

MizCEO

FOR THE ENTREPRENEURIAL WOMAN

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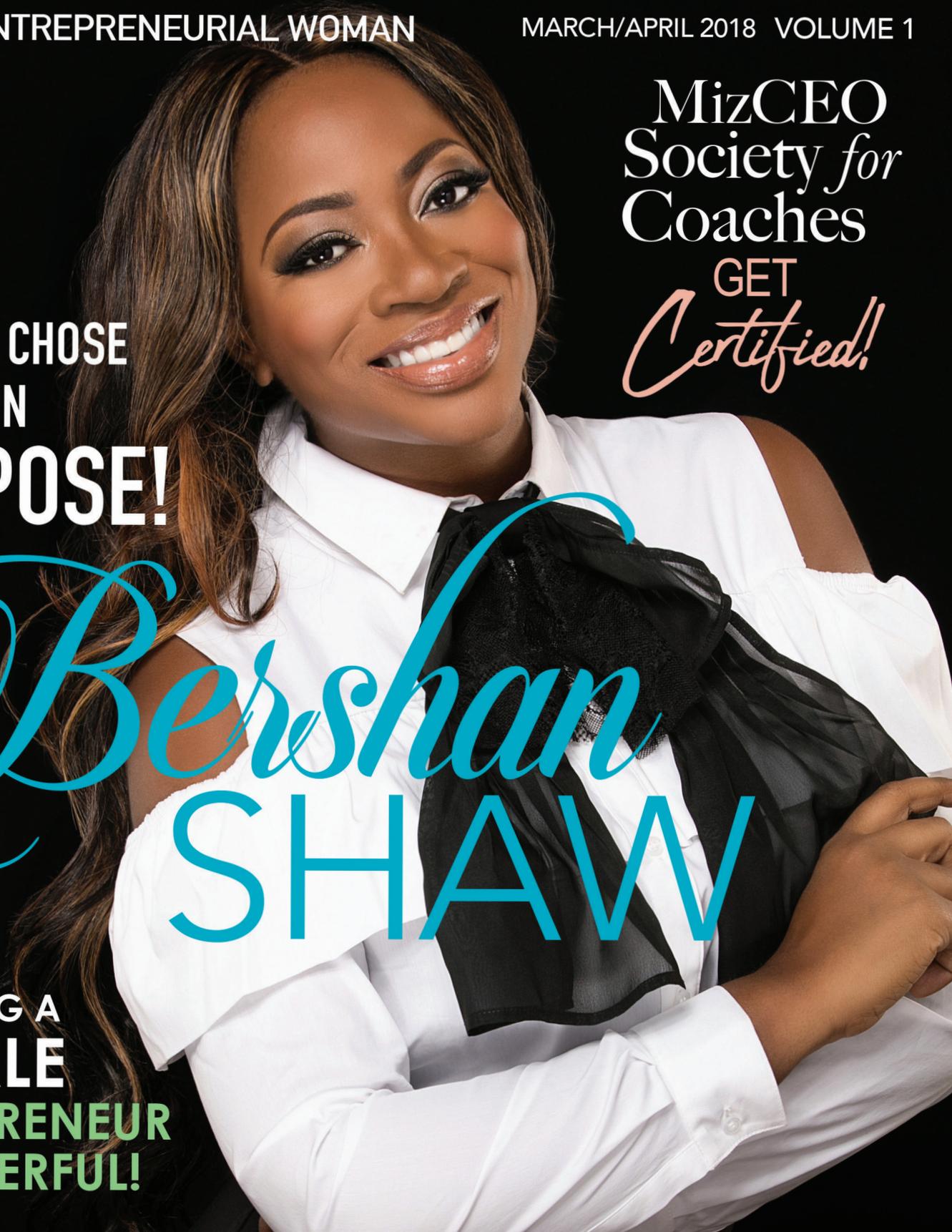
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Certified!

WHY SHE CHOSE
TO LIVE ON
PURPOSE!

Bershan
SHAW

WHY BEING A
FEMALE
ENTREPRENEUR
IS POWERFUL!





NOTES *from* THE EDITOR

Jessica L. Mosley

Wow! I am super EXCITED to bring to you the first issue of the MizCEO Entrepreneurial Magazine! I am deeply humbled that God would entrust such a great vision within me! I'm actually moved to tears!

Inside of this issue, you will see articles that cover the following topics:

- Branding
- Marketing
- Generational Wealth

The Importance of Proper Marketing And so much more! If you are a female entrepreneur, or an aspiring female entrepreneur, then you definitely do not want to miss out on The MizCEO Entrepreneurial Magazine!

We have a double cover issue. Our two AMAZING cover story features are the phenomenal, Bershaw Shaw and Dr. Shekina Farr-Moore. Both of these women are fierce, on the rise, and on a

mission to educate WOMEN on the importance of being healthy in EVERY area of your life!

I am truly big on creating opportunities for women. So, if you have a passion for writing, and love to share valuable content, please sign up to be one of our Contributing Writers.

I, along with my super talented team, look forward to serving you in excellence!

Because He Lives,

Jessica L. Mosley

“What if I fa’ll? But Oh darling,
what if you fly?”

#DreamBIG

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THE UNSTOPPABLE BERSHAN SHAW

What's not to love about Bershaw Shaw? She bold, daring, drop dead gorgeous, and she's UNSTOPPABLE! She not only is a 2 time Cancer Survivor, she is a woman who chose to LIVE AND NOT DIE! She is a walking, living testimony of God's healing power! "I made a choice every, single day that I was going to LIVE! I walked cancer out. I juiced cancer out. I was going to do what the scriptures said and, "live and not die and declare the works of the Lord", says Bershaw! Just writing about her gives me chills – literally! When you encounter Bershaw, you encounter power! I had the opportunity to have a raw conversation with the thriving, unstoppable Bershaw Shaw. From the beginning to the end it is high powered, and fully charged with words of wisdom and knowledge.

Who is Bershaw Shaw at her core?

Bershaw: Bershaw Shaw is a survivor, a thriver, a friend, a daughter to her dad whom she is so close to like a best friend. Bershaw is a tv personality who wants to spread love and motivation that nothing can get in your way only if you let it. Bershaw is an international transformational speaker. Bershaw is a business and leadership coach, a speaker coach and presentation skills expert. Bershaw is a woman who has found herself and she finally has realized that she doesn't need validation from anyone anymore. Bershaw is no longer a people pleaser. Bershaw Shaw is a warrior.

Why are you so passionate about helping young girls and women thrive?

Bershaw: I am so passionate about helping young girls and women thrive because when I first got diagnosed and the doctor told me that my breast cancer had spread throughout my body and it was in my blood stream and that I had stage 4 breast cancer I thought it was the end. I thought my life was over. I couldn't believe this was happening to me and I didn't know why it was happening to me. I wasn't married. I didn't have any children and I thought my life was over. Until the



doctor said, “Well Do you believe in miracles,” Something deep inside of my spirit connected with my inner warrior and it was like a jolt of faith that went into my system and I said, “HELL YEAH” I believe in miracles. At that moment I said to myself yes I believe in miracles and I believe in myself. I have never been through such a huge battle but I can do this. I have overcome a lot of different things. And that’s just what I did. I’m ten years no evidence of disease-cancer free. I made a promise to God and the Universe that day that I will never let any doctor or man write my story. Cancer was my diagnosis not my prognosis. I went into the hallway and got on my knees between me and GOD. So I said I will promise help young girls and women realize that they can overcome any adversity they are going through. That they could be strong, brave and have confidence to go through whatever CANCER that is holding them back. Because CANCER is more than the disease its cancerous people and things in our life. I made a pact with GOD that I would be the connector in helping women and young girls overcome any obstacles that come their way. So, I began mentoring and coaching women at homeless shelters because just like I needed someone to support me through my difficult times I

wanted to do the same for other women. It was called the Oprah coffee club.

These women thought I was saving them in reality they were saving me. I made a pact with God to help women and I’m keeping my word until the day I die.

Tell us about your businesses.

Bershaw: I’m what you call a multi-preneur I’m an international motivational speaker. I have spoken in places like Poland, Ghana, Rome, Germany, London and more. I’m a business and leadership coach. I help managers and c suite level executives become better leaders and help them with team management, employee motivation and dysfunctional behaviors in their workplace. I have a personal development business where I coach individuals and corporate teams from speaker and presentation coaching to emotional intelligence. I would say I’m a strategist and a guru at human behavior. I invest in real estate so I own properties in multiple cities and I am launching my ‘I AM A WARRIOR’ Jewelry line and an IAMAWARRIOR app and digital academy for personal development. So, I would say I like keeping myself pretty busy. My brand is I AM A WARRIOR because it resonates with the soul. It makes you feel like even when you fall you can get back up and do it because YOU ARE A WARRIOR. My business is broken into four parts 1. business leadership coach/Emotional Intelligence Leader/Diversity & Inclusion Expert 2. Speaker & Presentation Coach 3. Personal development coaching and training in life and relationship 4. Products- workbooks, jewelry and digital academy and my jewelry line.

Where do you see yourself in the next 2 years? 5 years?

Bershaw: In the next two years I would have an International best seller book out and my business will be global in Europe, India, Australia and Africa. I will have my digital academy up and my app and I will be speaking on stages with politicians, leaders and CEO’S. I think big. If you think small you will be small and in five years I will have my television show syndicating world wide. I will have another international best seller. My jewelry line will be a sensation international and my personal development will be global helping women when they need someone to support them, coach them, mentor them or just to be a listening voice. My IAMAWARRIOR app will be there for them., my coaching business and speaking business will be universal.

What’s next for Bershaw personally?

Bershaw: My next is always something new and challenging. I challenge myself to do and go where many don’t. I like going to third world emerging markets helping women become entrepreneurs and helping

them see their self worth. I love helping women open up to new possibilities; that's my sweet spot. I help women to not play small in anything in their life and live with abundance. I am a true woman that loves to help other women grow, expand and stretch themselves. I feel like women are the true leaders of the world. We just have been taught differently. Men have bamboozled us into thinking we are the smaller and weaker race when really we are not. When we wake up and realize we hold the power and we are multi-tackers and we are child bearers then we start to realize there is no one like us. We are the true warriors. So, my next is to keep spreading that word and uplifting women from one to as many as I can. I want to speak on as many stages globally spreading the message of finding your true warrior so You can step into your greatness. I think growing my product lines to clothes, Jewelry, books and apps is what's next for me and doing more television appearances to get the word out there.

Are you your sister's keeper?

Bershan: I am my sister's keeper. I don't talk about all that I do to help women and I don't like to brag. People only see the tidbits that I share on social media. I put action behind my words. I just this week recommended two women for speaking jobs and they got it. I love to

recommend women and help get them exposure to their dreams. I don't live in a lack mentality. I don't think someone is in my lane trying to take what' mine. I believe the universe has so much to give. That's why I can't take

whats theirs and no one can take what's mine. I can truly say that I volunteer at homeless shelters every other Monday and these women have changed my life, I mentor about ten women to be motivational speakers and coaches. I give money and time to women and young girls with cancer. I put my money and time where my mouth is. I don't just talk about it. I am about it. I have gotten where I am today for helping and giving back to others.

It's no doubt that Bershan is UNSTOPPABLE! Period. No doubt. She is making her print in this world! God gave her the ability to conquer death. "I am unstoppable. I can do ANYTHING I set my mind to! And I do mean ANYTHING!", says Bershan.

Follow Bershan on the following sites:

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REV. ERINNA MCKISSICK



By Dwan Bryant

With painstaking patience, Rev. Erinna McKissick has discovered how to embrace her life's story and move forward in spite of the obstacles and challenges she had to face just to get out of Egypt. Even though life is not what she expected to be at this point, it's not falling apart anymore.

You have such a busy schedule and I can't even imagine what a day in the life of Erinna McKissick consist of. How would you define your superwoman?

I'm not really a super woman, but there is a super ONE living in me. I think that the real super women are women who bounce back when life happens and go on to do great things. You can't control what happens to you all the time in life, but you can control how you respond when life happens. You can have it all. You just can't have it all at the same time. Don't compare yourself to others. Pace yourself in your business. You may not be moving as fast as others, but keep moving. Know what you are good at. Master yourself and your gift. No one can beat you being you. I know my lane. I know what I am good at. No one can beat me at those things. I am putting energy into continuing to master my craft and not looking at who is in the lane next to me.



By Santisha Walker

It's no secret that 2018 has been deemed the year for women to thrive! Recently, I had the opportunity to connect with Shannon Parker, a blogger, health enthusiast, and Co-founder and CEO of Faith Wins LLC, where she exhibits her contagious passion for faith, food and fitness. As we chatted and sipped our organic smoothies in the café of a highly energetic athletic club

after our intense barre class, Shannon shared insight surrounding her drive to see women succeed, which was birthed from navigating her own emotions and health while building a career, experiencing motherhood and growing in ministry. Her thought-provoking perspective is one every woman could glean from.

You're a wife, mother of young children, daughter, sister, friend, health enthusiast, blogger, community leader, and business woman. How do you balance it all?

I do my best to "do it all" by being laser focused with my time and attention. I schedule everything from my fitness time at the gym, date nights, to kid activities. I do this because I value my time and it helps other value it too. I remain clear on what I need to accomplish by letting my values prioritize my actions and my relationships. I value Family, Faith and Health. I think it is important to identify what you value and live your life to exemplify that.

Do you believe there's a connection between being healthy and being an entrepreneur?

There truly is. Most successful CEO's or Founders of businesses have health as a component to their success. They prioritize it. They make it happen.

Being healthy gives you clarity of mind to obtain the endeavors laid out before you. I've had the honor of working with majorly successful people, and I notice they are disciplined. You must have discipline to be a business owner and live a health life.

How do you find time to care for Shannon?

I make it a priority. I'm in tuned with myself. I go to the gym for stress relief, to connect with others and challenge myself. I enjoy reading, having devotional quiet time in my home when my children are asleep, and cooking in my own kitchen. I do things that will pour into me, so that I am full enough to pour into others! It's important to hold yourself sacred. Ask yourself, "what is it that I'm going to do to help replenish me?" Think about what will edify your body, soul and spirit. As women our bodies are intricate and delicate. Many women suffer with their health in silence.

How would you encourage women to deal with and overcome health challenges?

Our bodies have experienced seasonal changes since puberty. Instead of viewing a health challenge as something "odd", I've learned to embrace it as part of the journey. I was diagnosed with Hashimoto's, which is an autoimmune disease where the body attack its own thyroid gland. I thought I was relatively healthy but never made health a true priority. After meeting with my practitioner, I felt hopeless. I began reading tons of books and learned how to advocate for myself. I took ownership of my health! Women who are navigating a health challenge, never give up on the fact that ultimately God wants us all healthy and whole. Really believe that for yourself! Take extra initiative, go after the information and find the support that you need. Put people around you who speak life into you.

Let us know how we can connect with you?

You can visit shannonparker.org. On my site you will discover practical wisdom, encouragement and recipes! On Facebook I am at Shannon Parker and on Instagram @foreverfinesse.

About the author:

Santisha Walker is a registered nurse, certified wellness coach, entrepreneur, author and speaker with an immense passion of empowering others to live a well and balanced life. She is a devoted wife to her amazingly supportive and loving husband, and she appreciations spending time with those she holds dear to her heart. You can connect with Santisha at santishawalker.com, or through her Facebook @thebalancenursern or Instagram @thebalancenurse.

I know time is of the essence for you and I'm sure at times it is difficult to balance your business and family relationships. How do you do both?

First of all, you can never get relationships back, so I have to prioritize. I have a job. When I get off my kids get a home cooked meal, help with homework, baths, devotions, and tucked into bed. Then I do my business. Because I am keeping first things first, God maximizes my time, so I can accomplish in two hours what someone couldn't do in 8 hours.

Wow! That is amazing how time is not a concern for God, but yet we fight for that balance; what we desire to possess.

People are often amazed by your public success when you fight a Goliath not knowing that you have been fighting other enemies quietly and privately for a long time. I didn't just pop up overnight. A lot of the skills and gifts I am using now weren't honed in a boardroom like I thought they would be. They were made while I wore jeans and t-shirts and worked in the trenches to build something great with no pay. I wear a lot of hats. I have a full-time job as a senior director, I am a mom, minister, consultant, I sit on boards and committees in the community, I have a nonprofit, and I am a business woman. I am finishing my first book right now that will be released July 2018. So balance for me is a constant challenge, prayer, and a daily objective. When I die, I don't want them to say I was a great business woman before saying I was a great mother, daughter, and friend.

Running and building a business can be taxing especially when you don't receive the support you need. What are some challenges you face in this area?

One of the challenges of running my business is not undervaluing what you are offering, especially when it comes to personal relationships. A lot of your first contacts are your family and friends and people that know you. When they want you to come and participate and you start talking about money, that can be a major issue so for me I just try to completely separate business from personal things. With ministry there is definitely flexibility there. I try to be very clear that if what we are talking about is business, not topull on the personal component. I think that is unfair when we are approaching friends and family for different types of things. I am a straight shooter, be upfront with me. If you want to partner, say you want

to partner and if you want to hire me, say you want to hire me. Just be completely up front. If you know you want me to volunteer, then say that you want me to volunteer.

Let's be very clear because at the end of the day ministry is ministry, but business has bills.

You are absolutely right about that.

So, what would you say to an aspiring woman entrepreneur who is in the process, but feeling overwhelmed?

Dream. Think. Pray. Dream before you think because sometimes we will out think ourselves if we think before we dream. So dream big. Don't think small. If your imagination can conceive it, it's smaller than who God is. I will never dream bigger than God, so I don't have to be afraid that my dream is too big or that God can't do it. I can't even dream bigger than who God is, so however magnanimous, know that it is possible for God because you will never be able to out dream Him. There is way more strength that lies within entrepreneurial women than we know because we stop dreaming early because we get afraid. We have a few bumps in the road, a few setbacks, some rejection and we start to scale back the dream and we settle for a version of what we used to dream about. Think. Once you have that dream and you know what it is that you want to do, think. It is going to take wisdom to make that dream come to pass. Think strategically. Your dream is supernatural, but you have to make it come to pass in the natural. Pray. The only person that will carry you through is God. You need His favor, you need His anointing and you need His blessing. The word says commit all your plans to the Lord and He will make them succeed. Pray about it. I guarantee it if you dream, think, pray and repeat there is absolutely nothing you can't do.

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Dwan Bryant is an inspirational speaker, Confidence Life Coach, best-selling author and Founder and CEO of Confident Woman on the Move. Dwan's mission is to inspire confidence in women of all cultures globally with a message of affirmation and liberation that grants them permission to unapologetically walk in confidence. Confident Woman the journey begins now. One Unity. One Mind. One Mission. Women

Every Superwoman Needs W.A.T.E.R.

by Dr. Leslie Hodge

Let's face it, you're a woman...so you're expected to do one thing – It All! You're also an entrepreneur, so doing It All becomes an even greater feat to conquer. Although you have a personal assistant, who is supposed to help lighten the load, you still somehow somehow find yourself, doing It All! Ask yourself, "When will I break this cycle?"

One of the biggest misconceptions about women, especially women who are entrepreneurs, is that they are a modern-day Superwoman. Take a few seconds and think back to the Marvel comic fictional character Superwoman. Superwoman was the one who got the job done and it always appeared that she came on the scene just in time, each time - to save the day. Now think of the song Superwoman from the early 1990's, which described a woman who cooked, cleaned, and took care of all the people in her life.

Today's Superwoman is a combination of Marvel Comic's character and the woman described in the song...but one trait that was never highlighted in either scenario was self-care. While caring for everyone else and everything else, Superwoman was never shown taking care of herself.

Selfcare is like oxygen...you need it to survive! You can become so occupied with caring for everyone and everything, that you miss the most important person needing care...YOU. As a new or seasoned entrepreneur, you may think selfcare is a complex set of plans, however keeping it simple is best. A simple way of incorporating selfcare on your "to-do list" and into your health journey, is understanding the importance of W.A.T.E.R. (Weight- Attitude- Thoughts- Exercise- Rest)

Just like you need oxygen to survive, you also need water. Water is essential for the function and sustainability of your mind, body and soul. In the world of entrepreneurship and becoming a healthy balanced Superwoman, W.A.T.E.R. is also essential to your entrepreneurial survival, and a simple way to begin practicing self-care.



To ensure you are always bringing your best self to each negotiation table, focus on W.A.T.E.R., the 5 areas of your personal life where selfcare can begin:

WEIGHT - Set a realistic goal to reach and maintain a healthy body weight. Eating the appropriate amount of food at the appropriate times is also essential in lowering the risk of developing chronic health conditions such as hypertension and diabetes.

ATTITUDE – Engage in activities that make you the priority. It is not that you don't have time for you...you don't make time for you. Take time to invest in your greatest asset...YOU.

THOUGHTS – Take control of what you allow to remain in your mind. Free yourself from negative thoughts and experiences through talking or writing. Remind yourself about your purpose, your goals, and about what matters most to you.

EXERCISE – Improve your health, sharpen your mind and balance your emotions the natural way - by incorporating exercise into your daily routine. Your future self will thank you.

REST – Take a break from your routine. Rest. Relax... get refreshed and rejuvenated. Discover the benefits of W.A.T.E.R., and let the world experience the new and improved Superwoman! Remember, our world needs your BEST YOU!

About the Author

Dr. Leslie Hodge is a registered pharmacist and has a passion for people understanding their medications and improving their health. Dr. Hodge is the founder and operator of Scripts & Beyond, LLC. Scripts & Beyond is a medication review and consulting company, which specializes in providing pharmacist led one on-one medication therapy management services and health education programs.

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POWERFUL TIPS FOR NEW REAL ESTATE ENTREPRENEURS



Setting The Foundation For Your Career In Real Estate

By Johnneice Arriaga

You've just finished an episode of one of those reality t.v. flipping shows. Your interest is peaked. You're fascinated about how much money do-it-yourself real estate investors make in their spare time. You've decided to become a real estate entrepreneur! What you don't always see on these t.v. shows are the nuts and bolts of all the challenges that come along with being a real estate investor and entrepreneur. It's not all pretty. Real Estate can be a great vehicle to wealth, but the business is not for the faint at heart. There are many moving parts to keep your business growing. Here are some tips to help new real estate entrepreneurs set the right foundation.

1. Think Like an Entrepreneur

Real Estate entrepreneurs identify issues and come up with solutions. While some people get stuck in analysis paralysis and never act, Real estate entrepreneurs are proactive. They analyze their lives and visualize the life experiences they want to have. They take actions necessary to lead them to goals they desire.

2. Be Committed

Real estate entrepreneurs are committed, and they intend to be great. You can't be great if you struggle with a vital component. Without it you could easily break under pressure. Make a commitment that you will pursue your goals with passion. Then hold yourself accountable.

3. Be Determined

Real Estate entrepreneurs are determined to make it. They can adjust and adapt to the things others see as obstacles. They are persistent with their efforts. They know that if one thing doesn't work as expected a different strategy or approach may be in order.

4. Understand Failure Is Part of The Process

Failure has been described as one of the secrets to success. Real estate Entrepreneurs understand that mistakes happen, and surprises will arise. They take the failures and use them as tools for learning. They

learn from their failures and it gets them that much closer to success.

5. Network

Keeping your business, a secret doesn't help. Real Estate entrepreneurs are constantly networking with people to let them know that they are in the business and to find out what service they can provide to others. Building meaningful relationships is what networking is all about. Creating Value based relationships could open doors to opportunities that would be equally beneficial.

6. Set Goals

Setting goals for your business will help you stay on track and make the best use of your time. Real Estate entrepreneurs understand self-growth. They

are constantly learning and becoming experts in the industry. They are always creating experiences to learn from and that will lead them to their goals.

Primary Conclusion Real estate is not a one size fit all, but all new real estate entrepreneurs should be aware of the realities of the real estate business. Understand the keys to starting off with a foundation that will support your business. They must be encouraged to learn as much as possible and work with a trainer or mentor that will help with challenges.

Johnneice Arriaga is a Realtor® at Keller Williams Heritage in San Antonio, TX. Johnneice Arriaga has a love for real estate and a passion for helping others achieve their real estate dreams. She specializes in the San Antonio, TX. area and assist clients in buying, selling and investing in residential real estate.

Road to Gracetown

by Shanick Bartell

While there are many women to celebrate and acknowledge as major players and pioneers in this arena called Entrepreneurship, I would be remiss not to mention a 23 year old business woman by the name of Brenecia Browning. Her story of stepping out of what is comfortable, familiar, practical, and safe to the unknown, unpopular, and downright scary is remarkable and inspiring.

As the owner and operator of Gracetown, a low-cost child care center, Brenecia is not foreign to set backs and challenges. Being age 23, owning and operating your own business, did you ever imagine that you would be doing this?

When I was 17 in high school, we were required to get on the job training. I worked at my uncle's McDonald's franchise. This exposed me to entrepreneurship and I knew that I would someday own my own business.

Why did you start Gracetown, what does it offer the community, and how do you keep it low cost?

As a single mom, I had issues with finding low cost





“

I had to press pass fear. I was afraid of leaving my job, disappointing my loved ones, and what others would think

reliable childcare. I took a social media poll and found out many others were having the same problem. I thought long and hard and decided to leave my full time job, with benefits, 401k, and security. I walked away with nothing in the bank or in my pocket and a week later Gracetown was open and ready for business. The end of the first month, I had a full house. I knew if I didn't do it then, I would've never done it.

Gracetown offers mid-day child care services, before and after school care, educational trips, and transportation. We manage to keep the fees low cost by accepting donations from local businesses and programs, crowd sourcing, bartering services, and volunteers.

What were your challenges starting the business?

I had to press pass fear. I was afraid of leaving my job, disappointing my loved ones, and what others would think. Regardless of others plans for me, I had to do what I loved and what gave me joy. It wasn't real estate or multi-billion dollar business startups, it's servicing others. I remembered everything God told me and pressed pass the natural's safe zone and stepped into a spiritual safe zone believing everything he said. If I had to do it again, I would do it the same way. Another challenge was finances. I had to learn quickly about maintaining finances, keeping a budget and saving. I

had to own up to my faults where it came to money and make immediate changes.

What is next for Gracetown?

The long term goal for Gracetown is to have a full service recreation and day center where multiple S.T.E.A.M (Science, Technology, Engineering, Arts, Mathematics) programs will be offered to children and youth in the Detroit community.

Brenecia's pay it forward mission to share love, hope, resources, and services by any means necessary is commendable. Her vibrant personality, humble spirit, and focused mentality were enlightening. I'm excited to see what's next for this young lady. This is only the beginning of her journey.

Brenecia Browning is a 23 year old mother, daughter, speaker, singer, and entrepreneur. Born and raised in Detroit, MI she has always had passion for helping others. You can connect and learn more about Brenecia by following her on Facebook at Brenecia Browning.

Shanick Bartell is a licensed minister, certified life coach, author, speaker, entrepreneur, and business consultant. She takes great pleasure in assisting others with reaching their full potential in various areas of their lives. Shanick can be reached via Instagram, Facebook, and Twitter as Coachshanick and www.coachshanick.com.

A CREDIT CHAT WITH TAMMY ADAMS



By Shirlonda Taylor

How did you get into your business?

I started my company in 2014 after being in the credit corporate world over 25 plus years.

How do you handle stress in your business?

When stress arise I just refer back to God's Word, His Grace is sufficient for me.

What is your biggest hurdle you've overcome since becoming a business owner?

The biggest hurdle for me was crossing over to offer my service to people of different ethnics

What is the biggest achievement you've accomplished with your business?

My Biggest achievement was when I was able to help my client who was caring for her cancer stricken child purchase her 1st home.

The best business tip you can give a prospective

person who is looking to merge into your field?

The best tip I can give to a person who want to get into this field is , Don't stress about the little things, if 1 door closes 3 more will open.

What is a quote/mantra that motivates you?

“Get up and do it!!”

What advice would you give your younger self about growing up as a woman in this world?

“Don’t rush life; just live it!”

If you were the first woman president, what would be your first order of business?

It would be Hun Control.

What was your last google search?

Vacationing in Aruba.

Tammy Adams credit career started in 1988, she was hired as the 1st Black Female Credit Investigator in Louisiana. Even with her credit knowledge, her husband and her were faced with credit woe's. She wanted to share my success and knowledge with others who are dealing with credit challenges. I’m very grateful to God for stirring up my Gift to help be a blessing to others.

Tammy is married to her husband Lawrence. They have two daughter Devyn, Lauryn and two grandbeauties Samari , Synai.

Facebook: higher score credit restoration

IG: thecreditfairy

About the author: For 15 years, Shirlonda Taylor has worked with a deep passion in the Mortgage industry. She empowers people through financial literacy as the CEO of Credit Movers, a Credit Restoration Company. It is her belief that if you change your credit, you can change your life.

Owner & Creator of Femme![®]

BERNADETTE PLEASANT

By Jacqueline Miller

How long have you been in the business of health & wellness?

I've been involved in working with movement and healing practices that promote health and wellbeing for several years. I got trained and certified in a number of modalities before creating Femme![®]. I incorporated my business nine years ago.

Why did you pick this particular field to do business in?

This field actually chose me! I was inexplicably drawn to healing myself and in an effort to consciously take steps towards my own emotional health, I discovered techniques that really worked at a deep level. Through movement and emotional expression set to drums, I found my freedom, my inner voice and my most expanded range of motion. I desired to share those tools with others and that's how Femme![®] was born. It's not a workout class. It's an experience of sensual movement, dance, meditation, vocalization and celebration that leads to deep healing and release.

What challenge have you faced in this business and how you have overcome it?

One of my greatest lessons has been learning to ask for help. I learned that if I was going to stay focused on developing and expanding this work, I couldn't run my business without a supportive team. It was worth the



investment to have the right people working with me on accounting, social media, web design, copywriting, event planning, etc. Never be afraid to admit the areas that aren't your strengths. You have to know your skill set. Otherwise, you waste time trying to do everything. When I try to focus on business, I lose rhythm. So admitting that I was not meant to do it all alone and asking for help was an important turning point in my business.

What would you say are the greatest obstacles to women maintaining and focusing on good health?

It's so important to value all the parts of yourself, holistically. It's not just about taking care of yourself physically. It's about having a practice that involves mental and emotional self-care as well. Take the time. Invest in yourself.

Femme! is a full mind, body and spirit practice that goes beyond the surface. It's not a one hour gym class. It's a ninety minute experience of movement therapy that honors the whole person. There's no shaming or fixing or judgment. It's about loving, celebrating and expanding who we are in a safe space. I always say, "From your head, to your heart, to your hips, it's your body. You can do whatever you want with it – including love it, unapologetically!"

What health & wellness words of wisdom or tips do you have for women in 2018?

This is a beautiful time for us as women to use our voices, take up massive amounts of space and surround ourselves with people and experiences that celebrate our truth! In Femme!, I invite women (and men) to experience the freedom that comes from getting out of your head and getting fully into your body. Don't play small! Don't half-ass your emotions! Be intentional about being seen and heard. That's what we do in Femme!. We work with the primal healing power of the drum to have full expression and live bigger, freer, more expanded lives. My desire for everyone is to get in touch with their own freedom in a Femme! Experience and then take that juicy aliveness out into their lives! For more information about Femme!® :

<http://www.livefemme.com>

Jacqueline Miller is an international bestselling author, speaker, and certified life coach. Expert in empowering highachieving women to excel in their lives, by providing clarity and strategies to successfully manage their careers, family obligations, relationships, finances, time, and self-care. Stay connected with Jacqueline Miller by following her on Facebook, Instagram, Twitter, and LinkedIn.



By Audrey Woodley

Dope Wives (herein is an organization that focuses on teaching millennial wives and wives-to-be about the importance and also the way to pursue a Christ-centric marriage)

DW was birthed shortly after I married my college sweetheart, Dwayne on February 23 rd , 2014. At the time, he was a fulltime student of chiropractic medicine with a very demanding study and work schedule. I was new to Atlanta, with no family, or friends, I struggled with the process of supporting my husband's accomplishments without compromising my individual identity and all the things I had worked so diligently for in my life. We experienced much conflict in our first year as I navigated my way through the idea of submission and the new stage of my life, marriage

As a woman and entrepreneur, what are three things that women should start with when building their brand, whether personal or business?

1. KNOW YOUR STORY- People want to connect to a story that somehow reflects what they've been through or something they desire to experience.

2. PARTNERSHIP & COLLABORATION – Do not be afraid to give other women a seat at your table they may be able to elevate your brand to the next level. Have a spirit of discernment with the process of selecting collaborators, but if you are able to find someone who shares your goals and values, a partnership can be one of the best things to ever happen to your brand

3. GET A BOARD OF DIRECTORS–You need cheerleaders in your corner! It is difficult to navigate your own way when you are starting. You need sound guidance! I have spent thousands of dollars on business coaches and none of it helped me elevate my business Get people on your team who can help you evaluate how, when and where you should spend your money and your time.

How can a woman entrepreneur build a better relationship with their husband whilst juggling the hustle?

My husband is AMAZING! Honestly, I think it's who you marry. I'm an alpha woman and my husband is an alpha male, we bumped heads earlier on but as we grew, we understood that the things that caused conflict were the VERY things that attracted us to each other. My husband always says how much he admired my drive. He didn't want to be responsible for dimming the same light he fell in love with. It all goes back to our faith, God created each of us for a purpose and marriage should not hinder that, it should catapult everything your hand touches. Your marriage should make you better, not only as a spouse but in your individuality. I believe having a certain level of respect for your spouse and their passions may unleash blessings you never imagined in your own life. We communicate very often and we create timelines that works for the both of us.

Can you give women some information about wellness and self-care?

Yes -- It's so easy to forget about caring for ourselves. But you are no good to anyone if your cup does not remain full, and you cannot give away what is in your cup. I had a friend who told me she was aware that she pulls energy from me, and she encouraged me to make sure someone else was pouring back into me. Thank God for my husband who is my sanctuary because he makes sure I never forget about caring for myself, and he always pours back into me. With or without a spouse, create a routine where you listen to devotion's, podcasts, treat yourself to motivational conference, book a trip, go to a cute coffee shop, go reading on the beach, buy yourself flowers, create a monthly schedule and budget for your hair and nails, if you look good, you feel good!

What are some financial pitfalls that entrepreneurs run into when starting their personal or business brand?

Doing too much too fast. In the first two years of Dope Wives we hit our personal pockets pretty hard. Year three, we agreed we wouldn't do it! DW would need to be able to fund itself. It can be challenging because



you see so many amazing brands doing so many amazing things so you may spend thousands for a website, social media packages, business coaches and the like. Focus on content your messaging, build an audience before spending a fortune. You don't want to burn out before you start.

What are some tips that business woman and a Dope Wife can take to build a successful brand?

Be you!! Regardless if someone else sells a similar product or service, focus on your story, your passion and the people. You will always win! There are so many marital groups out there. DW doesn't have the largest following, but our heart is ministry, our advice is biblical that's the heart of who we are. So many marriages have been restored, so many friendships have been built. To me that is winning! Figure out how you want to measure success. Comparison is the thief of joy.

How can women get involved with your organization and what are the benefits to being a Dope wife member?

We may be found on YouTube, Instagram @dopewives and Facebook www.facebook.com/dopewives we also have a FB group that is growing quickly. Dope Wives have monthly book clubs, annual retreats, prayer groups and so much more. I talk to these women every day, and I'm enjoying the process of growing with them. I always have someone to talk to no matter what season I'm in. Those are pretty significant benefits.

Audrey Woodley, The Brand Therapist, PR & Online Marketing Strategist, Amazon Author, @ALWoodleyCEO



KIMBERLA LAWSON ROBY

By LaSheera Lee

Kimberla Lawson Roby is considered a star in the world of publishing. Several of her books have made the New York Times Best Sellers List. She has been featured in countless magazines and graced many stages. However, you will not find her engaging in diva like behavior. No, this literary powerhouse has a sweet spirit, calming presence, and powerful pen, that endears her to her fans. She has just completed a very successful book tour that was packed by her legions of fans at every stop. Today she is taking time out of her busy schedule to drop a few tidbits of knowledge and inspiration to Miz CEO Readers.

You don't consider yourself a Christian Fiction writer. However, your body of work and spirit is truly inspirational. How do you merge your personal spiritual beliefs with your writing?

No matter what topic I'm writing about, I always stay true to myself and my Christian values. My faith in God continues to make all the difference in my life, so I can't imagine writing anything without including my Christian and spiritual beliefs.

As life's trials and tribulations occur, what keeps you grounded and set in your faith?

My trust and faith in God. Even in the worst of times, I love, honor and depend on Him, no matter what.

It has been stated that your infamous Rev. Curtis Black Series is coming to an end. What can your readers expect next from you?

My first non-fiction book.

What parting words of wisdom can you share with readers who want to step on faith and chart a new path?

"Believe in God, believe in yourself, believe in whatever it is you are trying to accomplish...believe in that order." – Kimberla Lawson Roby

La Sheera Lee is an award winning blogger, podcaster, moderator, and vision delegate. She loves to help people to see the beauty in their voices. You can catch her on podcast called Read You Later on Blog Talk Radio or iHeart Radio. Follow her on Twitter and Instagram @readyoulater.

PAGING DR. MOORE

By Santisha Walker

Many times we believe life is all about who we know; however, I once heard a wise woman say it's really about who knows us! It's essential to position yourself in the business arena in such a way that when a specific subject matter is mentioned, your name immediately surfaces in the mind of those listening. Who is this astute woman I'm referring to? None other than Dr. Shekina Farr Moore. Dr. Moore has dedicated her life's work to the advancement of women and girls, and passionately empowers them to transition from mediocrity to fierce to formidable! She has been recognized in her local community and nationally for putting her hands to the plow when it comes to women's development, gender empowerment and girls advocacy! Dr. Moore's insight as a business woman in today's world is inspiring and unparalleled.





Dr. Shekina Farr Moore You have obtained numerous accolades while also maintaining your personal life, what is your key to balancing it all?

The key to balance for me is scheduling. What gets scheduled gets done. Then, prioritize what's scheduled. Depending on the season you're in, your priorities will change. I'm very mindful of the season I'm in and what needs to take priority over something else. I manage what I can in a day and then rest. I had to learn this over time.

When did you know you wanted to launch into the entrepreneurial arena?

I strongly believe that once you start operating in frustration, it takes you out of faith. I was working as an Assistant Principal, and I knew I wanted to pursue entrepreneurship and free enterprise, but I just didn't know how to proceed. At the time, I desired to work with the youth. However, I didn't want all the unspoken rules that govern education keeping me bound, so it was in that faith that I knew it was time. While working my traditional job, my entrepreneurial journey started off with operating my businesses on the side. From there, I began working on the steps needed to move into the direction of my dreams. I enjoyed delving into my purpose without boundaries!

What has been the most satisfying aspect of your entrepreneurial journey?

What I find most satisfying is being home when my children get home from school. I'm available to answer their questions, help with homework and ensure they are getting nutritious foods. I also appreciate positively impacting the lives of women. I enjoy knowing that the sacrifices I have made have not been in vain with so many women being inspired to move into new dimensions within their own journey. Seeing the fruit of your labor is very important as a womanpreneur. From my experience, it gives you a sense of accomplishment that you just can't get on a job.

What's your superpower? From where do you draw your strength?

I draw my strength from Christ. I believe I can do all things through Christ who strengthens me. I understand I am where I am, not in my own volition or because I've done anything that makes me so special, but because I'm available to Him. When we tap into the source, the one who gives us the unction and provides the resources, we begin to realize that it's so much bigger than us. It's not about us, but about God working through us to reach others. He will blow your mind when you avail yourself and allow Him to use you.

As a female entrepreneur, do you have both female and male role models?

A lot of people have role models that are in high places and in the celebrity realm, which I think is wonderful; however, I look to everyday heroes I can actually touch and see because they are relevant in my life. My husband is one of those people. Something I learned from him is that I can let my guard down some. I used to not let people in very easily because I've been burnt so many times. I observed how he was social yet set boundaries and I learned balance in this area from him. My mother is another role model in my life. She has such a peace about her that she affects others and gives them permission to be at peace. She has a saying, "all is well", even if a tragic event just occurred. She brings me a sense of calmness. Now, when I think about my own field, gender advocacy, one of the individuals I look up to is Kimberle' Crenshaw. She is an African-American who provided a plethora of empirical data on the topic of intersectionality. She's the reason I decided to write my dissertation topic and complete the two projects, "Black Girls Hear" and "Black Boys See", which will be launching this year. Sometimes the mentors and role

models aren't so far-fetched but are closer to home.

What do you do in your "me time" when you are away from your entrepreneurial role and not wearing your business owner hat?

I'm a girly girl and I love mani-pedis. I'm very religious about them! I also love to read. I'm an avid reader and actually read several books at one time. Lately, I've really gotten into my workouts and taking care of my body. I also like to do things with my family, like traveling and hanging with my husband for date night.

The business world is constantly changing with new technology and business practices. What is your method for staying abreast of these changes?

I try to stay abreast as much as I can, but I'll also quickly contract out and hire someone if needed. Don't feel intimidated if you're not a millennial, or you didn't grow up with all the changes in technology. What I recommend is having someone on your team who is good with technology. You don't have to know how to do everything and have all the answers. I'm very techy and some of these millennials just blow me away! None of that has ever intimidated me and shouldn't intimidate you. But, you always want to make sure you are saying current and relevant as much as you can. Keep sharp people around you that can do what you can't do.

Being an entrepreneur is a very circuitous journey. Do you believe you have experienced increased resistance forming business partnerships because of your gender?

I feel that men tend to get into roles with decision makers much quicker than women due to their interest outside of work that may pull them together; whereas, if women are not in those spheres we must take back doors and get to know gate keepers to have as seat at the table. I created and pulled up a chair to my own table. Then, those decision makers began to take notice and started contacting me. So, there are always ways around some of the perceived glass ceilings. Another thing I've noticed is when we get contracts and positions, a lot of times we are paid less because of the perceived notion that a man is more competent than a woman. Sometimes as women, we play a part in that because we relegate ourselves to secretarial type duties, so we must stop raising our hands for those type roles. That doesn't mean you have to be sassy, but it does mean you have to recognize when you are being type casted.

If you could reach back and empower your younger self at the beginning of your entrepreneurial journey, what would you say to her?

If I could reach back to my start in entrepreneurship in 2008, I would tell that woman to trust herself and connect more! Sometimes opportunities have time limits and if you don't strike while the iron is hot you'll miss it. I also would tell her to do more research. I think there were a lot of things I could have avoided early on in business if I would have just stopped and done my research. Knowledge is powerful! Another tip I would give her is definitely be organized and get all your business affairs in order. Lastly, I would say mentorship is necessary! There are so many things you are trying to figure out in the beginning of the journey that you can cut some of the confusion in half with a mentor. Now, when you proceed to secure a mentor, you need to make sure you serve under that mentor because their role is to not just to work for you. You learn by serving. Go with a plan. Don't just ask if they can mentor you and ask for their time when you're not giving anything in return.

What's next for you as an entrepreneur in 2018?

I am going to be vacationing more this year! In addition to resting, my goal is to grow Fierce Academy, which launched February 5th, to be one of high quality instruction where women feel they can come and really get the boost they need to take their business and personal lives to the next level, from blah to fierce. Fierce Academy is a huge project in which I desire for the fabulously fierce instructors to really move into another dimension. I'm also restructuring my B2F Girls company so in the future we'll be in many states across the country.

How can we connect with you?

I'm on most social media platforms as Shekina Moore, B2F Girls and Intercontinental Coaching Institute. If you go to shekinamoore.com or b2fgirls.org, you will be able to connect with me there. I also invite women to connect by joining Fierce Academy at fierceacademy.online.

About the author:

Santisha Walker is a registered nurse, certified wellness coach, entrepreneur, author and speaker with an immense passion of empowering others to live a well and balanced life. She is a devoted wife to her amazingly supportive and loving husband, and she appreciates spending time with those she holds dear to her heart. You can connect with Santisha at santishawalker.com, or through her Facebook @thebalancenurse or Instagram @thebalancenurse

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By Shirlonda Taylor

Who is Nicole J-Wheatly?

When communities are left in great disparity, seemingly without any hopes of being revitalized, it is common for residents, businesses and others to flee. My great passion is bringing communities back to life again by empowering people to build strategies and learn to work with one another to make progressive change. Nicole J-Wheatly is a Community Development Consultant that specializes in revitalizing neighborhoods.

What was the driving force that cause you to step out of a very successful career in Corporate America to make your own mark in the world as an African American Female Entrepreneur?

I actually worked for a fortunate 500 company (Northern Trust) for over 11 years. I really learned from the best so I was equipped with knowing how to provide great service. However, daily I felt an urge...a need to be out and active in the community, not behind a desk. I stepped out on FAITH, trusting the Creator and my dreams. I JUST DID IT and I've

INTRODUCING NICOLE

never looked back or had any regrets. My greatest fear was not "failing"...It was never "TRYING". As a part of wealth building, why do you think owning and investing in Real Estate is so important. I believe in possessing a piece of the land. Ownership is our inherent right and I believe everyone that desires to own should put forth the effort to find the most suitable property that fits their character. When you own real estate, you can become a provider of shelter for others. Typically, a piece of real estate increases in value and builds equity. But it is impossible to do this without having good credit and good financial planning.

Tell me about your current program you have in place to assist people not only to purchase homes but become financially literate.

Our program mission is to encourage and support the building of Female leadership and autonomy through economic empowerment education and motivation that helps one to identify goals, create plans and then reinforce those plans with the belief that one's full potential can be realized. Providing U Motivation to Pursue Success (P.U.M.P.S) is a nonprofit education and neighborhood revitalization organization that is committed to strengthening neighborhoods through home ownership.



CONT'D ON PAGE 34

DO YOU HAVE A PASSION
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UPCLOSE & PERSONAL *With* DR. SHEILA



Who is Dr. Sheila Williams at her core?

Dr. Sheila: I am a survivor of many things, some told some never spoken of. I am an advocate and the “voice” for those who suffer in silence and feel they have no voice or that no one cares. I chose to be transparent and advocate for others because there were times in my life, I wished that someone, anyone, would have spoken up for me. I tell my story and expose myself so that others don’t have to. I chose to be “The Voice”, particularly for those suffering from Mental Illness as many are ashamed, embarrassed or even afraid to say they have a mental illness, therefore many don’t receive the help or treatment they need. I watched my mother suffer in silence with her mental illness my entire life. If I can help just 1 person, then I know my purpose, my mission in life has been fulfilled.

Why are you so passionate about helping others start a non-profits?

Dr. Sheila: I’m not particularly passionate about a person starting a non profit or a for profit, that’s up to the individual. That is not my calling or purpose. What I am passionate about is encouraging, motivating and inspiring others to find their true purpose and what makes them happy, whatever that is. I encourage people to find their truth and to live

intentionally. In serving as a Therapist and Counselor for many years, I’ve found that so many people are living but not living fulfilling lives. In fact, many are not happy on their jobs, in their relationships, etc. It is not my position to advise anyone to leave their job, career, or even their relationships however, it is my goal to assist others in finding what it is that truly makes them happy and then encourage them to live in their true purpose. It all starts with being honest and transparent with ourselves.

Many people are afraid to live their best lives or to walk in their true purpose because they are overly concerned with what others will say or think of them. When you realize and admit that it is only YOU who defines what matters to you, then you will truly be able to not only live a fulfilling life for yourself, but you will also be able to pour positively into your loved ones, friends and even into your career. I don’t believe we can be truly be happy until we are first completely honest with ourselves.

Are you open to mentoring?

Dr. Sheila: Yes. I believe strongly in mentorship. I’ve had several mentors throughout my life. My first mentor was during high school. She was a graduate member of Alpha Kappa Alpha. Her name was

Mrs. Altamese Davis. She was the first Alpha Kappa Woman I had ever met. She took me under her wing, mentored me, taught me etiquette, professionalism and encouraged me to pursue my dream of attending college. She was very instrumental in me pursuing my college education and me becoming a member of Alpha Kappa Alpha Sorority Inc, 2 of the best decisions I've made in my life. Another very instrumental mentor I had, and still have to this day, is Dr. James Fadigan. He is one of the most influential role models I've had. As a Psychologist, Educator, business owner and founder of Learn to Learn, Inc, amongst many other things he is simply genius. He has truly helped mold me into the woman I am today. He called me "Dr" long before I ever completed the PhD coursework and instilled in me the power of positive thinking. He has encouraged me to always "pay it forward" and to know that the blessing comes in giving. Dr. James Fadigan is still my mentor to this day. Because I've had so many amazing mentors in my lifw, including both my Mother and my Father, Mattie and Eddie Williams, I simply have nothing to complain about. God has placed the right people at the precise time in my life and I'm forever

thankful. Because of this, I myself serve as a mentor currently to several and have served now as a mentor for many years.

There is ALWAYS something to learn and something to be taught. Tell us about your businesses?

Dr. Sheila: I have several things that I do. First, I am the author of the critically acclaimed memoir, "My Mother's Keeper". In my memoir I speak very candidly about my life, my mother's struggle with an undiagnosed and mental illness affected not only her, but me and my entire family. I chose to break the silence by speaking upon mental illness in my family, which is something most people are ashamed to do. I did this to not only be the voice for my mother but for so many others who may be suffering in silence. I am also a Leadership Speaker, Trainer and Coach with The John Maxwell Team. Through each of these services I assist and encourage others to find the leader within them. Whether am employee, an employer or a stay at home mom we all have a leader in us and should be living our best lives, as defined by our own belief systems.

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I am as well a radio and tv show host with Hype Media Global WDJY, 99.1FM. Through The Dr. Sheila Show and Transformational Talk, I bring awareness and inspiration to others by causing them to transform their minds in order to transform their lives. Your Thoughts Become Your Reality! By bringing awareness and other points of view on various topics it's my goal to inspire the viewers and listeners to go out and make their dreams a reality, despite anything they may be currently experiencing or anything they may have experienced in the past.

What's next for Dr. Sheila personally?

Dr. Sheila: Personally, I love to travel. I plan to take several international trips in 2018 and spend more time with family and friends. I work extremely hard, so I'm finding that I need to be equally as committed to taking personal time for me. 2018 is the year I'll get back to doing that.

Tell us about your coaching practice?

Dr. Sheila: am an internationally certified coach with John Maxwell Team. By teaching effective leadership skills and techniques to develop the leader within you (regardless of race, age, occupation etc) as a coach I strategically guide my clients to living an intentional and purpose driven life.

What is the greatest lesson that you have learned in business?

Dr. Sheila: The greatest lesson I've learned in business is to always remember that no one will care more about your business or brand than you. In knowing that you need to put first things first. Prioritize what is important and minimize liabilities. You are your business and when you realize that no-one else will care or be concerned as much as you, then half the battle is won.

What advice would you give to that person whose business is not doing so great and wants to give up?

Dr. Sheila: If a person's business is not doing so great, then it's time to reevaluate. Perhaps more training needs to take place or many the owner needs a business mentor. Make sure you have a support system, people in place who may not give you money but they are willing to give you time, advice or even resources that will help your business be successful. Always know that most businesses have gone through turbulent times as well. Do not give up on your dreams.



Take some time to regroup, reorganize and reevaluate what is going on.

What does it take to have a successful business?

Dr. Sheila: I believe it takes several things to have a successful business. First you need a plan. Know what your end goals are. Know what your mission and vision are. Be honest with yourself as to why you want this business and the purpose for having it. What product or service will you provide? Who will be your customers? How will you fund it? Who will assist you? Do you have a support system? Etc The second thing is the execution or carrying out of all of the things listed above. Once you've answered all of the above questions, how will you execute the plan? Will you operate alone or will you have a team or employees? How will you advertise? And the list goes on. The biggest thing I see is that people don't have a well defined business plan and when things come up or emergencies happen, the business is closed. Do your research. Not once but continuously. No business can run itself. Know that it's hard work and continuously evolving. Whatever you do, don't give up!

Dr. Sheila D. Williams

Published Author

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HERE COMES THE SUN! *The Sunshineologist*

Who is Lisa Renee Johnson; The Sunshineologist?

By Cheryl Peavy

What is a Sunshineologist?

During my personal journey of self-discovery, I wanted a term that embodied the feeling and knowing that I was the expert in me and my happiness. So, I coined the term sunshineologist and defined it as: being the expert in your hopes, your dreams, your story and your purpose.

What made you pursue becoming an entrepreneur?

To whom much is given, much is required. For me, being an entrepreneur is not a choice. It's woven into the fabric of who I am. When I think back, I've always had a side hustle—and as I evolve so have my gifts. From a very early age, I've always been attracted to setting my own limits and I firmly believe that when I shine, you shine. I thrive on unlocking the unknown and creating simple solutions and pathways for others.

Who is Lisa at her core?

I'm curious, authentic, creative and an infectious leader with a desire to have fun on my journey through life and use my gifts to inspire and empower others.

What is Brown Girl Press?

I didn't grow up knowing I wanted to become a writer, but I've been in love with the written

word since before I could remember. I was the kid growing up that could always be found at the public library with my nose between the pages of a book. In hindsight, being an avid reader was my preparation for the day the whisper came and spoke out loud my inner most desire—to write books. Books are a business and I entered into my first publishing project with the intention to independently publish my book. With all the moving parts, the project was an entrepreneur's dream. I created my own publishing imprint, then freelance the cover design, internal book design, and obtained bids from printers to print the physical book just to name a few. Brown Girl Press is the name I chose for my publishing company.

What advice would you give for women who want to become an entrepreneur?

Stop wasting energy on things you cannot change. Every action you take or don't take is actively creating your life in real time. So, jump in and don't be afraid to take risks to create the life you want and deserve.

What's next for you?

I just adapted my first book *Dangerous Consequences* into a screenplay. I'm working on my next fiction novel, *Surviving the Chase* and exploring the non-fiction genre. I also just released



To whom much is given, much is required. For me, being an entrepreneur is not a choice. It's woven into the fabric of who I am.

Color Your Way: A Color Journal + Quotes and Affirmations for adults. And last but not least, I'm creating workshops and courses to help women shine brighter from the inside out and LIVE courses and intensives for aspiring storytellers to birth their books and navigate the publishing landscape to share their stories with the world.

How have you overcome any challenges that you have faced in your business?

There's a misnomer that being an entrepreneur means building your business alone and once upon a time, the biggest challenge for me was learning to live in the duality of "being the expert" in some areas of my business and "not knowing" the answers in other areas. I learned how to ask for help and I work with multiple business coaches and mentors that provide value to my business and allow me to provide seamless solutions to my customers.

What advice would you give to women who want to give up on their dreams?

Make you a priority. Your dreams are worthy. You are worthy and you cannot take this journey alone.

Find your tribe and surround yourself with a support system to inspire, motivate and keep you moving forward.

How can others connect with you?

Let's get social! I can be found on Facebook, Twitter, Instagram and LinkedIn @iamlisareneejohnson. I also have a free gift! I created a quick assessment tool to help women get clear on their goals and to create a roadmap to the life they want and deserve.

Please accept my invitation and download the Flower of Life Assessment tool.

Shine Brighter!

Lisa Renee

Cheryl Peavy is a mother, speaker, author and inner life coach. She is a leader of a Phenomenal Women's Community called She Is You I Am You

*“Look, I don’t
dance now I make
money moves. Say
I don’t gotta dance
I make money
move.”*



MAKING THE SHIFT

The Shift. It's a new day and a new age for women entrepreneurs. Women are making money moves, closing big deals, and launching multi-million dollar businesses in a previously male-dominated arena. More than 9 million U.S. firms are now owned by women, employing nearly 8 million people and generating \$1.5 trillion in sales, according to 2015 data from the National Association of Women Business Owners.

The Ideal. We idolize iconic female entrepreneurs like Oprah Winfrey, Tyra Banks, and Susan Janice Bryant Howroyd who have obtained SHEro status. They defied the odds and succeeded despite little support, no money, and only grit and determination to fuel their passion. We admire their successes; yet, we rarely acknowledge their struggle in a world that globally marginalizes the contributions of women. We assume our SHEros have never suffered from the same fears, doubts, and insecurities that the rest of us “she mortals” experience on a day-to-day basis, that is a LIE.

The Struggle. According to a Mental Health America survey, approximately 12 million women in the United States experience clinical depression each year.

Reportedly, one in every eight women can expect to develop clinical depression during their lifetime. Depression, anxiety, and fear do not care about bank balances or media status. We all repeatedly ask ourselves “Am I?” “Will I?”, “Can I?” as we struggle to figure out how to reach our personal, professional, and spiritual goals; while simultaneously managing our family, finances, and friends.

The Breakthrough. The most challenging obstacle you face to SHIFT from “no-to-go” is looking back at you in the mirror. It is time for you to take your dreams, passions, and pursuits seriously. In making the shift to entrepreneurship, you must SHIFT past thinking that you have to wear a mask and cape to prove your strength. The old “fake it till you make it” mindset will have you “depressed, downtrodden, and defeated”. In order to make the Big SHIFT, you must crack the “get over myself” and be great code. As Janice Bryant Howroyd states, “Never compromise who you are personally to become who you wish to be professionally,” & “As for work, ‘Discipline’ ain’t a dirty word.” The Truth. The Superwoman Fallacy will fool you into believing that you have to be all things to

MAKING THE SHIFT CONT'D



all people and leave nothing for yourself. You are your greatest asset. Your success or failure depends on you being able to SHIFT past any self-limiting beliefs, doubts, and fears to boldly go after your dreams. Look in the mirror. Yes -- you're the IT factor. You must become your own SHero

and use your x-ray vision to see beyond the surface to reveal your Truth. Perfection is a mirage. Seek Progress. Address your kryptonite with intentional actions to SHIFT your weaknesses to strengths. Your strength lies in your ability to recognize your own opportunities for growth and take action to improve.

Get help. Do not embark on this journey in isolation. Connect with other like-minded, business oriented women who stretch you to relentlessly pursue your dreams and grow your business without sacrificing your sanity. We are stronger together. Activate your superpower. Speak life into your business. Use powerful affirmations to ward off negative voices and fear. Remember fear doesn't get a vote. Entrepreneurship has its risks but it also has substantial rewards. Now, make the SHIFT just don't leave your mindset behind.

Dr. Deena C. Brown, The Chief LeadHer Officer, is a best-selling author, speaker, and certified John Maxwell Transformational Leadership Coach. Dr. Brown is the founder of The LeadHerShift Academy™ for professional women who are ready to Shift to I CAN, I WILL, I DID by embracing the power of I AM. Twitter/ Instagram @DrDeenaSpeaks

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Together We Shine

• Award Winning author, publisher, and filmmaker, Iris Bolling, published her first award winning novel in 2008, and has never looked back. This sought out renaissance woman is now on the eve of writing, producing and directing, *Deadly Sexy*. A movie based on the bestselling book by the iconic Beverly Jenkins. The project has received a lot of buzz from media outlets fans, and fellow artist. In fact, they have raised more than over forty thousand dollars from a crowdfunding source. We sit down to talk to the CEO of Siri Austin Entertainment, as she is in the midst of revising her production schedule for the *Deadly Sexy* Movie.

• **There is a lot of buzz around the *Deadly Sexy* Movie.**

• **How does it feel to work with the iconic Beverly Jenkins?**

• Working with Beverly Jenkins is like being in a world wonderland. She is always upbeat and positive. Her patience and understanding is always a in place. What I love the most about her, is the way she expresses the very thing you may be thinking but wasn't sure how to say. Ms. Bev knows and loves her her fans and this industry. She has no problem sharing that love with us.

How do you want people to feel after they read your books?

I want people to laugh and cry, and even get mad a few times. Most of all, I want them to close the book feeling like they have a new family member.

How have you managed to navigate through the world of publishing?

Very carefully. LOL. As a self-published author I have complete control of all aspects of the publishing process. Each success and failure is based on decisions I make. **I keep two things in mind at all times:**

1 Publishing is a business. I handle my actions in that manner.

2 Stay true to yourself. I write, promote, and share my stories my way.

Why do you feel it is important to give authors, actors, and other artist an opportunity to shine?

It is my firm belief, that when you are blessed with a gift or a skill set ,it is my duty to share to with others. My way of sharing is to do what I can to help others realize their dreams. If authors need guidance in an area that I have already threaded through, I am willing to share what I can to help them navigate their way through it. If I have a stage to share and you have a talent, I want you to give you the opportunity to shine. I love giving anyone who want to share their talents and skills an opportunity. Who knows, we will look up and see someone I helped on the big screen living their dreams.

La Sheera Lee is an award winning blogger, podcaster, moderator, and vision delegate. She loves to help people to see the beauty in their voices. You can catch her on podcast called Read You Later on Blog Talk Radio or iHeart Radio. Follow her on Twitter and Instagram @readyoulater.

CREDIT - NICOLE J-WHEATLY CONT'D FROM PAGE 24



I know you have written a book all about Credit. How did this project come about?

In 2008, when the economic downturn occurred I was living lavishly. In 2009, financial institutions had reduced and eliminated lines of credits which dipped my score drastically, but also prevented me from using my “access to capital” which was CREDIT. Big mistake on my part. Creating wealth is building and retaining it. Yes, we should build our credit, but building our pocket books is a key component to being successful. I wrote, “Open Your Eyes to the Credit Demise” to let others know they were not the only ones dealing with bad credit and there were solutions to restoring their credit. Let’s be clear about something, “Credit is REALLY Debt” and it can be taken from you overnight. Therefore, we must utilize our credit wisely and repair anything that is negative on it. This e-book was brought about from my pain and how I built the strength to regain myself. It helps a person repair their credit and learn how to use CREDIT wisely, while learning to create WEALTH.

Living the Herbalife!

Hello my name is christine garner. I am a nurse and a Health coach with Herbalife. I have been a nurse for six years and a health coach with herbalife for two years. What inspired me to become a health coach was the Loss of my husband in Dec. Of 2014. He died from a heart attack. Several months after his death I looked in the mirror and I knew I had to make a change. I knew I needed be healthy so that I can raise my 9 year old son and continue to care for my mother as needed. I encourage my patients daily to make life style changes and to take control of their health so I had to take my own advice and do the same. My health coach found me online in June of 2015 but it wasn't until September 2015 when I became laser focused on my goal of loosing weight and improving my health.

After my first 60 days of getting results I decided to become a health coach with Herbalife. I love helping People and I figured what better way to help people improve their health and get into the best shape of their life while providing that one on one coaching. As a health coach and a nurse I provide the best of both worlds to my clients. I go above and beyond to make sure my clients have all the tools they need in Order to be successful on their journey. It brings me great joy when my clients text or call me when they have achieved one of many goals we have set. There is no greater feeling as a health coach than to experience the joy and success with your client.

My advice to anyone who wants to pursue a similiar career is to have a ginuwine love for people and build Long lasting relationships with those you help near and far. Surround yourself with positive people and leave all negativity behind.

The professional challenge that I encountered was with my sponsor. In the beginning we had a good relationship working together and creating a plan to expand our business. As time went on the conversations were negative and the love I had for helping our community was rapidly fading away. There



were a many of days I just wanted to give up. The love and support I received from my business Partner (who happens to be my boyfriend) and my mentor is what kept me doing the business.

My turning point in my business was in January of this year. I attended a training in Arizona and the speaker Laura had us to do an exercise. She had everyone to write down everything we disliked, things that bothered us and anything that affected us in a negative way. Once we wrote things down she had us scribble through the list we made and she said "don't dwell on the negativity any longer. Let it go." From that moment I released all negative thoughts and energy that I had. I wrote a five year plan and with the help of my business partner I have made changes in my business that has helped in expanding my business. For the remainder of 2017 I simply want to continue to make and impact in my community thus expanding my business. Improvements will continue to be made in order to serve our community better.

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Work-life balance...Is It Real?

By DeLisa New Williams



When you hear people talk about work-life balance, do you roll your eyes? Or is there a little chuckle followed by a “yeah right” and a wave of the hand? Or does it bother you at times when you really try, but you still fall short at achieving it? I get it, Girl. Trust me, I do. Even I myself have an M.B.A. in Project Management and would beat myself up whenever I fell short on juggling work and life. Work-life balance is the balance between a person’s work (career, ambition, school, entrepreneurial goals) and lifestyle (health, spiritual, leisure, family, friends, personal). It’s what I used to think was a mystical place that only high achievers and very anal, project-oriented women could perfect. Being an entrepreneur--balancing your work achievements and still maintaining personal time can be very challenging, but let’s be honest; it’s very crucial to the overall holistic wellness of one’s self. You don’t want to be successful in your career, yet suffer in your health. What good is success if you won’t be around to enjoy it? According to the Professional Convention Management Association (PCMA), 38 percent of employees have missed life events because of bad work-life balance. “The demands of today’s always-on work environment are preventing employees from participating in some very important personal activities. From birthdays to kids’ baseball games to anniversaries, nearly two in five survey respondents revealed that they’ve had to skip some milestone moments due to work.”

It’s great waking up early and staying up late to build that business, budget the books, and stay present on social media for your business, but missing out on life is definitely NOT the answer. Staying in alignment spiritually is also important. And do I really have to talk about marriage, your love life, family, and close friends...? I hope not. These are people that you definitely need to make time for because no one is here forever, and you don’t want to become like that old saying, “Out of Sight, Out of Mind!” in someone’s life, especially your husband and kids.

Here are a few tips to maintain a healthy work-life balance:

1. Get a planner - Put important dates on the calendar, i.e., birthdays, anniversaries, husband and children’s schedules, vacations, and even spiritual events like Bible Studies, conferences, and worship concerts. Put your workout dates on the calendar as well. Sometimes you have to PLAN to be healthy! Don’t forget your yearly pap-smear and routine doctor appointments. Please don’t get so busy that you forget those!

2. Rest - Boss, you need to center yourself. No one performs at their best overworked and exhausted. Take naps. Spend 15-30 minutes reading or listening to a relaxing or enjoyable audiobook. Prayer, meditation and even the spa, are great forms of rest as well. Make time for you, so you can have time and be rejuvenated for the important things in your life. Your body and soul will thank you for this!

3. Prioritize - That word “balance” can seem scary at times. Prioritize what’s important and what’s not. You can’t make every event, nor possibly achieve every idea and goal you want to in 30 days. Forget trying to stay late at work every work night while you’re missing reading bedtime stories to your child. Make a deal, maybe work late 3 nights, and read to your baby

4. nights out the week. Compromise is key, but also knowing what’s important is, too. If you can’t do it, just say so without any guilt or shame, but be mindful to make it up afterwards. Elsa from Disney’s Frozen said it best, “Let it Go”!

4. Be Creative - If you want to work and spend time with your family, then do both. Take a vacation, spending time with the husband and kids in the daytime, and do a little work that evening before bed. If you must go out of town on a business trip, take a girlfriend for her birthday... that way, you kill two birds with one stone. And for all those deadlines you had to meet by staying late nights and working thru lunch, find some way to reward yourself by doing something nice for you, so it won't seem like it was all for nothing.

5. Outsource - Outsourcing tasks is a great way of getting the help you need to accomplish the things your schedule won't allow you to. Hire a personal assistant to help with running errands and small tasks.

Get a maid to help with cleaning. So be the boss and delegate those much-needed tasks appropriately to get the job done. Remember, "don't sweat the small stuff!" MizCEO, I get it...life can be very demanding. Try these tips, and you'll see that achieving a work-life balance is obtainable after all. No more stress and worries about what you can't accomplish. It's NOW time to focus on what you can! You got this!

DeLisa New Williams - Authorpreneur, Speaker, and Media Personality for The Wives Talk

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She loves connecting with DOPE women!

BLACK WOMEN BUILD WEALTH! - SHUN STRICKLAND



Shun Strickland is the MizCEO and Creator of Black Women Build Wealth! She is making it her life's mission to educate, inform, and empower women to live their best life—Debt free!

It's been said that one will never be wealthy on the outside until their wealthy on the inside. So, that

is why what Shun is doing is so needed. Its necessary. Listen to how she tells us how she got into business.

How did you get into your business?

I got into my business almost by accident. My oldest daughter, Taylor was in the 8th grade. She played basketball and was really good. She was averaging about 18 points a game but had a really terrible coach who was causing her to lose her love for the game. I started researching mental toughness, read several books and enrolled to get my masters in Sport Psychology. I begin using the strategies I was learning on her, her teammates and my friends in the hair salon. One day while waiting in line at the grocery store, the guy behind me started talking to me and somehow I told him about what I was doing and he told me I should be a life coach. I honestly had never heard the term and certainly didn't know people could paid for it. I researched different certification, signed up for a program, attended it, got certified and started taking clients. The rest is history.

What is your biggest hurdle you've overcome since becoming a business owner?

My biggest hurdle has been around pricing. How to charge a price that is beneficial for me and my ideal clients can afford. A lot of coaches will encourage clients to take out loans and go in debt for coaching but that goes against my core values. I also understand that life coaching isn't something that women of color have been exposed to. We have typically gone to our pastors or girlfriends for advice. So if the price pushes them too



far out of their comfort zone, it doesn't attract the clients I most want to help. If it's too, low then I end up feeling like I cheated myself. I have a team of people who help me with pricing. Without them, I'd probably just be running a nonprofit.

What is the biggest achievement you've accomplished with your business?

I think the biggest accomplishment is being profitable and still around after 8 years. A lot of businesses fail every year. Learning to actually run my passion as a business is my biggest accomplishment.

In your opinion, what is the key to success?

I believe the key to success is doing work you love. If you are doing to give your life to something, it should be work that stirs you and calls you.

The best business tip you can give a prospective person who is looking to merge into your field?

My advice is get certified and get a coach. Don't

expect people to bare their souls when you haven't walked through the process of baring yours. Allowing someone to ask you crucial conversations is tough. It's hard and to really appreciate the courage it takes for your clients to share, you need to experience it often.

Connect with Shun:

www.blackwomenbuildwealth.com

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Shun Strickland

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