

A WHISPER OF CHANGE

SOLVEIG PETCH SHARES ABOUT BRAND VALUES

TRINE DAIMI KALLIOMÄKI HELPS
PEOPLE FIND THEIR VALUE: “IT’S NOT
EASY BECAUSE IT’S NOTHING, IT’S EASY
BECAUSE YOU’RE REALLY GOOD AT IT”

SANDRA TEN HOOPE
EXPLAINS WHY A SALES
PAGE TEMPLATE WON’T
SELL YOUR PRODUCT

LOUISA STEWART
WANTS TO KNOW: ARE
YOU COLLECTING THE
RIGHT DATA?

FEM

#20 SPRING 2024

WHAT'S INSIDE

ARE YOU COLLECTING THE RIGHT DATA?

04

THE POWER OF STORIES: SHAPING OUR
LIVES, BUSINESSES, AND THE WORLD

08

CRACK THE CODE TO EFFECTIVE SALES
PAGES

12

A WHISPER OF CHANGE

14

4 WAYS TO TRAIN YOUR GRATITUDE
MUSCLE

16

WHY A SALES PAGE TEMPLATE WON'T
SELL YOUR PRODUCT

18

SHINING YOUR PEARL

20

WELCOME.

Three years ago this month, on International Women's Day, I launched Feminist Entrepreneurs Magazine (FEM). I wanted to create a platform for passionate professional women to share their knowledge and experiences. To inspire each other to find new ways to succeed and create new definitions of success while we were at it.

This is the 20th edition of FEM, and it will also be the last, kind of! Over the last three years a lot has changed. The world had changed and so have I. My life has been turned upside down a couple of times since the launch of FEM, and it has changed me. I have pivoted my services within House of Hives a number of times to figure out what was and wasn't working for me anymore. Yet, FEM stayed. Now is the time to change that.

Photo by Evamaria Kulovits



What will not change is that this is a magazine for passionate value-driven entrepreneurs who want to challenge what it means to do business. Who want to find new soul-aligned ways to be a business owner in the world. What will change a little is what we call that.

From next quarter, FEM will become SAVVY. A place where the clever people I interview get to showcase their savvy and share their stories.

I hope you will continue to follow and support this journey and look forward to sharing more about SAVVY over the coming months! Make sure you are following along on LinkedIn!

Mags Thomson

Editor In Chief



ARE YOU COLLECTING THE RIGHT DATA?

When you're tidying up your data, ever wonder if you're grabbing the right stuff? It's not just about shifting things around; it's about figuring out what data hits the sweet spot. Sometimes people collect data "just in case." But this is the kind of data that might make folks hesitant to share info or, worse, provide inaccurate data.



By [Louisa Stewart](#)

I once asked a client who was collecting birthdates, "Why are you gathering that?" Their answer was a casual "Oh, just in case." I couldn't help but point out that it's data they absolutely didn't need. It's like putting up a barrier, stopping people from freely sharing their information. People get a bit edgy about their birthdates, you know? The worst part is, that you either end up with reluctant participants or just plain inaccurate data. Trust me, neither adds any real value to your business.

Sure, I can be a bit of a data hoarder! I too tend to download files left, right and centre when working on a project, just in case. But here's the thing, at the end of the day, we find ourselves knee-deep in extra files and data that are cluttering up the system and making things more complicated.

Perhaps it's time to empty out the data junk drawers, become savvy data collectors and focus on what truly matters for our businesses. Less clutter, more value!

WHY DATA IS SO VALUABLE

Having access to data allows for a level of insight that may have previously been unseen. For instance, spending money on leads is a common practice, but understanding whether those leads are converting into meaningful outcomes is a crucial aspect.

The transformative power of data lies in seeing something that might have seemed inscrutable before. Being able to shed light on the effectiveness of the strategies used, connecting the dots between investment and results. I remember a moment when I asked a client to consider the significance of the data they were collecting. They were unsure because they didn't know how to interpret the data they gathered. However, once I facilitated the comparison and analysis, they had a eureka moment. The realisation that they could now comprehend the efficacy of their efforts was met with excitement.

I love seeing people understand this, as we improve their strategy and systems. Once people truly GET that it's not just collecting data but grasping its implications. That moment when everything falls into place, and the data becomes a meaningful tool for decision-making.

WHAT TO KEEP IN MIND WHEN DECLUTTERING OUR DATA

When you're in the process of cleaning data, it's not just about a quick conversion. It's about taking a moment to reflect on whether you're collecting the right kind of data in the first place. It's easy to get caught up in the process without considering what information truly matters. So, here's a pro tip: think about what data will work for you. What do you actually need to know to serve your clients?

Then, when you're moving that data into a shiny new system, don't forget to put a tag or some sort of identification on it. Trust me, it's a lifesaver! Ever found yourself wondering, "Where did that lead come from?" Well, that's precisely why tagging is crucial. Without it, you're left scratching your head, and that's not

THINK ABOUT WHAT DATA WILL WORK FOR YOU. WHAT DO YOU ACTUALLY NEED TO KNOW TO SERVE YOUR CLIENTS?

a fun place to be. It's about bringing clarity to the data chaos!

Navigating the world of systems and data can feel daunting when you're on a solo mission, juggling a multitude of decisions. The complexity can be overwhelming, and the sheer number of choices from point A to point B demands focus. Entrepreneurs, constantly driving their businesses forward, often find themselves short on the mental bandwidth required to answer the barrage of questions that arise. Do you want to collect this data? How should it be processed? What's your user journey like? These questions require attention, careful thought, and room for development, as the journey unfolds and assumptions are tested. In the realm of systems, predicting every twist and turn isn't always feasible, but progress is made toward the set goal.

THE DEVIL'S IN THE DETAILS

Many businesses, however, lack a concrete plan for what they want their data to achieve. While they have a broad idea of their audience and offerings, the specifics of data collection and interaction might be uncharted territory. This is where I step in, prompting entrepreneurs to consider possibilities they might not otherwise have done, opening avenues that lead them closer to the success they envision.

Even when we've figured out what data we need to collect and how we like to do it, navigating the intricacies of system processes can be a daunting task, as demonstrated by my three-month endeavour to implement an unsubscribe feature for a client. The desire for customised

options—unsubscribe from this type of email or unsubscribe from all—spiralled into confusion when the proposed solution continued to cause the emails to malfunction. The solution, it turned out, required an unconventional step: clicking out of the box where we'd input the unsubscribe URL before saving the changes. Even the application's technical team faced moments of bewilderment.

This really highlighted the importance of asking the right questions and persevering in the face of frustration. This experience mirrors the ethos of my academy—to equip solo entrepreneurs with the skills to navigate their systems, ask pertinent questions, and find solutions beyond the manual. I understand that the journey from one point to the next is often full of unforeseen challenges, and I aim to empower members to overcome hurdles efficiently, armed with curiosity and the right questions.

COMMUNITY-SOURCED SOLUTIONS FOR SOLO ENTREPRENEURS

I designed the Blue Ninja Members Academy especially for entrepreneurs, who may not have the resources for higher-level consultations or

access to specialised experts. My approach at the academy is to address the unique needs of sole traders and small business owners by offering insights that span across different systems.

We delve into Customer Relationship Management (CRM) tools like Active Campaign, Capsule, and HubSpot, but tend to not dive into things like Salesforce, as they're too big. We also look into project management tools such as ClickUp and Monday.com, with dedicated discussions on web development, Google Drive, or Microsoft. The objective is not to confine our assistance to specific industries but to focus on understanding users' needs within their business systems. By providing tailored solutions and fostering a community-driven environment, we aspire to build a dynamic depository of information.

As the academy evolves, it aims to serve as a comprehensive resource hub, offering software reviews, valuable resources, and insights tailored to the members' preferences. My commitment lies in efficiently addressing what tools the members are using, fostering collaboration, and ensuring that members find answers and solutions to their diverse software needs.



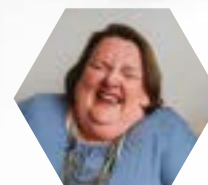
THE BLUE NINJA MEMBERSHIP ACADEMY IS YOUR GATEWAY TO ESSENTIAL TECH KNOWLEDGE.

Navigate the ever-changing tech landscape free from distractions and self-promotions. Get up-to-date insights, apply your learning, and grow. Connect with peers, share challenges, and find solutions in a community dedicated to nurturing your growth.

Join us, and transform valuable knowledge into real-world business innovation and success.



THE POWER OF STORIES: SHAPING OUR LIVES, BUSINESSES, AND THE WORLD



In this article, we will explore the significance of stories and storytelling, recognising their potential as powerful tools to bring about change in ourselves, our lives, and the world. Stories lie at the heart of creating impact for businesses and beyond. Stories play a vital role in shaping how we perceive ourselves and others, and they can influence societal stereotypes and norms. By understanding the impact of storytelling, we can harness its power for positive change and foster empathy, connection, and understanding.

By [Mags Thomson](#)

**“THIS SELF-AWARENESS
ALLOWS US TO MAKE
INTENTIONAL CHOICES
THAT ALIGN WITH OUR
VALUES AND ASPIRATIONS,
CONTRIBUTING TO A MORE
FULFILLING AND PURPOSE-
DRIVEN EXISTENCE”**

THE NEED FOR POSITIVE ROLE-MODELS

It is essential to be mindful of the intentions behind storytelling and the profound impact it can have on individuals. When we encounter positive stories about people we can relate to, it fosters a sense of positivity within ourselves. Conversely, negative stories about relatable individuals may trigger negative emotions and self-perceptions. This highlights the critical importance of representation in media, as we need a diverse range of stories that include strong and empowering narratives of powerful females, members of the LGBTQAI+ community, people of colour, and individuals with neurodiversity, among others. Ensuring that everyone sees positive reflections of themselves in stories is crucial for fostering a world where no one feels inferior or marginalised.

The prevailing power-over system, where some win at the expense of others, perpetuates a harmful and divisive cycle. In contrast, embracing the notion that there is enough success and empowerment for everyone can create a more uplifting and supportive environment. Instead of a competitive and cutthroat world, we can cultivate a community where individuals empower one another and share in each other's success, leading to a more joyous and fulfilling existence.

Returning to the importance of representation, stories serve as mirrors through which people recognise themselves and their experiences. We've all experienced moments while watching a movie or reading a book where we feel deeply connected to a character's journey because it resonates with our own. These moments are transformative, as they integrate the story's themes and lessons into our self-perception and how we navigate the world. By embracing diverse storytelling that reflects the multifaceted nature of humanity, we can create a society that celebrates uniqueness and empowers each individual to embrace their authentic selves. This enriching narrative fosters a collective journey of growth, empathy, and understanding.

THE STORIES WE TELL OURSELVES

Stories, whether they come from family members, friends, or societal narratives, significantly shape our self-perception and beliefs about the world. An amusing example from my complicated family background is the tale of me as a one-year-old holding an empty wine bottle. The light-hearted family anecdote humorously implied I was already an alcoholic at that age. While I can now analyse this story with a critical eye, understanding the responsibility of adults and potential inaccuracies, it had a profound effect on how I viewed myself and how I related to alcohol in situations later in life.* This illustrates how stories influence our identities and inform the assumptions we make about ourselves.

Repetitive exposure to certain stories gradually embeds them as truths in our minds, leading to the formation of our self-image and worldview. It is essential to reevaluate how we relate to these stories and their impact on us. Brene Brown, in her Netflix special, encourages us to ask ourselves, “What's the story I'm telling myself?” This question allows us to understand how we interpret the world based on our existing narratives. Our brains continuously seek stories in everyday encounters, taking loose facts and weaving them into coherent narratives based on our preexisting beliefs.

By recognising the stories playing in our heads, we can take a moment to pause and gain clarity before reacting to situations. It's crucial to distinguish between the story we tell

ourselves and the intention behind the words others speak. Often, the stories in our minds and the narratives others share can differ significantly. To foster better understanding and connection, we should not hesitate to seek clarification by asking for alternative explanations or rephrasing. By cultivating an open and empathetic approach, we can bridge the gap between our perceptions and those of others, leading to more meaningful interactions and a greater sense of collective understanding.

EXPOSING YOURSELF TO NEW PERSPECTIVES

Indeed, the interplay of stories in our minds and the narratives shared by others can create discrepancies and misunderstandings. Asking for clarification becomes crucial in such situations to bridge the gap between our interpretations and the intentions behind others' words. Our experiences and the stories we've been exposed to throughout our lives heavily influence how we engage with the world and respond to various situations. Even if we've never encountered a specific scenario, stories from others can inform how we navigate unfamiliar circumstances.

Considering the impact of stories, it becomes essential to be mindful of the tales we share about ourselves and our experiences. We are not merely the protagonists in our stories; we are also the narrators. Tailoring our storytelling to suit our audience and purpose is crucial. For instance, while sharing with a therapist may involve providing intricate details, sharing with friends or children requires filtering to convey the intended message effectively.

Moreover, we must curate the stories we expose ourselves to. Deliberately diversifying our social media feeds and seeking out different viewpoints and life experiences enriches our understanding of the world. By opening ourselves to various perspectives and challenging our long-held beliefs, we create opportunities for personal growth and learning. This process may not always be comfortable, but it broadens our horizons, breaks us out of our reactive patterns, and fosters empathy and understanding for others.

In a world filled with pre-programmed assumptions and beliefs, embracing the discomfort of encountering diverse stories

can be a transformative and empowering experience. By challenging ourselves to explore new narratives and unfamiliar viewpoints, we nurture a more compassionate and inclusive society, one where everyone's story is acknowledged, valued, and heard.

Embracing diverse viewpoints and being open to disagreement are essential aspects of fostering healthy conversations and coexistence. It's crucial to recognise that our opinions may evolve and change, and that's perfectly okay. As human beings, we are dynamic and constantly learning, and it's natural for our perspectives to shift based on new information and experiences.

LEARNING TO LISTEN

To relate to others on a deeper level and engage in meaningful conversations, active listening becomes paramount. Instead of just waiting to respond, we should genuinely listen to others' stories, seeking clarification when needed and mirroring back what we've understood to ensure we grasp perspectives accurately. By doing so, we can foster understanding and learn from each other, developing a richer and more nuanced understanding of ourselves and the world around us.

This holds true not only in our personal lives but also in our businesses. Entrepreneurs can tap into their own life stories and connect with their customers on an emotional level. Emotions heavily influence purchasing decisions, making it essential for businesses to understand the impact of storytelling in their marketing strategies. When entrepreneurs become aware of the emotions and stories that shape their choices, they can take control of their narrative and effectively communicate their brand's essence to customers.

Being the narrator of our own story empowers us to make conscious decisions and shape the direction of our lives. By shedding light on the emotional influence of stories, we gain greater agency in crafting our personal and professional narratives. This self-awareness allows us to make intentional choices that align with our values and aspirations, contributing to a more fulfilling and purpose-driven existence.

** If you want to know more about this or other stories from my life, check out [The Ugly Duckling Diary](#).*

CRACK THE CODE TO EFFECTIVE SALES PAGES



Today, we dive deep into the world of sales pages, a topic that can spark anxiety or nervousness in many entrepreneurs and professionals. But fear not! I will show you that crafting a sales page can be an enjoyable and profitable process.

By [Sandra ten Hoope](#)

SO, WHAT EXACTLY IS A SALES PAGE?

It's a piece of content that showcases who you are, the problems you solve, and the value you bring to your clients. Think of it as a recipe, guiding potential customers through understanding your offering and how it can positively impact their lives.

Authenticity and personality are the keys to a compelling sales page. Be your true self and infuse your unique voice into the page to build trust and connection. People buy from those they relate to and trust, so let your personality shine through.

When creating your sales page, keep it simple. A one or two-page format is often sufficient, providing clear and concise information about your product or service, the benefits behind the benefits, and a persuasive call to action.

Dig deep into the benefits behind the benefits to connect with your audience on a deeper level. Help

them envision how your offering will improve their lives and address their specific needs. Remember, persuasion is about serving and understanding your clients' values, not pushing them into a sale.

Your sales page should be an extension of your regular communication with your audience. Whether through videos, social media posts, or blogs, maintain consistency and alignment with your brand identity.

Being an ideal seller means listening to your clients' needs and offering a solution that aligns with their core values. So, don't overcomplicate things! Embrace your unique style, communicate clearly, and deliver the recipe for success on your sales page.

Now that you have the tools to create persuasive sales pages that resonate with your audience, go ahead and unlock the power of effective sales pages to unleash your business potential! Happy crafting and happy selling!



**GET IN TOUCH WITH SANDRA
FOR A COPY OF HER SALES
PAGE COOK BOOK**



A WHISPER OF CHANGE



“Most people who are newer in business have this typical misconception that as long as they’ve got their colours and their logo, they’re fine. That’s all they need. But that’s really not important at all, in the big scheme of things”

By [Solveig Petch](#)

In order to create a captivating brand, you’ve got to know who you are and what you stand for first and foremost. What difference do you want to make in this world? Then you can start infusing that into your brand. And that’s when you’ll start seeing magic happening.



**THIS IS A CHAPTER FROM
MARKETING WITHOUT THE ICK
DOWNLOAD YOUR FREE COPY HERE**

WHAT ARE THE CORE VALUES THAT YOU’VE INTEGRATED INTO YOUR BUSINESS?

For me, it is quiet rebellion. I was never very confident. I was always very quiet and shy. When I was growing up, I was bullied. I wasn’t accepted for who I was. I felt like I had to always change how I behaved or how I looked to fit in with everybody else.

That’s changing now that I’m getting older. I am finally learning that I don’t have to be loud and shouty to be a rebel. I can be a quiet rebel, and change the world with my quiet voice, by whispering and doing small things instead of shouting from the rooftops.

Being an introvert doesn’t necessarily mean that you are not a social person, like you can be a social introvert. It’s just about where you get your energy from. There’s a whole world of introverts and more reserved people as well that I don’t think you know about until you find them. And it was when I found my kind of people that I felt I could do things my way in my business, because I was okay.

Not everybody is a bro marketer. Not everybody is a social butterfly who loves being at conferences, and that’s fine.

4 WAYS TO TRAIN YOUR GRATITUDE MUSCLE



In our world, we are constantly bombarded with messages that fuel a mindset of wanting – wanting more, wanting better, wanting easier. This constant focus on our desires can lead us to believe that our lives are lacking, overshadowing the abundance that already surrounds us.

By *Mags Thomson*

The pursuit of external wants can become an unending cycle, leaving us perpetually dissatisfied. However, shifting our mindset from wanting to contentment is a powerful act of self-empowerment. It involves finding gratitude for what we have, appreciating life's small pleasures, and embracing the present moment. By choosing contentment, we free ourselves from the weight of unattainable expectations, finding fulfilment and joy in the richness of our lives.

As a survivor of emotional abuse, cultivating gratitude didn't come easily to me. Shifting my focus from the darkness of my past to the potential of a brighter future was a challenging journey. However, I embarked on a path to train my gratitude muscle, learning to appreciate the simple things in life that could bring light into my days.



#1 — SAY 'THANK YOU' MORE

Take a moment to reflect on how often you express your gratitude. Did you thank your barista for your coffee this morning? How about appreciating your partner when they prepared dinner? Or acknowledging your kids when they completed their chores? I don't mean simple grunts, but genuine expressions of thanks with intonation, clear articulation, eye contact, and ideally, a warm smile.

Make it a meaningful "Thank You" that reflects your presence of mind and genuine appreciation.

#2. — KEEP A GRATITUDE JOURNAL

Allocate some time each day to reflect on the things you are grateful for. Whether it's a smile from a stranger, a new piece of knowledge you gained, a kind word someone shared, a friend's generous gesture, or simply a beautiful sunset you admired, take note of them.

You don't need to write long explanations; a few keywords will do. The key is to create the list and appreciate the moments, nothing too elaborate or fancy is required.

#3. — FIND THINGS TO BE GRATEFUL FOR

Practising gratitude can be as simple as a little mental trick. Whenever you catch yourself having a negative thought, make an effort to replace it with a positive one. For instance, if you walk into your favourite coffee bar and notice several mothers with noisy toddlers, try to shift your focus from "Oh no, it's so noisy" and think, "Nice one, my favourite table is available."

By finding things to be grateful for in various situations, you can gradually train your mind to adopt a more positive outlook.

#4. — SHARE YOUR APPRECIATION

Make it a habit to share your appreciation when you notice something or someone you genuinely appreciate. Take a moment to express your feelings, such as saying, "Oh, look at the way the sunlight hits the wall. Isn't that beautiful?" or acknowledging exceptional service from a waiter with a heartfelt, "You really made our night with your lovely service. Thank you."

Sharing your positive thoughts and feelings not only enhances your own gratitude but also spreads positivity to those around you.



WHY A SALES PAGE TEMPLATE WON'T SELL YOUR PRODUCT

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.

By [Sandra ten Hoop](#)e



Getting stuck in a random Sales Page template may seem to be the thing that keeps you from launching your offer. But the real problem is that you do not dare to showcase your inner Master Chef.

A recipe is a guideline to create a dish. It's important to know where you can deviate and where it's important to follow the steps. The same is true for your Sales Page Template. It is not about going totally rogue - it is about adding your special sauce to the Sales Page Recipe. Without your signature sauce, the cooking is over!

YOU ARE WHAT MAKES YOUR BUSINESS SPECIAL

We often tell people that there are likely plenty of people offering similar services or products to yours, but none of those people is you. The truth is that people more often than not buy your personality more than your product. So, make sure people get a sense of who you are and why YOU are such a joy to work with.

Your communication with a client starts long before they sign up, so make sure your communication is consistent across the board. How you address people in your marketing and how you communicate with your clients have to feel like the same person. This is what will

draw the people to you that will enjoy working with you.

How do you communicate with clients? Do you make jokes? Do you use emojis or gifs? Do you send voice notes? All of those things can be integrated into your marketing and sales strategy too.

KEEP IT SIMPLE AND CLEAR

Every cooking competition you will ever watch has comments about contestants over-complicating 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.

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! The same is true for your sales page. Too many options, add-ons or exceptions create overwhelm and will send your potential clients running!

HERE ARE TWO TIPS TO KEEP IN MIND:

Keep the page focused on a single goal, whether that's making a sale or getting the visitor to take a specific action.

Keep it simple: 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.



GET IN TOUCH WITH SANDRA FOR A COPY OF HER SALES PAGE COOK BOOK

SHINING YOUR PEARL

“I talk to many multi-passionate entrepreneurs who are on the verge of burn-out because they spread themselves too thin. They follow every passion in many different directions and get confused. What they need is to figure out what their passions have in common; the overarching theme that is rooted in their core. Then it all makes sense – you join your passions in a niche that is unique to you.”

By [Trine Daimi Kalliomäki](#)



When our activities come from the same story, the same direction, it's like 100 small creeks that flow into one river. This way, you can have this massive impact, instead of spreading yourself thin. For me as a coach, it's mostly a matter of helping people to do what they really love. Many women only do what they THINK is possible, or what somebody else told them to do. They have a blueprint to follow for success. But they don't get success, because they do not feel it within themselves.

You need that inspiration that comes from your core. When you have that you can write, you can talk, you can invite, you can do all the things that you need to do in your business with inspiration. And people feel it on the other side. They'll say: "Yes, I want to be with this person because I can feel her." It's something that we may not be conscious of, but that's how it works.

When something is easy to you, you think it's nothing. You don't see the value of it. But remember, you have lived a full life, you have trained for years to be able to do this and to enhance the skill. So that's why it's easy to you. I

I call this process Pearl Diving. That core of yourself is like a pearl. It's there, but it's in an oyster and you don't see it right away. You have to dive to bring it up and open the oyster to see it. Then once you see it, you can make it shine. That's what we all want, we want to have this shiny pearl and show the world: "Hey, this is me, and I am wonderful."

I think this is often missing from the blueprints. Why are you in THIS business? Why do you do what you do? What drives you? After that, you can start looking at the how. How to make six figures. How to make a million. How to do this, that or whatever you want.

If you follow a blueprint but you don't have your why in place, if you don't have yourself as a person in place? You are not going to feel good. You may end up being overwhelmed and overworked, because you are doing what fits somebody else and it doesn't fit you.

**THIS IS A CHAPTER FROM
MARKETING WITHOUT THE ICK**
DOWNLOAD YOUR FREE COPY HERE

FEM IS A HOUSE OF HIVES PUBLICATION.

Editor in chief: Mags Thomson

Contact FEM by [email](#).

WANT TO JOIN FEM?

[Subscribe](#) to FEM for free.

Find out how you can join our contributors [here](#).

Copyright © 2024, all rights reserved House of Hives

