trip us up when trying to live our lives.

Now, the diagnostic aspect of understanding issues like this is indeed crucial, but it becomes truly valuable when paired with the ability to effect change. The question of whether we can modify and enhance our circuitry is equally significant. Can we reset and clear any blockages? Can we activate and optimise its functioning? These are the core principles that guide my approach: clear, reset and activate. By implementing these pillars, we aim to restore your circuitry to its optimal state and, ideally, improve upon its original design.

For the dyslexia part, it means that for whatever activity it is, whether it involves a person, a belief, a place, a concept, a thought, a feeling, a desire, or something happening at the soul level, if you have dyslexia in relation to that and you are exposed to it without correcting it, eventually some part of your field is going to crash. This is when we begin experiencing physical ailments and a loss of balance. From an acupuncturist's perspective, if a particular meridian or energy centre keeps malfunctioning, it will eventually lead to symptoms related to the corresponding organ. The underlying cause can be traced back to something that is causing a crash in that area of your energetic system.

**Q: So, you are like a bio-computer system administrator?**

When we examine your inner computers, several factors come into play to determine their functionality. First, we consider whether your operating system is compatible with your wiring. Is your wiring able to receive input, which corresponds to your files? Moreover, are your programmes compatible with your files? All these

elements are interconnected and constantly active within your inner computers. Each of these computers governs a different aspect of your life.

We begin by focusing on the light computer, which governs your physical existence. This encompasses your health, financial aspects, a significant portion of your relationships, and even your residential choices—all the sensory aspects of life. On the other hand, the other three of the Big Four—the mind, heart, and love computers—deal with matters at the soul level. For the sake of clarity, let's concentrate on the light computer.

In your computer system, you have wiring and specific programmes, and, here's where it gets interesting, computer viruses. Sometimes, you may unintentionally acquire someone else's file that works for them but is incompatible with your system. Alternatively, you might unknowingly pick up files that operate like mini-programmes. Similar to your laptop or phone, your computer doesn't possess a built-in filter to differentiate between suitable and inappropriate programmes. It simply reads the code and executes it, utilising system capacity without qualitative assessment. If you have a strong immune system or run a virus-scanning programme on your computers, you can potentially overcome these challenges. However, doing so consumes system capacity, leading to fatigue.

This is where I come in—I function as the equivalent of a virus scanning or security programme for your inner computer. I analyse and discern what aligns with your true self and what no longer serves you. I question the influences and associations that may have influenced you recently. Without judgment, I understand that we continuously absorb and rebroadcast information and energy from our surroundings.

Another analogy that can be helpful is to envision yourself as a radio, constantly receiving and transmitting signals. However, the emphasis is on receiving, as you absorb information from your environment. It's important to consider what surrounds you. This is what Jim Rohn alludes to when he says, “You are the average of the five people you spend the most time with.” It's not necessarily about the five people you like the most, but rather about what influences bombard

your system, often without your conscious awareness.

As we know, 90 to 95% of our mental processes occur in the subconscious realm. So, even if you hold conscious beliefs that you affirm repeatedly, what's happening in the remaining 90%? What subconscious programming have you absorbed, primarily during your early years but not exclusively? It's this programming that governs and influences your actions, whether you like it or not.

**Q: We've spoken about the connection between the left and right brain, conscious and subconscious, where else do you find your work is essential in restoring balance between systems?**

We often receive training in the conscious mind to dismiss or downplay the significance of the non-quantifiable aspects of life. Many people argue that if something cannot be quantified, it is not real. However, I find the interplay between the quantifiable and the qualifiable fascinating. The realm of qualities and subjective experiences holds its own importance, even though it may not fit within the framework of quantification.

Interestingly, many of my friends are involved in scientific fields, particularly the hard sciences. For instance, my best friend is a physics professor who has been passionate about physics since a very young age. Physics and other sciences are predominantly concerned with quantities and numbers. The culmination of a left-brain, analytical approach has led to a strong emphasis on quantifiable data in scientific disciplines. However, you and I both understand that qualities are equally, if not more, important in many situations. Conveying this to individuals who are entrenched in a quantification-oriented mindset can be quite challenging.

After 48 years, I have managed to get Michael, my physicist friend, to a point where he acknowledges the efficacy of practices he previously didn't believe in. For example, he now approaches me for assistance when he experiences physical discomfort, recognising that my methods can be beneficial. This shift in perspective highlights the importance of embracing qualities and images, which are associated with the right brain. The

right brain thinks holistically, focusing on the big picture, while the left brain specialises in linearity and detail-oriented thinking. It's crucial to recognise that we are designed to utilise both of these faculties. Unfortunately, our culture tends to prioritise the linear, action-oriented approach associated with the left brain, often considered masculine, while undervaluing the intuitive and qualitative aspects associated with the right brain, often associated with the divine feminine.

However, a balance between these two modes of thinking is essential. We must recognise the value of both qualities and quantities. An engineer who solely relies on right-brain thinking would not be ideal, just as an architect like myself, who is trained in both artistic design and the technicalities of construction, understands the importance of striking a balance between the two.

**Q: Does using these different modalities allow you to maintain this balance between the big picture and the details?**

Yes, I look at the divine blueprint for each individual, and it is my desire to help people realign with that blueprint. My focus is on obedience to this divine blueprint and ensuring that the actions and techniques chosen are in alignment with it.

I emphasise that it is not about what you or others think a person should be, as those thoughts are irrelevant. Instead, the goal is to assist individuals in returning to alignment with their divine blueprint. I start by assessing what percentage of a person is running someone else's negative patterns, as this often contributes to the issue at hand.

I firmly believe that every individual possesses body intelligence and intelligence in the field that knows precisely how they veered off track and how to guide them back on track, prioritising each step in the process. In my work, I strive to refrain from having expectations or preconceived notions about my client's needs. Instead, I rely

on their divine blueprint and body intelligence to communicate what they require. The focus is on assisting individuals in reconnecting with their authentic selves rather than imposing external judgments or assumptions.

And as my teacher, Dorothy, describes it, within each of us resides a precious, multifaceted crystal ball. It is a truly magnificent sight when the divine light illuminates this ball. In that radiant glow, every aspect of our being, from our quirks and idiosyncrasies to our humour and humility, becomes illuminated. It is a recognition that while we may not have all the answers, we possess the answers that resonate with our own truth.

These facets within us are inherently beautiful, but over time, they can become dimmed or obscured by various experiences and influences, much like smudges or stains on a crystal ball. Our goal, symbolised by the foundational course in Geotran called "The Gem of Excellence," is to polish and restore the brilliance of these facets. The facets themselves are already present within us; they simply need some clearing and cleansing. By doing so, we allow the light to enter and refract through them.

Dorothy also shared a profound insight, stating that the glory of God manifests as intelligence, which is synonymous with truth and light. It is important to ensure that we are receiving the right kind of light, and this is something we can discern and verify. Our own inner records, the essence of who we are, should be pristine, uncorrupted by external expectations or influences. When someone is granted permission to be their authentic self, and when they remember and reconnect with their true nature, it is a transformative experience that is truly awe-inspiring to witness. This is precisely why I am passionate about the work I do, and why my practice is named "Light Me Up."

**Q: Where can people find out more about you?**

The easiest way to find out more is to check out my [website](#) or connect with me on [Facebook](#).

# JOIN A FREE HOUSE OF HIVES EVENT



## Conversational Networking

**Join us for a casual networking call where you can connect with like-minded, impact-driven entrepreneurs while sipping on your favourite drink. It's the perfect opportunity to expand your network and discover collaborative ways to grow your business.**

WED 23 AUG - 7.30 PM CET | 10.30 AM PT

WED 6 SEPT - 7.30 PM CET | 10.30 AM PT

WED 20 SEPT - 7.30 PM CET | 10.30 AM PT

## Your LinkedIn Featured Section: Waste of Space or Golden Asset?

**We are joined by LinkedIn expert Sophie Lechner. After 25 years in corporate, Sophie became an entrepreneur and is now the founder of her second company, The MAGNET Model. She helps mission-driven entrepreneurs to find their audience on LinkedIn and engage with them so they can spread their message and grow their business.**

**Sophie will teach us how to use the Featured Section on our LinkedIn profile in a 15 minute workshop, followed by plenty of time for questions and answers, so bring your LinkedIn questions!**

TUE 29 AUG - 7.30 PM CET | 10.30 AM PT

Join Us on Discord 



# HOW TESTIMONIALS HELP YOUR SALES



**Customer testimonials are a powerful form of social proof that can help to build credibility and increase conversions on a sales page.**

**My good friend Mags Thomson (who you may know as the Editor-In-Chief of FEM) is an expert in testimonials, so I asked her a few questions on how to get the best testimonials to spice up your sales page.**

By [Sandra ten Hoope](#)

## What is Social Proof?

Well, it is really quite simple. As humans, we like to look at other people when we have to make decisions. What are other people doing? I am not calling you a sheep, I promise. But consider for a moment a time when you were in a building and the fire alarm went off. Did you immediately walk to the emergency exit? Or did you first look around to see how other people responded? If no one seemed to

respond, you will likely have assumed it must have been a drill and continued with whatever you were doing. If other people had started walking to the exits, you will have joined them. This is how we make a lot of decisions throughout the day. We rely on other people's judgements and experiences to help us make choices, especially people we relate to or admire.

Testimonials tell your prospective customers

**“WHEN A TESTIMONIAL SOUNDS GENERIC, PEOPLE MAY THINK THAT THEY ARE FAKE. THIS WILL MAKE IT IMPOSSIBLE FOR YOU TO GENERATE TRUST WITH YOUR AUDIENCE”**

that people like them have purchased in the past and had a good experience. This helps to build trust and credibility, which can make them more likely to make a purchase.

## How can I get good testimonials?

As important as testimonials are, it is also important that they are specific and detailed. When a testimonial sounds generic, people may think that they are fake. This will make it impossible for you to generate trust with your audience.

Capturing good testimonials can be a little difficult. Mags attributes that to these two things:

1. Your clients struggle to put words to an experience that feels so personal and vulnerable, so they either write nothing or use tired platitudes that make their review boring and uninspired
2. Asking the right questions is equally a skill, and you may simply be asking the wrong questions or asking too many, both of which can be off-putting

## Consider your client avatars

Before you can write good copy, it's important to understand who you are writing it for. The same is true for testimonials. You want the reader to feel “ people like me bought this service” or “people I aspire to be like appreciated this product.”

So when deciding which testimonials to include on your sales page, revisit your client avatars. Who are your ideal clients?

Here are some ideas to consider.

Do you work with men and women? Be sure to include testimonials from both.

Do you work with people in a variety of sectors? Make sure you have a few represented.

Do you work with corporates and third-sector organisations? You already know what I am going to say.

## Testimonial or Programme Evaluation?

One mistake Mags sees a lot of people make when asking for a testimonial is that it is included in an evaluation form. Sending your client 20 questions about their experience is overwhelming and will not actually get you better information. An evaluation and a testimonial are not the same things, so make sure to separate the requests and questions.

## Highlight your USP

Consider what makes your product different from others and try to let the testimonials show that off. This goes for all your messaging, including your testimonials, if the text wouldn't seem out of place on the website of a competitor, it is too generic and doesn't speak to your USP (we explored all about USPs a few weeks ago).

## Ask specific questions

When asking for testimonials, provide specific questions. “What was it like to work with me?” or “What did you gain from my programme?” are broad questions that will probably get you pretty generic answers. Asking specific questions will get you specific answers. This is how you can become strategic with your testimonials.

In order to help you out, Mags has three questions to help you capture better testimonials:

Was there one thing you really liked about your experience?

Was there an unexpected moment when you thought: “Oooo this is good! I am glad I decided to work with you”?

What would you say to a friend to persuade them to work with me too?

Do you need help capturing testimonials that will show you off in the best possible light? Check out the [amazing service](#) that Mags has on offer.

# Declutter Your Mental Closet & Revitalise Your Soul



Just as we periodically declutter our physical spaces, it's equally crucial to clean out our mental closets. This process involves identifying and eliminating limiting beliefs that hinder our growth and fulfilment.

By [Janifer Wheeler](#)

## Understanding Limiting Beliefs

Limiting beliefs are thoughts or perceptions that hold us back from realising our full potential. They stem from various sources such as past experiences, societal conditioning, or fear of the unknown. For women, one common limiting belief is the notion that they must be 100% qualified before applying for a job. This stems from a deeper self-doubt or impostor syndrome, where despite their skills and accomplishments, they still feel like a fraud.

## Identifying Limiting Beliefs with a Life Wheel

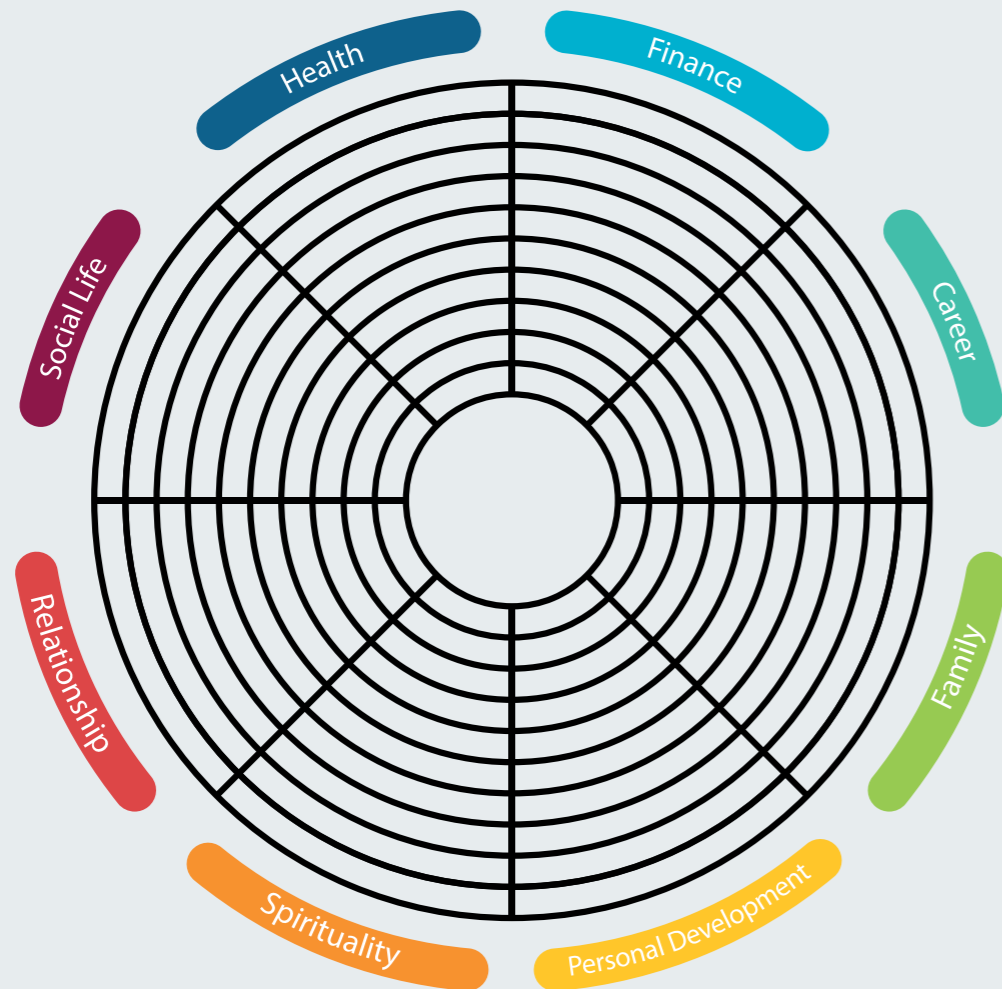
A life wheel is a powerful self-evaluation tool that helps identify areas in your life where you lack confidence or feel held back by limiting beliefs. The wheel typically includes segments such as career, finances, health, relationships, personal growth, and more. By rating your level of satisfaction in each area, you can pinpoint where limiting beliefs may be lurking.

## Overcoming Limiting Beliefs

Once you've identified these beliefs, it's time to challenge and replace them. Here are some actionable steps:



## Wheel of Life



### Acknowledge the Belief

The first step in overcoming a limiting belief is acknowledging its existence.

#### Question its Validity

Challenge the belief. Is it based on fact or merely a perception?

#### Replace with an Empowering Belief

Replace the limiting belief with a positive, empowering one. For instance, instead of thinking "I'm not qualified enough," believe "I have unique skills and experiences that make me valuable."

#### Take Action

Start acting as if your new belief is true. Apply for that job, even if you don't meet all the qualifications.

### The Benefits of a Limiting Belief-Free Life

Living free of limiting beliefs can bring an increased sense of fulfilment and satisfaction. It empowers you to step out of your comfort zone, take risks, and pursue your goals with confidence. It allows you to unlock your full potential and live a life that truly reflects your abilities and aspirations.

Cleaning out your mental closet might not be an easy task, but it's a necessary one. Remember, the only thing standing between you and your dreams could be that one limiting belief. So, revitalise your soul, challenge those beliefs, and embrace the limitless possibilities that life has to offer.

## How I Decluttered My Beliefs to Become a JOYFull BadAss

My journey to becoming The JOYFull BadAss was not carefree or without my own feelings of inadequacy. For most of my life, I felt pretty competent. An A-student all through school and a top performer at whatever I took on, I was fairly confident in my abilities to try something new.

However, two opportunities in my life caused me to rethink my capabilities, resolve and resilience.

### The First Opportunity: Motherhood

As an Early Childhood major and primary school teacher, I knew babies. I knew kids - I knew I could do this!

During what was supposed to be the most joyous time in my life, I found myself in a situation that was quite the opposite. After having an emergency c-section, I couldn't nurse and experienced weeks of postpartum depression. Being unprepared and overwhelmed, I felt as though I was constantly waiting for someone to take over care. Until one night around 3:30 am, while I rocked my screaming baby, I had an epiphany. *"GDammit. I am Jake's mom, and it was up to me to find my footing and tackle the challenges of motherhood head-on."*

The challenge then became to develop and maintain that mama confidence but with every new milestone, I wondered if my kid is keeping up. I fell into comparison mode, wondering if I was good enough compared to the other moms. Once my confidence and competency have been rocked by motherhood, it never really leaves. Thank GOD there was no Social Media, scrolling, reels or TikTok to share my shame or fake my happiness. That's another layer of all this shit that never stops.

### The Second Opportunity: Entrepreneurship

Although I knew how to create successful programmes for children, starting up my own business felt incredibly daunting. It seemed like so much effort with no guarantee. But I was determined to leave public education and make it on my own.

Again with the comparisons. There's a real opportunity to compare yourself against others with their Instagram posts and stories of

success. Not to mention the excessive amount of information on the internet that makes you feel stupid as hell. With so much information, it's easy to become overwhelmed and comparison paralysis sets in. You question your abilities and start to doubt your decisions and then that makes you freeze in your tracks or chase the next shiny object.

Now that I am 52, I have no more fucks to give. I no longer care about what other people are doing or what they think of me. I am living my life authentically, with purpose and intention. I hate following rules I think are stupid, so I no longer pay attention to gurus, experts or folks who want to shove me into a mould.

### Are You Ready to Declutter Your Mind?

Take a moment to reflect on your own limiting beliefs and make a choice: will you allow them to continue holding you back, or will you release them and breathe new life into your soul, pursuing your greatest dreams? If you're unsure where to start, here are some frequently encountered limiting beliefs to help you identify and overcome them:

1. I'm too old
2. I'm not smart enough
3. I'm not educated enough
4. I'm afraid of trying and failing
5. You have to have money to make money
6. I've already tried everything
7. It's selfish of me to want more
8. I don't feel that I really deserve it
9. I don't have the willpower
10. All the good ones are taken



**The JOYFull BadApp**  
**DO Less - BE More**  
*Productivity Coaching*  
*in Your Pocket*



# The Power of Accountability: Empowering Your Journey Towards Personal Growth and Success



Many years ago, I confided in a close friend about a monumental goal I aspired to achieve. However, as time passed, my ambition became entangled in a web of excuses and delays. Days turned into weeks, and weeks turned into months, leaving me with little progress toward my lofty aspirations. I convinced myself that I needed more time, that I wasn't ready yet, and that life's circumstances were not favourable to me.

By *LaNise Thrasher*

It wasn't until I took a deep dive into self-reflection that I realised the true obstacle standing in my way: it was me. That pivotal realisation led me to uncover the power of accountability and set my life on a course of profound transformation.

## What Accountability Is and Isn't

Accountability is more than a trendy catchphrase; it is a life-altering concept with the potential to shape our destinies and propel us toward personal growth and extraordinary success. At its core, accountability begins with wholeheartedly accepting personal responsibility for our actions, choices, and outcomes. It empowers us to acknowledge that we hold the key to designing our lives and recognises that our decisions and behaviours ripple through every aspect of our existence. By embracing this profound truth, we embark on a transformative journey of positive change, inching closer to the life we envision for ourselves.

Accountability acts as a steadfast compass, unwaveringly keeping us focused and on track.



It ensures that we not only make commitments but also follow through on them, honouring the promises we make to ourselves and others. By establishing a system of checks and balances, accountability pushes us beyond our comfort zones and urges us to stretch the limits of our capabilities. It inspires us to persevere through challenges, celebrating not only our triumphs but also our failures, for within them lie invaluable lessons and seeds of growth.

However, the voyage of accountability is not meant to be undertaken alone. Its power flourishes in the company of those who offer unwavering support, guidance, and encouragement. Reflecting upon my own journey, I recognised that I couldn't traverse this path by myself; I needed someone who would hold me accountable for my actions and provide the nurturing environment necessary to overcome the self-imposed barriers that held me back. That realisation led me to seek out an accountability partner, a decision that proved to be a game-changer on my path to personal transformation.

Accountability partners assume a pivotal role in our journey, serving as trusted allies who bring fresh perspectives, challenge our limiting beliefs, and hold us accountable to the highest versions of ourselves. With their unwavering support, we gain the strength to navigate setbacks, maintain unwavering focus, and cultivate resilience. Together, we forge a bond that propels us toward success, elevating each other to reach new heights of achievement.

## Accountability and Compassion Foster Growth

When embarking on the journey of accountability, it is crucial to remember the importance of self-compassion. As you face challenges and setbacks, give yourself grace and understanding. Recognise that accountability is not about perfection but about progress. Be kind to yourself when negative thoughts arise and reframe them as opportunities for growth. Treat yourself with the same kindness and forgiveness you would extend to a dear friend. Embrace self-compassion as a powerful tool that allows you to learn from your mistakes,

grow stronger, and continue moving forward on your accountability journey.

Overcoming challenges on the path of accountability requires practical strategies and techniques. When facing the fear of failure, break your goals into smaller, more manageable steps. Celebrate each milestone along the way, acknowledging the progress you've made. Seek support from your accountability partner or a trusted friend who can provide guidance and encouragement. Practice self-reflection and self-care, recognising when you need rest or a change in approach. By implementing these strategies, you empower yourself to navigate challenges with resilience and determination.

### Accountability Is a Cornerstone of Growth

Accountability is a cornerstone of healthy and fulfilling relationships. It involves open communication, trust, and a commitment to personal growth. You can practice accountability in your relationship by actively listening to your partner, taking ownership of your mistakes, apologising when necessary, seeking to understand their perspective, and taking responsibility for your actions, which cultivates a foundation of trust. Honouring commitments, both big and small, shows respect and builds a sense of reliability. When conflicts arise, accountability allows both partners to address them honestly and find constructive solutions.

By nurturing accountability in your relationship, you create a safe and supportive space for

growth, connection, and shared aspirations. When both partners are accountable, they create a safe and nurturing environment where they can grow individually and together. Accountability in relationships cultivates respect, deepens connection, and builds a foundation of trust that withstands challenges and strengthens the bond between two individuals.

### Accountability Isn't a Burden

Accountability is not a burden but a liberating force, propelling us towards personal growth and success. By incorporating accountability into our lives, we can transform from passive bystanders to active participants in our own growth. You cannot change what you refuse to confront. Embrace and commit to being accountable.

As a Life Coach, I am passionate about helping individuals harness the power of accountability to create meaningful transformations in their lives. When I work with clients, I guide them through the journey of personal growth, offering tools, techniques, and providing ongoing support to foster accountability. Challenges may arise, but I am dedicated to helping my clients overcome them, unlocking the extraordinary possibilities that await.

If you are ready to take the next step towards living a more accountable and fulfilling life, do not navigate this path alone. Act today and reach out so you can discover the power of accountability in achieving your goals.



**LaNise is an Author, Speaker, and Certified Life Coach.**

**Her transformative Coaching Program is called Conquer Heartbreak where she helps women regain their confidence, reframe their negative thinking, and have freedom.**

Download my free guide "The Top 4 Mistakes Women Make when trying to heal after divorce or breakup."



**FEM fm**

NEW EPISODE DROPPING TOMORROW



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# TRAPPED IN AN EMOTIONAL PRISON OF YOUR OWN MAKING



**My grandfather spent 60 years in a prison. It was completely needless. The prison was called Watford. There were no guards, and no locked doors, but he could never leave this place and fulfil his dearest wish to go home to Ireland.**

By [Deirdre Morrison](#)

Why would someone spend 60 years in a place that was alien to him?

Why would he deny himself the chance to meet his son or grandchildren?

*\*\*Grab a coffee and a KitKat and let's take a tour of this pointless waste of a life, and some of the things that could have - and could still - change the course of history.\*\**

## The Story of My Grandparents

My grandparents married in rural Ireland when my gran was 17. That wasn't uncommon in those days. A baby boy followed quite quickly, and because of the economic situation in Ireland after WWII, my grandfather joined the throngs of Irish people who made their way to England in search of work.

He was no slouch, and found work quickly, the proceeds of which he sent home to support gran and their firstborn. By this time, my dad

was on the way too, and there was no slowing up in the support he provided.

When my dad was a toddler, the situation my grandfather had created in England was stable. He'd managed to find steady work and a good family home. He wrote to my gran and told her that he had everything ready so they could continue their lives as a family.

Unfortunately, my gran's parents had other ideas and forbade her to leave. She was still only 19 at this stage, and her husband was far away. England may as well have been Mars. She gave in and agreed not to go.

This was clearly very painful news for my grandfather, who had left everything he knew to support the family and work towards what he imagined would be a joyful reunion. His expectations were crushed, and in his disappointment, he wrote to her, probably filled with anger and hurt, telling her that he understood that she didn't want him in her life, and that he wouldn't bother her again.

Gran was distraught and travelled to England to try and find him but to no avail. He had disappeared - a much easier feat to accomplish back then.

He lived the rest of his life in self-imposed exile. From what I've been able to piece together, he



was successful in his career and worked in television production, and set design for The Muppet Show among other things.

When I met my grandfather, he was on his deathbed. It was the first time anyone in my family had laid eyes on him in six decades.

My dad had lived a life fuelled by the rage of an abandoned son.

My gran lived a life of personal isolation because Catholic Ireland forbade her to ever take a new partner. Not that she wanted one, really. At 94, she still blames herself for not making the decision to join her husband and start a new life. She treasures tattered notebooks of poems and songs that he kept and speaks of him kindly.

She has lived a life defined by her regret.

### Now, why am I telling you this?

Because of the pointlessness of it all.

Because I know that many people are still living lives filled with rage and regret and that there is no need for it.

Situations have power over us when we are unable or unwilling to integrate and process the associated emotions. But we can't expect people to do this when they don't understand what their emotions are, and how they're created. For that, we need to know a little about our brains, and how they receive and process information in the situations we face.

My dad's generation didn't speak about their emotions - at least not the painful ones. They suppressed them, and they leaked out in other ways. But like Maya Angelou said, "Do the best you can until you know better. Then, when you know better, do better."

We know better now. Our understanding of the human brain and how emotions are created has advanced enormously over recent years. So it's up to us to do better.

### Understanding Our Brains Helps Us Manage Our Emotions

Understanding the role of expectations, fears and frustrations in our actions, reactions, and interactions, and having tools to assess our thinking and create more effective choices, is vital - not just to our success, but to our well-being and relationships.

Although applied neuroscience is a term that I know a lot of people find off-putting, it basically means knowing how our brains work, based on what science tells us, and then being able to use that information to live a better life, with less stress, and more peace of mind and resilience. It's the toolkit I use day in, day out. It helps me and my clients to face difficult situations, maintain mental fitness, relationships, and access greater clarity and more effective thinking.

What I find is that when people can relate the brain function to the emotions that they experience (or try to suppress!), then those strong or unpleasant emotions start to feel a whole lot less scary and overwhelming.

We fear what we don't understand, right? And often a little bit of nuts and bolts information can make sense of an otherwise very confusing picture. It demystifies our experience and unshackles it from feelings of wrongness.

This is clearly a very personal story, but whether we're at work or at home, the tools and information we need to navigate situations that produce difficult feelings are the same. Knowing this stuff doesn't mean you never have to face difficult things. It just means they affect you less.

In fact, the more we practise them, in all kinds of situations, the more adept we become at using them, and at creating more effective choices for ourselves.

### Escaping Our Mental Prisons

I'm pleased to say I got to meet my grandfather before he the end. I found a lot of pieces that were missing from the jigsaw of my family tree. It was like meeting an older version of my dad - these two men, who'd never met, were so incredibly alike.

My grandfather died at the age of 85. Cancer got him in the end. In our first, and only conversation, he asked me if I thought he'd ever go home again. Home. Ireland. After 60 years, his heart and mind were still there.

All truths wait in all things, as Walt Whitman said, and I wonder what truth waits for you in this story?



# 2 SIMPLE TIPS TO COOK UP A FINGER-LICKING SALES PAGE

**Variety may be the spice of life, but on a sales page, it can easily spill over into overwhelm.**

**Imagine being in a restaurant and not being able to understand if it's Italian, Chinese or Mexican you'll be served. Or when you get a menu with 21 starters and equally as many mains, deserts and sides! It's too much to even contemplate!**

By *Sandra ten Hoop*

The same is true for your sales page. Too many options, add-ons or exceptions make things

overwhelming and will send your potential clients running!

How is your business' menu (or sales page)? Is it clear to your prospects what their choices are? Or could there be a case of too many options?

### Your Sales Page Recipe

The first must-do if you want to stop worrying about your Sales Page is to stop overcooking aka overthinking it. A Sales Page is not a scary Michelin Star recipe, to be followed to the letter. It is a One-Pan (or page)-Wonder, that requires a few essentials and a whole lot of YOU.

Every cooking competition you will ever watch has comments about contestants overcomplicating a dish, adding too many elements, or playing it too safe and not creating an impact. The same is true for your sales page. Too much will overwhelm the pallet, too little and your potential client will be underwhelmed.

### Keep Your Sales Page Counter Clear of Clutter

Another common piece of feedback in cooking shows is for the contestant to keep their work station clean and organised. Having pots and pans, whisks and ladles all over the countertop doesn't usually lead to better-looking and -tasting results.

In the same way, a cluttered or complicated sales page can be overwhelming for visitors and make it harder for them to understand the value of your product or service.

Keep the design clean and simple, with plenty of white space to make the page easy to read and navigate.

Keep the page focused on a single goal, whether that is making a sale or getting the visitor to take a specific action like booking a sales call or signing up for your free webinar.



Do you need more help to make your sales page irresistible?  
Ask the Sales Page Sous Chef for help!



# STORYTELLING FOR BUSINESS SUCCESS: BUILDING TRUST, CONNECTION, AND AUTHORITY WITH YOUR AUDIENCE

**Do you sometimes struggle to establish genuine connections with your audience? Have you found yourself repeatedly sharing information, only to feel like the message falls on deaf ears? Often, the problem isn't the content itself but rather the delivery that fails to resonate with viewers.**



By [Mags Thomson](#)

During my teacher training, I learned a fundamental concept: everyone learns in unique ways. However, as educators, we often rely on our own preferred methods. The same principle applies to our marketing communication, where both the way we consume and deliver information varies greatly. Fortunately, there's a simple solution to overcome this bias: storytelling.

By incorporating storytelling into your marketing strategy, you can create a powerful and engaging connection with your audience, transcending differences in communication preferences. Let's explore how storytelling can turn passive observers into enthusiastic buyers.

## Understanding How Our Brains Absorb Information

When it comes to marketing, viewing your audience's journey as a learning experience about your business can provide valuable insights into how people process information effectively. Moreover, being aware of your own learning preferences can help you deliver messages that truly captivate your audience.

Commonly, we categorise learning styles into three main types: visual, auditory, and kinesthetic. Some individuals prefer reading about a topic, others absorb information better through hearing about it, and some need hands-on experiences to grasp new skills and ideas. However, our learning styles are more diverse and intricate than these broad categories suggest.

Dr. Howard Gardner, a professor of education at Harvard University, challenged the traditional notion of intelligence based solely on IQ testing. In 1983, he introduced the theory of multiple intelligences, which proposes eight distinct types of intelligences that encompass a broader range of human potential in both children and adults. These intelligences are:

- Linguistic intelligence ("word smart")
- Logical-mathematical intelligence ("number/reasoning smart")
- Spatial intelligence ("picture smart")
- Bodily-Kinesthetic intelligence ("body smart")
- Musical intelligence ("music smart")
- Interpersonal intelligence ("people smart")
- Intrapersonal intelligence ("self smart")
- Naturalist intelligence ("nature smart")

To gain insight into your unique blend of intelligences, you can take various online tests ([like this one](#)). Mind you, you might already have a sense of your learning style just by reviewing the list.

Incorporating a variety of intelligences into your marketing approach allows you to

connect with a broader audience and ensures that your message resonates with individuals across different learning preferences. By acknowledging and embracing this diversity, you can create a more inclusive and engaging marketing strategy that speaks to the hearts and minds of your potential customers.

## Integrating Multiple Intelligences into Your Marketing Strategy

Many marketing experts emphasise the importance of using various delivery tools across different channels, and the insights from multiple intelligences support this approach. However, considering your own learning preferences is equally vital, as it enables you to harness your unique strengths and deliver your message in the most compelling way. Moreover, you might already be juggling numerous tasks, making it challenging to create an overwhelming amount of content. So, let's explore a powerful approach that taps into the learning preference pot of gold at the end of the rainbow: storytelling.

In their book, "The Storytelling Edge," Joe Lazauskas and Shane Snow reveal that storytelling engages multiple parts of our brains, resulting in more effective learning and information retention. When we hear or read stories, our brains activate language processing and comprehension, just as they would with simple statements of fact. But storytelling goes beyond that; it also stimulates emotions and imagery, involving the brain's cognitive planning area. In essence, stories create connections and open our minds to new ideas, drawing upon a combination of multiple intelligences. Consequently, storytelling can captivate every member of your audience, regardless of their personal preferences.

Think back to a time when you watched a film adaptation of a beloved book. As the characters came to life on the screen, you might have experienced disappointment if they looked or sounded different from what

you had imagined while reading. Your brain had already conjured up images, voices, backdrops, and emotions based on the book's descriptions. This illustrates how our brains respond to engaging stories.

By incorporating storytelling into your marketing, you create an immersive experience that sparks the imagination and emotions of your audience. Whether through written narratives, videos, or other content formats, storytelling allows your brand to connect deeply with your customers and leave a lasting impact. As you weave captivating stories that resonate with different intelligences, your marketing efforts will reach a wider audience, forging genuine connections and turning lurkers into enthusiastic buyers.

## The Transformative Power of Storytelling

Storytelling goes beyond effective communication; it taps into an ancient aspect of human nature, fostering trust, connection, and authority. As business owners, the stories we share not only appeal to our audience's emotions but also play a significant role in their decision-making processes. Neuroeconomist Paul Zak's research indicates that storytelling triggers the release of oxytocin, known as the "trust hormone," amplifying the positive connection with potential clients.

For sole traders and service providers, building a strong rapport with customers is crucial. People tend to make purchasing decisions based on how they feel about a person or brand rather than just rational considerations. Sharing personal stories and challenges humanises your brand, enabling your audience to see the transformation, relate to the struggles, and trust that you truly understand their experiences.

At times, the idea of sharing vulnerable stories may feel uncomfortable, as we are conditioned to keep personal matters

separate from our professional lives. However, these are the stories that resonate most with our audience. Opening up about your journey allows others to connect with you on a deeper level, leading to increased trust and a more meaningful bond.

Discovering your own learning styles and communication preferences empowers you to engage more effectively and confidently with your audience. When you share personal stories, focus on your strengths. If you enjoy talking, try podcasting; if you excel at writing, start a blog. Embrace the storytelling medium that aligns with your comfort level and enables you to authentically connect with your audience.

In my own experience, [sharing stories about my emotionally abusive childhood](#) and healing journey was challenging but immensely rewarding. As you embark on your storytelling journey, you'll find that it not only creates a human connection with your audience but also helps you grow as a confident and resilient communicator. So, embrace vulnerability, harness the power of storytelling, and watch as your brand flourishes with trust, connection, and authority.

## Resources

[The Storytelling Edge](#) (2018) by Joe Lazauskas and Shane Snow

[The Science of Storytelling](#) (2019) by Will Storr

[Enchantment](#) (2012) by Guy Kawasaki

[Stories for Work](#) (2017) by Gabrielle Dolan

[Building a StoryBrand](#) (2017) by Donald Miller

[The Storytelling Animal](#) (2012) by Jonathan Gottschall

[How to Share Without the Vulnerability Hang-Over](#) by Mags Thomson

[Multiple Intelligences](#) by The American Institute for Learning and Human Development

# EMBRACING THE PRESENT: UNRAVELING THE ILLUSION OF 'SOMEDAY'

Have you ever found yourself saying something like, "If only I had more time, I'd learn a language, take up a new hobby, travel, volunteer..."? The world went into a standstill for a couple of years. Did you DO those things you once said you wanted to do? Most people didn't. Those years were undeniably stressful. When we're engulfed in an over-stimulated state, stress often becomes a barrier to fully experiencing life. Let's take action today. Life's ever-changing, and we can't predict when circumstances might negate our chance to take action.



By *Cathy Nesbitt*





At the tender age of 21, my life changed forever with the passing of my stepfather, Mike. He was only 38 years old. I loved him like a father. He was part of our family for 14 years. This pivotal moment spurred me to cherish every moment. Our society rewards accomplishment, making more, doing more, having more. There are huge costs associated with this mentality. We spend much more time at work with co-workers than with family and friends. Once I realised how limited my time could be, I decided that I would not stay in a job that did not serve me. And I never have. It takes courage to go for your heart's desire but the effort is well worth it.

### Things Can Change Faster Than We Think

At my first full-time job with a large national corporation, many of the staff were bilingual (English/French). Upon my arrival, I would say good morning in English and they would respond in French. What a cool gift! I wanted to be bilingual. So in 1983, I jumped on an opportunity to live in France for a year to work as an au pair and learn French. On the way to the airport, Mike said: "It's not going to be the same when you get back." "Of course, it will," I thought. We had this beautiful father-daughter relationship and spent a lot of time together.

He was the coach for my softball team. Every Sunday we would play squash or racquetball. Then we would go for gelato. But somehow he knew, it wouldn't be the same when I'd return. And it wasn't. Mike was diagnosed with brain cancer and died about six months later.

Life can change quickly, so do something today that you really want to do.

### Be an Advocate for Your Own Needs and Desires

I believed that my lot in life was to be an office worker. I had a great work ethic and worked hard. I had just two simple rules for my employers: Don't mess with my pay or my vacation

In 1988 while planning my September wedding and honeymoon, I was working at Saab-Scania. I was informed that I could not take a vacation in September as this was the month of a new car launch. I was flexible and wanted to accommodate their needs, so I suggested a few other dates. I was denied at each turn. This triggered me to want to take control of my employment. After the third denial of vacation time, I quit. My fiancée and I then planned a year-long trip to Africa and Asia.

On November 23, 1989, my now husband Rick and I departed on an amazing 13-month journey to Africa and Asia. There were some surprising reactions to our upcoming adventures. Many folks said that they planned to travel when they retire as they'd have the time and the money then.

I decided I didn't want to wait and wanted to stay in charge of my pay and my vacations, so now I'm self-employed.

### The Only Constant In Life Is Change

Desires change as we age. I now realise I could not and would not want to travel at the same level as I did in 1990 at age 27. If I had waited until retirement to travel I would have missed out on a lot

of opportunities that I was able to take advantage of during our trip.

In the late 80s interest rates were in the double digits. Most of our friends were frantically buying houses as prices seemed to be spiralling out of reach. Panic was setting in. It was suggested that if we travelled for one year, we would never be able to buy a house. An accountant at work said that going on a year-long journey would cause irreversible financial losses by "being unproductive during my prime earning years." I did not understand that logic at all. I thought about the exciting times ahead and the life-learning I would do on this world trip. It definitely shaped the woman I have become.

One of the coolest experiences on that journey was in Bali. We rented a Dream 100 Scooter and toured the island. Roaming around Bali visiting the tiny villages with rice fields abound. It was a magnificent paradise. A friend visited Bali recently. Upon her return, I asked if she had rented a Dream 100 to explore the island. She said, no way there are too many cars and the streets are very crowded. That same experience is no longer possible. The places we travelled to in 1990 are not the same. Nowhere in the world has remained the same.

These were freer times and the world did not seem so hectic. We were oblivious to any potential dangers as we didn't know any better. There was no internet, social media nor mobile phones or even ATMs. The world is constantly changing.

**The elusive 'someday' never truly arrives. So take action today. What do you want to do, see, be, have or achieve? Go for it and get what you want. Do not wait until it is too late. Getting out of stress may be the first step.**





# STOP CREATING SAFE SPACES!

**Why are we still using the phrase “safe space” to indicate that everyone is welcome and will be safe? It’s time to stop!**

By [Abbiola Ballah](#)

## Unpopular Opinion: Safe Spaces Are Not Actually Safe

This may not be a popular opinion, but hear me out. Here’s why safe spaces are not actually safe:

- You cannot guarantee safety for everyone in your space.
- Each person has multiple identities, so you cannot account for what experiences they bring into the space.
- You also cannot account for each person’s biases, trauma responses etc, even if you ask them because sometimes they even lack that awareness themselves.

So if we cannot have safe spaces, what do we do?



## Let’s Create Safer Brave Spaces

We need to reframe the narrative and start creating safer, brave spaces. According to [DismantlingRacism.Org](#), a safer space is one where:

- *“People can come as they are to discover, assert, and empower their voices.*
- *People can come as they are to encounter and listen deeply to the voices of others.*
- *It is grounded in respect and we also assume positive intent.*
- *People within safer spaces are working toward developing trust over time and are seeking to understand first.*
- *Spaces are safer when we take responsibility for what we say, feel, and think to the extent*

*that we can and where we admit that we cannot when that is the case.”*

For me, it goes beyond just being a safer space. It also needed to be a brave space. One could not live without the other. Therefore, I have created and now use the term **Safer Brave Space**.

A safer, brave space incorporates all the aspects of a safer space but takes it one step further by creating a space where:

- People cannot only feel a sense of belonging but can thrive.
- Everyone acknowledges that those with marginalised voices should not have to teach those with privileged identities.
- Even though there is positive intent, there is also emphasis placed on impact as even

with positive intent, the impact can still be harmful. Therefore these actions need to be acknowledged, assessed and changed.

- People use their privileged identities to go beyond allyship into co-conspiratorship. Co-conspiratorship is a term that Bettina Love uses in her book, "[We Want To Do More Than Survive](#)". It describes how you use your privilege not only to support those with marginalised identities against oppression and harm but to put something on the line. So what are you willing to put on the line to show up for others?

So where do we start to create Safer Brave Spaces in our work and life?

### Audit Your Space

Start with auditing the current spaces you organise - whether it's a meeting, a conference, a class etc. - and asking yourself where the gaps are when you look at what it means to have a Safer Brave Space.

### Assess and Iterate

Once you can pinpoint those gaps, you can start putting practices and policies in place to build that Safer Brave Space. It won't happen overnight. It will take time. You will need to assess and iterate. But this is a journey, not a goal!

### Small Actions Create Change

Take it one small action at a time. We can't do it all at once. This can cause us to get frustrated and overwhelmed. When we are getting ready to go out, we do one thing at a time, right? The same goes for when you are trying to centre equity and inclusion in your space.

### Find Your Community

Remember that you don't have to do it alone. Use your discernment and know when you need to ask for help in creating that Safer Brave Space for all.

Abbiola provides equity, inclusion & leadership coaching and consulting services to event organisers, professionals, and organisations. She is also currently a part of the National Aeronautics and Space Administration (NASA) Database of DEI Practitioners. Abbiola has been featured on several podcasts and spoken at conferences and summits including CMX Summit, Yellow Conference and Button Conference.



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