

# MizCEO

FOR THE ENTREPRENEURIAL WOMAN

DECEMBER 2018

I WISH  
FOR YOU A  
**SOUND  
MIND**

HIRE JESSICA  
MOSLEY FOR  
YOUR PR

*The holidays  
are here!*

**SANTISHA**  
ON BEING FOR REAL  
**HEALTHY**





# NOTES *from* EDITOR

Can you believe we are at the end of 2018?

This year has been one heck of a year! We've cried. We've laughed. We've rejoiced! We've been disappointed! We've made some great relationships. And we've ended some relationships. BUT, we've survived!

In these last 2 issues, we wanted to encourage you, and also bring information that would give you HOPE in and for your business! Business will not always go as planned. Its something that you will have to constantly have to work at. THERE ARE NO SHORTCUTS TO SUCCESS!

2019 is just around the corner! My prayer for you is that you cross all your T's; and dot all your I's. But whatever you do, don't beat yourself up if you don't. Stay the course. Enroll in more classes. Become a forever student and there will be NOTHING impossible unto you! So much in store with The MizCEO Entrepreneurial Brand in 2019! Thank you for rocking it out with me!

Peace, Love, & Blessings,

*Jessica L. Mosley*

Steward-Owner of The MizCEO  
Entrepreneurial Brand

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 EDWARDS**



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**SHIRLONDA  
 TAYLOR**



**TAMIKA  
 HALL**

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FOR THE ENTREPRENEURIAL WOMAN.

*Miz*CEO  
PRESENTS



*Queen Status*  
LIP STICK LINE



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**SOLUTION**  
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By MizCEO Staff

What's not to love about Pasha Carter?! She is bold, intelligent, giving, beautiful, and a woman making major IMPACT! Her passion to help others live their best lives cannot be denied. One conversation with her, and you feel like you can do-thee-friggin' impossible! She walks in her gifts unapologetically. And she has no problem helping others walk in theirs. Listen in on this in depth conversation as we learn why everyone loves Pasha!

**MizCEO: How did you get into your business?**

**Pasha:** I was 23 years old, living in Atlanta, GA, when I made a decision to start my first business. I worked at Emory University from 9-5, and then coached gymnastics from 6-9pm every day. If that wasn't enough, I was also an NFL Cheerleader. It felt like I was working every waking hour, yet I was broke and couldn't pay my bills. I was invited out to a seminar, and there was a 26-year-old gentleman speaking that day. He was making more money in one month than I made all year. He talked about passive income, business ownership and the power of not exchanging hours for dollars. He said something that shook me to my core. He said, "If you don't build your dream, someone will hire you to build theirs!"

That day, I started my first Network Marketing/Direct Sales business for \$500, which by the way, I didn't have and had to borrow. Eventually, that \$500 dollar investment would become a multi-million dollar business. Since then, I have dedicated my life to teaching others, who may have a dream of building a successful business, and like myself at the time, may not have the resources to start a traditional business, or may not have a lot of free time.

**MizCEO: How do you handle stress in your business?**

**Pasha:** I've learned through the years that it's not about the stress, it's how you respond and react to it. I pause and get still before reacting. I recognize that pressure is necessary to grow and breakthrough and I always know that with every issue, there are multiple solutions. Therefore, instead of focusing on the problem, I get wrapped up in the answers.

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

**Pasha:** I had to stop caring what people thought about me and my career choices. I now understand that if I buy someone else's opinion, I buy their lifestyle. My mentor, Dr. Dennis Kimbro, told me years ago to



and change another person's life. I know that when I help a single mom earn an extra \$5,000 a month part-time that I just helped an entire family. I love taking a person who has never had any experience in business and teaching them a step-by-step plan to create wealth.

**MizCEO: In your opinion, what is the key to success?**

**Pasha:** The key to success is growth, consistency and smart work.

**1. Growth** – In life you either step forward towards new and better things or you step backward into safety and familiarity. Growth is very uncomfortable because you've never been here and you see a new version of yourself.

**2. Consistency** – A small drop of water of a long period can break stone. Imagine what consistency in business can do over time. Doing the little things that lead to success over and over again is the key to accomplishing your goals.

**3. Smart work** – We can choose to work hard or work smart. I would rather be on the beach working from my smartphone, than exchanging hours for dollars. Working smart is finding a means to an end by creating a system to get you there faster and with less stress.

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

**Pasha:** Do it now. Start before you are ready! If I had waited until I had the money, or the knowledge, or the support, I still might not be in business. I started even though I felt as if I wasn't ready.

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

**Pasha:** Be the best version of yourself. When I started in business at 23 years old, I had no female role models, so I tried to take on the characteristics of the stereotypical male business leader. I thought that I needed to "be a shark" and win at all costs. I hid my

imagine myself standing on top of a mountain looking down. He then said, if the majority of people head to the left, odds are the success is to your right. When you are doing something different from the masses, there is a lack of understanding. In life, you must go out on the limb, because that is where all of the fruit is.

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

**Pasha:** My most significant achievement is the fact that I have helped so many others find their purpose, achieve their financial goals and build successful businesses of their own. There is no greater joy than to know that you have been able to share your knowledge



# *Lil MizCEO* *Jayla Brielle*

Jayla Brielle Carter is a 14-year-old with a plan and purpose. Even though she is in her first year of high school, she has already started 3 different money-making businesses. She was discovered by one of Hollywood's top agents, Chaz Foley, who helped her launch her career as a successful model. Since then Jayla has been signed to two top Modeling Agencies, one in Dallas and one in LA. At the tender age of 14, she has already graced the cover of a national Cheerleading magazine.

In addition to modeling, Jayla is a choreographer and coach for younger cheerleaders in her city. She uses her money from modeling as seed money to invest in her companies where she is launching her bath bombs and skincare line.

Jayla plans on attending Howard University.

# *Publicly Speaking*



## At a glance

The new site of an “At-a Glance” gets me all tingly inside s I begin to play back all the visions God has granted me for 2019. At Glance- everything is a bit overwhelming yet expected. But as one of the

leading publicist in my industry I can’t help but think of the automatic pitches that come to mind. The Pr strategy behind every move is VITAL!

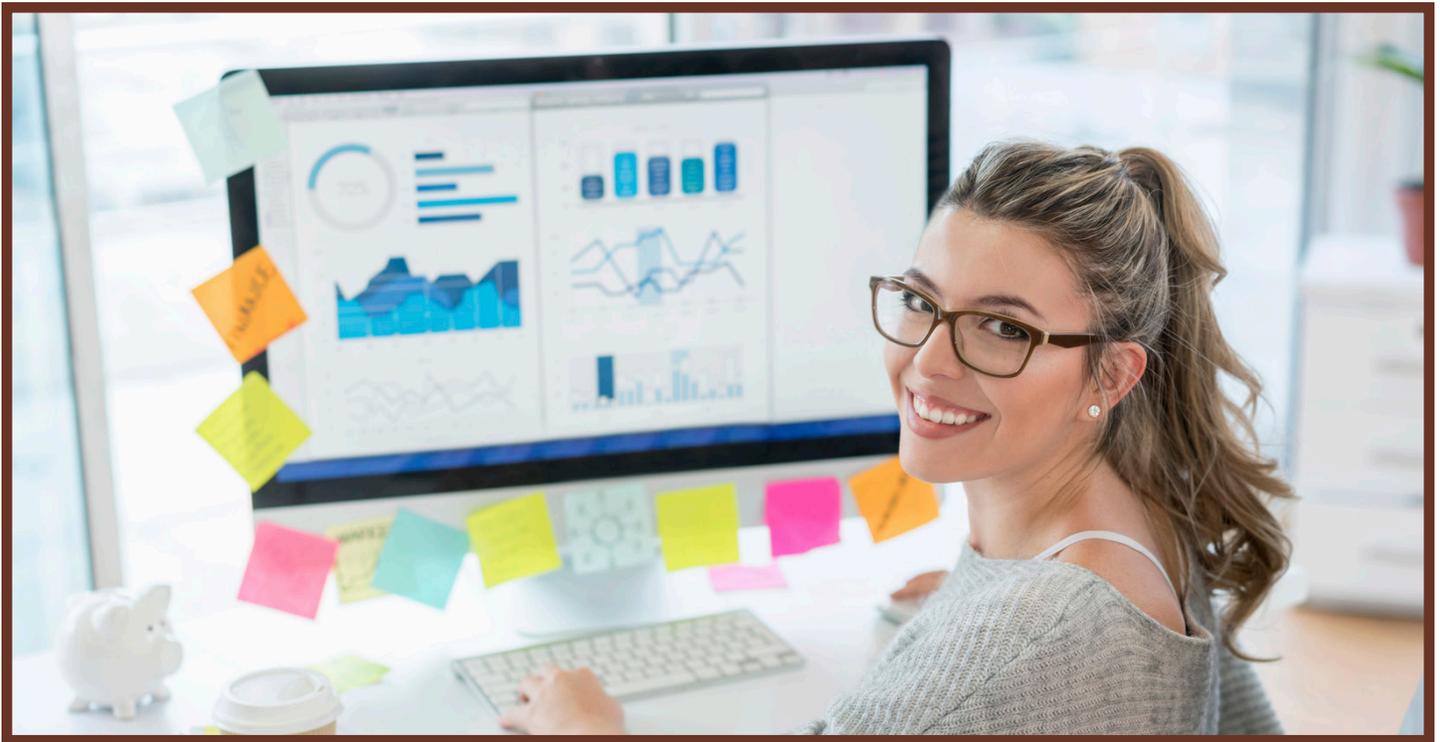
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## What is PR, or Public Relations?

### **Its. Your. Brands. Lifeline.**

Lets face it, with an over saturated market of start ups it so easy for a new brand to get lost in the crowd and noise of marketing! Public relations is your billiobord present on mainstream media that boost your brand's story to the masses.





## Does your brand really need PR?

Of course, unless your business can survive without being seen and heard. But let's face it, a brand that is unfamiliar often stays that way. Unseen, unheard of and eventually unremembered.

For more PR tips follow me on Facebook: "Day The Pr Coach" or on Instagram @DaythePrCoach

### PASHA CARTER CONT'D

emotions when I would get on stage and speak. I put competition before purpose and collaboration.

**MizCEO: What projects are you currently working on/releasing?**

**Pasha:** I am in the middle of my most exciting project in 22 years of business. We are bringing the most influential and powerful women together to create the LARGEST WOMEN'S WEALTH MOVEMENT IN HISTORY. We have a system where busy women who have a desire to become millionaires can do it from their smartphone.

**Social Media...**

<https://www.facebook.com/pashacarterofficial>

<https://www.instagram.com/pashacarter/>

<https://twitter.com/PashaCarter>

[www.PashaCarter.com](http://www.PashaCarter.com)

[PashaCarter@mac.com](mailto:PashaCarter@mac.com)

From NFL Cheerleader to Multi-Millionaire Pasha started her career in Direct Sales at the age of 23.

Today, she is an industry legend and one of America's most famous and most influential Direct Sales Leaders, ranked in the top 15 Female Networkers In The World out of over 14 million women worldwide. She is currently on the Expert Panel of Forbes Magazine, where she writes articles and lends her business advice to CEOs, Entrepreneurs, and Influencers around the world. Her exciting talks and seminars on Leadership, Entrepreneurship, Self-Esteem, Goals, Strategy, Creativity and Success Psychology bring about immediate changes and long-term results.

Pasha has been featured in Forbes Magazine, Influential People Magazine, and Success From Home Magazine to name a few. When Dr. Dennis Kimbro and The Napoleon Hill Foundation, interviewed 100 of America's Wealthiest African-Americans for the New York Times best-seller, The Wealth Choice, Pasha was interviewed alongside, Steve Harvey, Tyler Perry, TD Jakes, and other influential leaders.



By Candice Nicole

## Gaining Visibility for Your Business During the Holidays

It is that time of the year! It's officially the Holidays and many business owners are staying inside and making plans on how to garner more visibility during this season. As we all know, this is the time many will be spending to gift others and sometimes even themselves (which is always a plus for service based businesses or products). The million dollar question that is always asked is "How do I get my business seen in an over populated marketplace?" As that is a very intense and specific question, I have developed 5 steps that you can take to gain more visibility for your business during this time.

**Step 1: Make a Holiday Plan** - There is nothing else better that will serve you better than to have a plan. Having a plan allows you to get organized and get prepared for what you're planning to do with your business during high season. In addition, this is where you will make your goals as well. A plan has to be written out and not just something that is in your head as well. My personal opinion? Type it out, print, read and highlight. Get familiar with your plan.

**Step 2: Marketing Materials** - This is very important as everything is visual now. It's one thing to explain a service or product to someone, but they also want to

see some type of visual component as well. Having clean graphics will always add value to boosting visibility because individuals are more than likely to click on an image that is "eye pleasing". On a budget? Visit the following: + Canva ([www.canva.com](http://www.canva.com))- Try your hand at creating your own as they already have templates you can use and thousands of images to use. + Fiverr ([www.fiverr.com](http://www.fiverr.com))- This is a website where you can find someone to create your graphics for you at a very reasonable rate

**Step 3: LIVE Streaming & Video Ads** - Video is KING! Having a LIVE streaming schedule will work in your benefit because when you go LIVE, you're giving yourself and business immediate visibility with a potential client/customer. If your goal is to drive more sales during the Holidays, make sure every time you go LIVE, there is a direction towards what you're wanting to sell. For video ads, the unique value is that you can narrow your reach to the type of individual you would like to reach. Another bonus to video ads? It's another affordable tool to add to your plan for visibility where you can gain a lot of traction for under \$50.



**Step 4: Create a Landing Page Dedicated to Product**

- There may be a specific product or service that you want to highlight during the holidays, so creating a landing page will only help boost visibility. Why? It will drive individuals to focus on that one specific product or service, but when it's time to purchase, it can lead them back to your main website so you're still gaining traffic and a possibility of selling more of what you sell because now they see you other offerings. How to make your own landing page? Start with visiting Mailerlite (my personal favorite), Wix or MailChimp.

**Step 5: Interact with Customers/Possible leads on Social Media**

- During the holidays, many individuals shop online and nowadays 9 times out of 10, someone's first interaction with your business or product will be online. If you're consistent with your interaction it will provide you visibility because others can see the interaction. Individuals are more prone to purchase from those who interact with customers because it shows that you care.

during the Holidays. As these 5 Steps will help, the main takeaway from all of these suggestions is having intention. When you have intention you will make sure you're utilizing your plan, making good decisions and staying consistent. Wishing you and your business a dynamic Holiday season and great success!

*Candice Nicole the Owner and Principal Publicist of Candice Nicole PR, which has been publicizing brands business and individuals for over 10 years. In addition, she is a Virtual PR Coach, Creator of a women's network titled Women Who Hustle, Creator of a network for publicists titled Respect the Publicist and Co-Founder of The Social Capital Agency. Candice was also named the Top 25 African American Millennial Publicists in The Huff Post 2017. She is originally from the Washington, DC area, but now resides in Charlotte, NC and can be found on social media via @CandiceNicolePR.*

So, there you have it. These are my 5 Steps to help you boost your visibility for your business/product

# ALL ABOUT

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# Tasha

A resident of Virginia Beach, VA, Tasha Turnbull is a certified personal trainer, group fitness instructor, fitness nutrition specialist, author, motivational speaker and an award winning entrepreneur. As the owner of T2 Empowerment Group and T2 Fitness Studios, Tasha has been in business for the past 10 years. Tasha decided to enter the fitness industry after realizing what impact fitness has had in transforming her life for the better, which consisted of me gradually losing 100lbs. Once she started losing weight, she started to gain an enormous amount of self-confidence, compassion and drive to assist other people along their weight loss journey. And as a result, she created T2 Fitness and started to provide a number of health and fitness services to assist people wherever they are along their journey towards living a healthier life.

When asked what professional challenge she overcame as a business owner, Tasha replied that she had to learn to price her services based on the value she provided and not the amount she felt like people would pay. She learned that in discounting her expertise, she attracted clients who took advantage of her kindness. Tasha is a believer that when you focus on the results you are able to help people achieve, you will attract the clients you love and who will pay you exactly what you ask for.

Tasha advises for people looking to pursue a career or business endeavor within the fitness industry to provide products and services that can assist people

to improve their life for the better, not something that is trendy. According to Tasha, the fitness industry is saturated with trendy products that it is important to bring something authentic and long-lasting to the table or else your company will be perceived as gimmicky and not credible. In addition, Tasha says advises that it is important to make it known to your audience how being in the fitness industry has personally improved your quality of life.

People always love a great testimony. If you want to impact people, share what struggles you've overcome and how fitness and wellness can enhance the quality of their life as well.

Now that Tasha has a strong foundation to expand her reach as an author and speaker, she is gearing up to launch outside of four walls of T2 Fitness Studios. Providing leadership, motivational, nutritional, and entrepreneurial insight to colleges and universities, business associations and conferences as well as the community, Tasha is continuing to share her story on a national and global scale. To learn more about Tasha Turnbull and her fitness movement, connect with her online.

**Facebook:** [www.facebook.com/Tasha.T2.Turnbull](http://www.facebook.com/Tasha.T2.Turnbull)

**Facebook:** [www.facebook.com/tashaturnbull](http://www.facebook.com/tashaturnbull)

**Instagram:** [www.instagram.com/t2\\_tasha](http://www.instagram.com/t2_tasha)

**Instagram:** [www.instagram.com/t2\\_fitness](http://www.instagram.com/t2_fitness)

**Youtube:** [www.youtube.com/tashaturnbull](http://www.youtube.com/tashaturnbull)

# REAL WEALTH



By Deena C. Brown

***“What you find-ah ...  
What you feel now ...What you know-  
ah...To be real”  
Cheryl Lynn***

Generational wealth — also called family wealth or multi-generational wealth or legacy wealth — is wealth that is passed down from one generation to another. The key word in the phrase “generational wealth” is wealth. Wealth has several important benefits that income does not: it generates income (dividends, rent, etc.), it is passed down from generation to generation, it is used as collateral for loans that increase assets directly or indirectly (such as by enhancing educational opportunities that increase earnings and future wealth), and it

provides economic resources when income is cut or disrupted due to illness, divorce, unemployment, or emergencies.

## **What is your “Generational Wealth” credit score?**

Creating generational wealth NOW is critical because it transcends the legacy of historical policies and practices that prevented people of color from building wealth in the past and limited the opportunities for generational gains through inheritance. The historical legacy of the racial wealth divide when combined with gender inequality makes women of color uniquely economically insecure. Hope is not lost. It is possible to SHIFT the status quo.

*“I realized that I was just a spark to start a major movement that has surpassed myself in so many ways.” Sonia Booker interview in O, The Magazine.*

Meet Sonia Booker. Sonia is among the nation’s top ‘Go To’ thought-leaders on wealth creation and real estate. Reconnecting with Sonia after meeting her at The 3rd Annual Minorities & Women’s Business Economic Empowerment Summit in Syracuse, New York was truly a treat. Sonia’s authenticity is beautifully matched by her internal glow. As a wife, mother, and businesswoman, Sonia understands the personal sacrifices and increasing demands on professional women who try to align their purpose, profession, and profitability with the core needs of the family.

Women make 95% of all purchasing decisions, yet, often do not possess the financial knowledge necessary to elevate their financial status. Women are 14% more likely than men to feel stressed about their financial situation and 13% less likely to be optimistic about their future financial situation. “The most challenging thing in building wealth for women is the ability to look beyond the current circumstance and situation and see the bigger picture,” says Booker. “Women have to understand that their power is rooted in their Purpose. Everyone

has to decide if they are willing to make the adjustments necessary to achieve the big goals they have set for their life." When evaluating the life you are living compared to the life you desire to live you must take into consideration:

**What will it cost you?  
Are you willing to make the necessary  
adjustments?**

***"The most valuable real  
estate are people."  
-Sonia Booker***

Mentorship matters. Super savvy and sophisticated, Sonia Booker started her first business at the age of twenty-four; an Allstate Insurance Agency which she later sold at a profit. Persistence connected Sonia with her mentor the late Herman J. Russell, legendary founder of H.J. Russell & Company. Sonia credits H.J. Russell with spring-boarding her knowledge and success but most importantly teaching her how to be a good humanitarian.

Sonia is passionate about the advancement of women and is committed to empowering and equipping women with tools and resources to build wealth one dollar-one decision at a time. Honoring her divine gift, Sonia founded The Inner Circle of Women Wealth Builders, a supportive community to help women learn how to invest and make sound financial decisions.

Building wealth is about more than money. It is about wealth in values, beliefs and traditions. Authentic wealth is rooted in sound thinking and intentional actions. When you commit to intentional wealth building practices you will leave a legacy for generations to come.

***"The storms of life are not sent to  
destroy; yet to strengthen your souls  
for what's to come. Embrace the winds  
of the storm for they propel you closer  
to your purpose." Dr. Deena C. Brown***

Every March Sonia hosts "Self Wealth for Women" to celebrate other women in the community who are building generational wealth. Sonia believes that when you turn on your spiritual gift(s) and combine it with your purpose that is Real Wealth.

Currently, Sonia is the Managing Partner of RSG Capital Group which manages a Private Equity Fund that invest in rebuilding communities. Booker is the author of the Essence magazine bestseller, Real Estate and Wealth: Investing in the American Dream and Self Wealth For Women: An Inspirational Book & Journal. She contributes wealth building information for several publications and can be seen on NBC and FOX news programs sharing financial advice. She shares her knowledge regularly on The Sonia Booker Radio Show heard on Biz 1190 AM every Saturday morning at 9:30 a.m. EST.

**Byline:**

Dr. Deena C. Brown is an internationally best-selling author, speaker, and leadership coach. Dr. Brown's clients affectionately call her "The Catalyst" because she makes \$hift Happen. In 2017

Dr. Deena founded The Leadshifft Movement™ to help women create systems to Shift and gain Clarity about their WHY, build unshakeable Confidence about their Next; and develop Consistent actions to achieve their Goals.

**Social Media Handles**

**Instagram: @drdeenaspeaks**

**Twitter: @drdeenaspeaks**



It is hard to believe it is the last quarter of 2018 with the holidays right around the corner. The holiday season can bring a lot of financial temptation and gift giving stress.

We live in a consumer society where it is easy to find ourselves in unnecessary debt and living above our means.

Once you start shopping, it's hard to stop. We get a natural high when buying and the holidays are the perfect excuse to shop since we feel obligated to purchase gifts.

Whatever you do, don't go into debt for the holidays- you don't want to start 2019 paying off 2018. It's okay to have a smaller Christmas you can afford.

Think of holiday spending the same way you would other recurring non-monthly expenses such as car insurance, home insurance. These expenses are not monthly but annual debts we must budget and plan for ahead of time.

Crave out a budget and, **STICK TO IT!!** You must set the amount you want to spend before you enter the store or begin your online shopping.

Whatever you do, don't go into debt for the holidays- you don't want to start 2019 paying off 2018. It's okay to have a smaller Christmas you can afford.

Though it is the holiday season it is still the perfect time to look at how well you have performed during the 1, 2 & 3rd quarters of 2018.

Maybe you are saying, "I didn't stick to my goals, I didn't save or pay off the debt I planned to pay off". No worries, it is the perfect time to finish financially strong and start planning for 2019. Let's look at ways we can finish strong in your current position:

**Review your current situation – Look at your budget and how successful/not successful it has been YTD**

Where can you find money you are currently spending and move to savings or use as disposable

income for other things?

**Review monthly recurring expenses, cable, gym memberships & entertainment**

It helps if you have an app on your phone. Download a budgeting app to your phone

Mint

Pocket Guard

Wally

Goodbudget

**Review your present contribution to your 401k/ Retirement Saving Plan**

Is your money currently working for you? Contact a financial advisor to rebalance your portfolio.

**Renegotiate Monthly Revolving Debt**

It is possible to lower interest rates and change billing cycles that work best with your monthly budget.

**Review all Insurance Policy's**

You can save money by increasing your deductible. Checking/shopping for Multi-policy discounts.

**Open a 529 Saving Plan**

Plan now for college in efforts to avoid unnecessary student loan debt.

**Consolidate Student Loan Debt**

There are many student loan forgiveness programs. Consider the student loan doctor for assistance. [www.thestudentloandoctorll.com](http://www.thestudentloandoctorll.com) [www.studentloanhero.com](http://www.studentloanhero.com) / will provide a complete list of student loan forgiveness program

**Be sure to obtain a copy of your credit report and current scores.**

**Most Importantly SAVE SAVE SAVE**

Always pay yourself first

Save your change, this can be huge!!

Round up your Savings.

Pay in Cash

Maybe you have not everything according to plan at this point in the game. Some say it's not how you start but how you finish. It is up to you as to how you finish the game.

There is still time to huddle, regroup and win the game! Victory in life, love & even finance doesn't always mean you made all the right choices at the right time but you endured until the end.

*Shirlonda Taylor is a Mortgage Loan Originator and Financial Literacy Counselor who is passionate about seeing people excel in every area of their financial life*



# 10 MISTAKES KEEPING YOU FROM CONSISTENT 10K MONTHS

By Erica Stepteau

You have the power to level up your revenue -- as long as you don't do these things.

When you're first starting out in business, getting to the \$10k/month level can seem near impossible. We're working and hustling so hard just to keep our business above water -- making that kind of profit feels like a distant dream, not an actual goal. But here's the thing: achieving \$10K months is not as hard as you think. Really. It's hard, sure, but it's absolutely possible! It requires strategy, grit, and a STRONG selling mindset to impact the world with your unique brilliance.

I've had the honor to serve over 100 women within the last 8 months, and I've seen this happen first hand. More importantly, I've seen the specific mistakes women are making that are getting in the way of this goal -- rookie business mistakes that keep you from scaling to the level your hard work deserves. Don't get caught in this trap; avoid these mistakes and improve your impact, money, and freedom TODAY!

**Mistake #1: You Think that a Website/Logo/Photoshoot should be your FIRST priority.** Branding can be fun, and certainly works our creative (sometimes vain) muscles, but that's not your first priority. Discovering the problem that you can solve for your client, and understanding the competitors in the market, is the most essential first step for a business foundation. Don't focus on anything else until you've got this figured out. Take the time to test your brilliance with a few clients -- ensure you're aligned with their mission and direction, and learn about how you make their lives better. When you're SUPER clear on that, then it's time to build your brand and get all your ducks in a row to shine as a high-end expert. This will save you money and time; branding is a very important aspect to a business, but

it is NOT the first step!

**Mistake #2: You're Not Establishing a Deep Connection with your Soul Client.** Don't assume you know your clients; instead, consistently create market research strategies in your business model.

Make sure you truly, deeply know your clients -- know them like you know significant other or child.

- What do he/she lay awake thinking about at night?
- Why is the problem you're solving so urgent to them?
- What will happen if they don't get this problem solved?
- What are the key words that trigger your soul client?

**Mistake #3: You think you can "DIY" EVERYTHING in your Business.** There are many hats involved in running a successful Empire, and new entrepreneurs often try to do it all. Problem is -- you can't do it all! If you try, you're lowering your own value, because you're taking away from time focused on your most powerful skill set. When you're focused on your own zone of genius, you can do less information downloading and MORE implementation -- and that's a key step towards monetizing your brilliance. Outsource as much as possible. If finances are constrained, seek interns who can earn student credit while learning from your business practices!

**Mistake #4: You Fail to Follow-up.**

You leave so much money on the table when you fail to follow up. Following up doesn't just close sales, it enhances client satisfaction and creates powerful opportunities for referrals. Create a system to check in with your clients while in the middle of a project, and then again at the end. Ask them for feedback; ask them to post reviews. Be bold with your follow up!

The more people raving about your brand, the more sustainable your empire will be.

### **Mistake #5: You Overlook Your Small Tribe of Followers.**

When you're first starting out, you may not have a huge list of followers -- and then it's easy to neglect them, to let those relationships fall through the cracks. But your first followers are the GREATEST ASSETS to your movement and mission. It's your job to address these 5, 10, or 100 people as if you were speaking to ten of thousands! Ask questions to get a better understanding on HOW to attract MORE of those same types of people; they are your true soul client! It takes time to build a primed and ready-to-buy audience, and you've got to build those relationships. It's easy to feel frustrated when things don't happen right away, but always remember: it takes 6 months to build a Rolls-Royce, and 13 hours to build a Toyota.

### **Mistake #6: You Think Posting an Offer One Time is Sufficient.**

We never want to come across as salesly or spammy in social media, but sometimes this fear keeps us from communicating clearly to our followers. In the social media world, you've got to repeat yourself consistently; your prospective clients typically need to see your offer 3-5 times before they hit that button -- even if it's a free offer! If you just bashfully post once in the morning, you're doing your followers (and yourself) a disservice. Be adamant about your message, as if you had a cure to a deadly disease -- because, for your soul client, that's what your solution feels like: the perfect cure.

### **Mistake #7: You Assume Networking is a Waste of Time.**

RELATIONSHIP MARKETING IS KEY! A person only invests in your services when they know, like, and trust you. I recommend you randomly connect with 3-5 NEW people each week via Social media or live events. Make these connections real; actually look to make friends and build relationships, not just cold-pitch strangers. You can build an authentic relationship by asking questions to learn more about their needs; people love talking about themselves! And you never know where the conversation might lead -- or the connections it may bring.

### **Mistake #8: You Drop Your Prices to Attract More Clients.**

When your services are not selling the way you'd

hoped, before you drop your price, examine your motives. Never drop prices out of desperation; guaranteed you'll regret that! Instead, do your research and understand both your industry price range, AND your clients' disposable income levels. Pricing doesn't matter when people see something they need and value. The price you set on your programs or services communicates the confidence you have in your skills! This reflects the belief that you CAN solve your clients' problem, and ensures you don't end up giving away your incredibly valuable work.

### **Mistake #9: You Randomly Post in Multiple Facebook Groups.**

A lot of people use the 'group posting' method to gain visibility, but consumers are starting to see through it. Posting randomly in other organizer's Facebook groups has become a huge turn-off to viewers. Instead, create your own platform to become an Authoritative Figure in your Industry! Become a Content Creator via Blogging, Video, Podcast, or Social Media; host a Masterclass/Webinar/Event; share your client's positive results! Just don't force information to a place where viewers didn't sign up to see that.

### **Mistake #10: You Have not Mastered the Art & Science of Selling.**

In my experience, women especially have a problem with this step. We're taught not to 'step on people's toes,' and most of us feel sleazy, gimmicky, or overly assertive when attempting to sell products/programs/services. But selling isn't sleazy, and you shouldn't hold back -- not when you have a solution your ideal client NEEDS! If you're not selling, you're preventing them from discovering something that could make their lives infinitely better: You. Your soul client will have no problem hearing a sales pitch -- because they desperately want what you're offering! You must embrace the fact that you are selling, and know it's apart of daily life. Selling is the livelihood of your business. Awesome Salespeople are not born, they're made -- it's a skill set that can be learned by anyone with enough practice. If you don't learn how to master the art of Selling, then your business is at serious risk. Reaching that illustrious income level of \$10k per month might seem distant, but it's closer than you've ever realized. You absolutely have the power to get your business to that level -- you have the tools and solutions that your soul client needs; you've just got to make that connection. Avoid these common mistakes, and trust me -- you're well on your way.



By MizCEO Staff

**How did you get into your business?**

**MR:** I decided to become an author in 2004 out of the need to educate girls about the responsibilities associated with becoming a mother because at the time eleven and twelve-year-old girls were having babies at an alarming rate. As a former teen mother, I was compelled to write, “Motherhood...What You Don’t Know!” because there was a lot those ‘babies having babies’ didn’t know. “Motherhood...What You Don’t Know!” was featured on The Wendy Williams show in New York City and, was so well received that I followed up with, “Fatherhood...What You Ought to Know!” for teen boys two years later. I sold over 2,500 copies of these two books combined and were instrumental in the teen pregnancy rate that has been declining since 2009.

**How do you handle stress in your business?**

**MR:** I’m a Woman of God so I pray about everything and worry about nothing! When stressful situations arise in my life/business, I pray and wait for God to direct my steps.

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

**MR:** The biggest hurdle I’ve overcome is believing in my abilities as an author to make an impact in the literary field. It’s been thirteen years since my first book was released and I’m still writing. As a self published author my expenses are out-of-pocket so there have been times that I wanted to throw in the towel, but my passion for writing won’t let me because its connected to my purpose in this thing called life!

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

**MR:** My biggest achievement was when the then President of the Delta Sigma Theta Sorority, Inc., Cynthia Butler-McIntyre, called to thank me for writing “Motherhood...What You Don’t Know!” She said the book was well written and ordered 75 copies for their girls mentoring group and invited me to speak in Columbia, Maryland. To have a woman of her stature to endorse my first book meant everything to me!

**In your opinion, what is the key to success?**

**MR:** I believe the key to success is believing in yourself and staying the course no matter how long



”  
*I CAN DO  
ALL THINGS  
THROUGH  
CHRIST WHO  
STRENGTHENS ME.*  
”

it takes. We as people tend to give up before the Blessing because it's not happening fast enough, but if we keep the Faith and Trust God through those hard times, He will Bless us in a mighty way!

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

The literary field is very competitive, so I would tell anyone interested in becoming an author to have a passion for writing because if they don't, more than likely they will not last in this industry.

**What is a quote/mantra that motivates you?**

**MR:** "I can do all things through Christ who Strengthens me!!"

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

**MR:** I would tell my younger self to go to college because my not having a bachelor and/or master's degree has prevented me from qualifying for various positions over the years.

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

**MR:** If I were the first woman president, my first order

of business would be to open homeless shelters across the nation that would provide job training for the homeless to eliminate homelessness.

**What was your last google search?**

**MR:** How to take a case to the Supreme Court.

**What projects are you currently working on/ releasing?**

**MR:** I am currently working on my fifth book, "The AboveGround Railroad - The Aftermath," which will be released in early 2019.

Also, please send a professional bio and/or media kit, 3 to 4 high resolution professional photos, and all social media handles. My Bio is attached.

I believe you already have my professional photos taken at the conference.

**My social Media handles:**

**Facebook, Instagram & Twitter -  
Author Melinda Robertson**

**Email: melinda@motherhoodlove.com**

**Website: www.melindarobertson.com**

# THE AMAZING SHARON C.

*By Nefertiti Fisher*

## **Tell us a little about you?**

**SC:** I was born in Rochester, New York. I am an Award Winning and Amazon Best Selling author of Prayer Plus Faith Equals Miracles: 31 Days of Fervent Prayer. I am getting ready to release my second book, Guard Your Heart: Strategies to Kick the Enemy Out of Your Life. When I is not writing, I serves as a pastor's wife, top motivational speaker, radio host, director of Rhema Word Press, and mother of two. I have appeared on numerous radio and television news channels in an effort to share my passion for writing with the overall goal of helping people live better lives. In 2018, I was the recipient of the bronze medal for best non-fiction, inspirational religious books.

## **How many businesses do you have?**

### **And what are they?**

**SC:** Right now, I only have one business which is my brand that I publish under, Rhema Word Press. I am also the first lady of Rest-Oration Church in Urbana, Illinois, where not only do I work in ministry, but I diligently work in the community as a Philanthropist alongside my husband, Pastor Andre Crittenden. I wear many hats at the church. It can be overwhelming at times, but I would trade it for the world.

## **What made you want to become an Entrepreneur with a new marriage and children?**

**SC:** I saw a great need to heal and restore the people of God through writing. My books are designed to give people hope in the midst of trying times. I love what I do! My husband is a pastor and I'm grateful that



we are able to share and work in ministry together. Whatever I do in business, he's always by my side and vice versa.

**What has been your greatest challenge as a Married Entrepreneur?**

**SC:** My greatest challenge is that there's not enough hours in the day to take care of my husband who is also my pastor. I am a servant by nature in ministry, so I try to do everything for him, the church, my children and my business. It's sometimes not humanly possible to do it all, but with God's help,

I manage by writing overtime to get things done. The saying goes if God brings you to it, He'll bring you through it. That's been my story, that God is carrying me through.

**Tell us something no one knows you like? (Something funny and Exciting)**

**SC:** Nobody knows but I like to pretend I'm in different countries. My husband and I do different accents like we're in a certain part of the world. It's really hilarious.

**What advise do you have for wives that want to become an Entrepreneur?**

**SC:** Wives that desire running a business, I would say keep your spouse in the loop about both your successes and your failures. Be transparent, open and honest. If you include your spouse, he will feel a part of your business venture and it makes business and marriage easier.

**What direction do you feel that we as women in business can do to continue to trailblaze for the next generation of women in business?**

**SC:** We can continue to remain steadfast and unmovable. Being that example of a woman with integrity and a strong fear of the Lord. As we make moves, we must be tenacious and very strategic in all that we do. We must share our story and our struggles when needed to help others. Be real at all times, within reason. Don't sugar coat the real you.

**Q. What final words do you want to share?**

Always live, love and laugh! Don't ever get so caught up in business that you can't enjoy life. Also, always put God first. Don't ever forget about the life giver in the midst of living life. Pray, fast, and stay positioned to hear the voice of the Lord.

Lastly, be genuine and uniquely you. There's no need to follow the crowd, instead be bold, be consistent and persistent in all that you do!



# THERE'S A NEW KID IN TOWN!

.....  
**COACH SHERILYN**

things that make me Sherilyn and my faith is the most important part of my success. I have seen it work and I am certain the female entrepreneurs I work with will be empowered by offering faith and creative branding together. There is no way you can truly create a personal brand without knowing who you are spiritually and who you were created to be. I will help them discover exactly who that is.

Sherilyn Bennett, Powerful Prophetess, Award-winning graphic designer, CEO of Camden Lane Creative Agency and celebrity creative branding expert has stepped into the personal brand coaching arena and we are excited!

**MizCEO: What inspired you to step into the business coaching arena?**

**Sherilyn:** This is the most logical next step for me. In all honesty I have already been coaching so I decided to enroll in the MizCEO Coaches School and make it official. It was time to structure what I was offering. I will be releasing my first faith based brand coaching product in January of 2019.

**MizCEO: Why branding?**

**Sherilyn:** I have been in the creative industry for over 25 years and branding is what I do daily. I work with some amazing women and help them find their voice in the market place. It was a no brainer for me.

**MizCEO: We noticed you have a faith component in your coaching product. Why was this important?**

**Sherilyn:** It was important because it merges both worlds for me. I am an ordained prophetess and I am that 24/7 and a CEO, so naturally when I thought of the most authentic way to offer my clients a coaching product. I knew that I would need to call on all of the

**MizCEO: Who are your ideal coaching clients what should they expect from your coaching products?**

**Sherilyn:** My coaching clients are the very women I work with every day in business. They are leaders, business women, philanthropist, ministers and those women who are looking to leap into the entrepreneur world. What can they expect? That is a good question. My coaching system will get back to the basics of faith and entrepreneurship and answer questions like, Is God truly calling me to entrepreneurship? How do I know the area I desire to leap in is the area God called me to? My coaching system will empower women by leading them through the spiritual preparation to become leaders, business owners and more! It's the LEAP before the LEAP! I am extremely grateful about this next step! It's been hard to keep it quiet.

**How can women connect with you?**

**Facebook:**

Camden Lane Creative Agency  
Sherilyn Michelle Bennett

**Instagram:**

Camden Lane Creative Agency  
Sherilyn Michelle Bennett

Leap Girl, LEAP! [www.leapgirlleap.com](http://www.leapgirlleap.com)

Email: [Sherilynmichelle@gmail.com](mailto:Sherilynmichelle@gmail.com)

# THE POWER OF NOT GIVING UP



By: Diahni Sample

There are many times in life when we feel as if we should give up on our dreams, goals, and our journey to success. As much as we try to fight this mindset and this feeling, it still finds its way to sneak up on us and take over our mind. I am here to tell you today that giving up is not an option. When you allow that feeling to consume your thoughts, you end up blocking the vision.

As an entrepreneur or a person with goals for yourself, giving up has the ability to sneak up on you more than once. I am going to give you the tips and tools that you can use to fight the feeling to give up on yourself.

**There are plenty of reasons why you might feel like giving up such as:**

- 1) Fear.
- 2) A situation not turning out the way you expected.
- 3) The feeling that you can never reach your vision because of a financial hold.

I will admit now that I have felt every single one of

these reasonings on my journey of entrepreneurship and success and they definitely can have an impact. Here are the tools that you can use to overcome the reasonings that may stand in your way on whatever journey you are taking:

## **1. The thought of the fear is a state of mind.**

We as people place fear into ourselves by not believing that something will happen. We tend to lean towards giving up because we are afraid that the business won't succeed or that no one will like what we have to offer. Fear can be dangerous if you allow it to be. Decide to say no to fear. Decide to not be afraid to take that step on your journey. Feed your mind positive thoughts and watch yourself change.

## **2. When things don't turn out our way, we are quick to flip.**

We can't stand situations going the opposite of what we had hoped. As an entrepreneur, business is always up in the air. I mean to say that business will never be the same consistently. There will be turns, ups and downs on this journey to success. It is great to plan, however don't get caught up into

one direction of the plan. When you set your plan in one place, you allow yourself to be caught off guard and you may not be ready for the curve balls. My advice for you is to write your vision. Write the pros and the cons of your vision. Keep your vision. At the same time, set your mind to be prepared for the challenges. Don't go in blinded.

**3. This has to be the hardest and most challenging part of my journey.** I have felt like my dreams and goals were too big for reality. I physically didn't see the finances to support my vision, so I believed that I would never reach where I wanted to be. This mindset can truly stop someone with a powerful purpose from going the extra mile. However, this is where faith plays a role. Your faith has to be stronger than your fear. You have to trust that everything will be handled and that God will place you and your finances in the right position even if you cannot see it right away.

When you decide not give in to any of these reasons, you are deciding to take a risk and a step of faith on yourself. You are deciding to believe in you. That is power within itself. People go through a lifetime not believing in themselves and end up passing without achieving anything they dreamed of.

The thought of this is heartbreaking. We are blessed everyday to be able to wake up and make a difference. We have the availability to fulfill our purpose in this world and we can't take it lightly. That is the power of not giving up no matter what it looks like.

# MizCEO

## ENTREPRENEURIAL BRAND

### *What we offer:*

Book/Magazine Publishing  
Public Relations Services  
Radio  
Life/Business Coaching  
Services



A portrait of La Donya Yvette, a woman with long, straight black hair, wearing a white blazer over a dark blue collared shirt. She is looking slightly to the right of the camera with a gentle smile. The background is a soft-focus outdoor setting with green foliage and a brick wall.

# SPARK THE GENIUS INSIDE OF YOU

La Donya Yvette – Founder/CEO of iWIN Global, an inspirational movement to Living An Inspired Life. She is a woman with a vision, author, creator of Butterfly Beauty Blog, Motivational Speaker and Your Voice of Inspiration. Her motto is to inspire women to Live in your Brilliance, and Lead with Authority in order to leave a Legacy of purpose and hope.

Contact info: [www.iwinglobalinc.com](http://www.iwinglobalinc.com); [www.transformedfaith.blogspot.com](http://www.transformedfaith.blogspot.com); Facebook @La Donya; Instagram @i\_am\_butterflybeauty; Twitter @ButterflyBeauty

Do you have what it takes to pursue your dream? Absolutely! We all have a divine gift tailor-made just for us to pursue greatness and impact the world. The problem is many people fail to believe in themselves and allow their own insecurities to be a stopping point for creativity and expressing their ideas.

I have found that holding back can set you off track to what you are trying to achieve. It is important to realize that your greatest potential is achievable and within your reach. I can clearly remember when I did not have the drive to pursue my dream. My selfconfidence was not at the level that I thought it was. I had every excuse in the book and

I continued to push back, until one day I made the decision to just leap! I had to ask myself the question; "What am I so afraid of? Am I afraid of failure or am I afraid of success?" Then it clicked! It was fear itself that I had to let go of. I made a commitment to myself and realized those were real feelings that I was dealing with, however, I just had to know not to continue to stay stuck in those feelings and pursue my God-given dream. When I changed my mindset to believe in myself and truly know that I am enough, it changed my life.

Adopting an attitude of action is the jump start to putting things in motion. Entrepreneurial life can be challenging to say the least. However, once you show up for yourself and begin to pursue your purpose, everything will fall into place. Here are some steps to consider that I have found to help me in my journey to make a difference and create change in how to maximize growth within your business and personal development.

### **You are the Expert:**

Remember, the gift is yours! It is also wise to further study your industry or your niche.

Explore your creativity. The world is waiting on you.

Be resilient.

### **Be Productive:**

What and how much you get done are important for business and personal growth. Time management is a successful habit to master in order to produce great results not only in your business, but in your personal life as well. Not only should you live a balanced life, but a harmonious one!

### **Be Indispensable:**

How well do you assert yourself? Knowing what your strengths are will definitely give you the leverage that you need to produce at a higher level. Be yourself but make yourself stand out from the rest and capitalize on your uniqueness.

### **Build a Networking Relationship:**

Taking advantage of the gift of collaboration is the key to building strong business relationships. Forming partnerships and supporting other entrepreneurs is a great way to gain new opportunities for growth. It's a win-win situation. Remember, collaboration is the new currency. Your network is your networth!

Here is a quote to remember:



*“We are what we repeatedly do; excellence, then, is not an act but a habit.”*  
*- Aristotle*

I encourage you to stay focused. Our toughest strength is our inner willpower of self discipline; which equals the real you!

# SUCCEED WHERE YOU ARE TO ACHIEVE WHAT YOU WANT

***Succeed Where You Are to Achieve What You Want***  
***“Sometimes we are so concerned about our NEXT that we don’t appreciate our NOW.” Dr. Lisa Lewis Ellis***

NEXT!

I wait. You wait. We wait in lines. We wait to accomplish our goals. We wait for success. We listen to hear it's our turn and we are “next.” Much like waiting in line for coffee or tea at the neighborhood coffee shop. We wake up with the expectation of getting what I want, but undoubtedly I have to wait.



To succeed at achieving any goal or objective we have to wait. Waiting is part of the process. From shopping to getting a hot cup of tea to building a brand/business you love. But it’s the part of the process we typically try to rush through to get to the desired result. There are lessons to be learned, character to be developed and strategies to be created while we wait. The next time you find yourself waiting where you are to achieve what you want to consider using the following to SUCCEED:

**S – Strategize:** According to [www.dictionary.com](http://www.dictionary.com) strategize means to make up or determine a plan. The period of waiting can be used to create your next steps. Next steps because you know you’ve done all you can do to make it happen. So you’re operating with the belief that it’s not ‘if’ but ‘when.’ What are your next steps when you achieve the goal?

**U – Until: Nothing happens as quickly as we would like. No. Thing.** Consider wanting a baby. Even after conception, there is about a 266 day gestation period before the manifestation. So until then, you get everything to receive the expected result.

**C – Change: The song “Everything Must Change” immediately comes to mind.** It was sung by George Benson, but most remember the infamous Stevie Wonder’s rendition. But no more exact words have been sung/spoken. Everything changes. Everything is cyclical. Look at the seasons; Fall, Winter, Summer,

and Spring all indicators that change is inevitable. Your change too will come.

**C – Comes: The wind comes and goes. We have no control over it.** But we trust and know that it will happen. Trust and know that your success will come.

**E – Enjoy: Enjoy the journey.** That’s it.

**E – Execute: Take your plan and make it happen.** The choice is yours.

**D – Develop: Develop yourself.**

Develop your strategy. Develop your plan. You will quickly see it is possible to use the wait to succeed where you are now to achieve what you want next. “NEXT!”

# S.H.I.F.T.

By Dr. Leslie Hodge

New year. New goals. New opportunities. You cannot think of closing out 2018 and welcoming 2019 without thinking of the word new. The start of a new year brings a new sense of excitement, new anticipation, new hope, and for most, new priorities. Priorities, you know the things or persons that cannot afford to be lost, forgotten, pushed aside or left behind. Priorities, the things or persons that are treated or regarded as more important. What many entrepreneurs have come to understand and appreciate, is that a new year provides an unspoken permission to push the reset button in their business - do things differently, try new processes, new procedures, establish new priorities or just simply...shift. Shift from what is not working well, not lucrative, or creating growth to what is productive, growing and establishing longevity for their business.

Before you begin to establish new priorities or shift from what did not work last year in your business, you must first push the reset button...on your mind and how you view yourself and time. YOU are the priority... the top priority, not only in your personal life but in your business. How you view yourself and take care of yourself is vital to your business' success. Make 2019 the year that you establish two things for yourself – priorities and boundaries. Priorities will enable you to keep from being lost, forgotten, pushed aside or left behind. Boundaries will enable you to protect your time, energy, thoughts, emotions and overall health. It may not seem easy to establish and maintain priorities and boundaries for yourself, but you have to shift your thinking from making yourself the last resort to the top priority. Just like in business, if you fail to plan, you plan to fail. Create yourself a S.H.I.F.T. plan. Your nonnegotiable S.H.I.F.T. plan will help you shift from surviving to thriving, in life and business.

This year won't be business as usual, this is the year to S.H.I.F.T.! Begin to: Surround yourself with love. Do



what you love. Engage in the activities and interactions that you enjoy! Take a break from the routine, and enjoy what is not only good to you, but good for you. Have a designated time each day to get renewed, refreshed and re-inspired. Pray, read, journal, meditate or listen to inspiring messages that reinforce the foundation you stand on spiritually, mentally, and physically.

Invite conversations and interactions into your life that promote growth, healing, and advancement. Keep your mind and heart clear of rumors, gossip, envy and jealousy. Focus on your goals and dreams. Create plans and practices that prepare and position you to be ready when opportunity knocks. Teach others by what you do, not what you say. Keep your appointment with YOU! Don't pencil yourself in, use permanent marker.

Remember, a business is only as successful as its leadership. A reflection of an entrepreneur's priorities can be seen through their business. What image is your business reflecting about you?

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

# Are You Ready To Embrace Your Greatness?



Trials and tribulations, are a testimony to what God can do, when you are steadfast in his word and you are obedient to his voice.

With over 25 years of successful experience in leadership and business, one of her passions is to help others view and reach their goals. Pastor Harvey believes it is important to help others to maximize their potential. As such, she wants you to embrace your goodness. She helps others to facilitate the greatness in who they are by various measures.

Dawn is a sought after trainer and has instructed and/or facilitated at companies such as: Boddie Noell Enterprises, Marriott, Federal Express, Prepaid Legal Services, Department of Health and Human Resources, Department of Transportation, HCDI and Washington Suburban Sanitary Commission. She is a mother, brand/product developer, talent manager, publisher, speaker, and business/personal coach. In addition, she also serves as Senior Pastor of Destiny International Christian Center. Whew! This blessed woman of God wears many hats. She carved time out of her busy schedule, to time to sit down and talk to MizCEO.

Utilizing pray, integrity, and her God ordained gifts, Pastor Dawn M. Harvey, is handling kingdom business, one success at a time. From the pulpit to the corporate stage, Pastor Dawn M. Harvey is known for her teaching, ministry, and training. Simply put, she is global phenom.

Dawn has battled cancer, rejection, and setbacks. She uses the attacks the devil placed her life, as notice to others that you can and will beat the odds. Pastor Dawn. M. Harvey is a published author, sought-after national and international speaker, and a corporate trainer. Her accomplishments, in spite of her previous

## **MizCEO: Pastor Harvey, how do you help clients develop their business goals and manage their spiritual growth?**

**Pastor Dawn M. Harvey:** We evolve as people, our answers or course of thinking might evolve over time. During my earlier professional days, I was excited about the business growth for clients. Over the years I also want my clients to be spiritually feed. In order to know the overall needs of my clients. It takes being in tune to the Holy Spirit. Asking God what is required of me in each situation. I have learn to listen more to determine what is needed and what is it not needed for clients. I also ask my clients to implore the same.



It is important to be obedient to the word in all things.

**MizCEO: What is your heart's desire for his people?**

**Pastor Dawn M. Harvey.** My heart desire is to give products for people to use for generations to come. I have a Life Acceleration Curriculum. It is 52 week program that transforms your life in 12 months. The curriculum is geared to set you on the right path. The program is so powerful that I have been flown in for conferences and workshops to facilitate the program in 50 states and overseas. The program is about you maximizing and unlocking your potential. I want to see His people grow and be successful in their own right.

**MizCEO: How has your publishing company transformed the lives of others?**

**Pastor Dawn M. Harvey:** Often, my publishing house is place to go when authors don't know where to go to get started. We help them via various services we offer. We also have established others on board, who stay with us because of our customer service, integrity, and a vast host of other professional reasons.

**MizCEO: You are known as a leader in many circle. How do you envision our leadership role?**

**Pastor Dawn M. Harvey:** As a leader is it my responsibility to grow and mature in stages. There are times as a leader, you should also serve. There are

other times, you as a leader, you should also sow. And of course, there are other times, your main purpose is to lead. Some people are stuck because of their failure to evolve or move as the Holy Spirit commands them. There are also times you have to take a hit and don't complain. That hit means that something big is coming around that corner. That thing that once broke my heart, is not writing me a check.

Levels of leadership, also comes from levels of submission. I have learn to use my gifts for God. He has done too much for me not to submit and give back. Submission also allows you to find out who you really are and your born purpose. Giving back is also huge for me. I volunteer at homeless shelters etc. God has use for you in a lot of spaces and places.

If you want more information of the international business coach, author, and speaker, go to <http://www.embraceyourgreatness.org> [www.unlockpublishinghouse.com](http://www.unlockpublishinghouse.com)

*La Sheera Lee is an award winning blogger, podcaster, moderator, event planner, and vision delegate. She loves to help people to see the beauty in their voices. You can monitor her moves on [www.readyoulater.biz](http://www.readyoulater.biz). Follow her on Twitter and Instagram @readyoulater*



By Tilda Whitaker

Keep it Positive!

***“What you think is what you get.” ~Coach Tilda***

I have worked with clients that have never completed major business projects. For a number of reasons, they were now ready to try it again.

Clients have said, “I wasn’t ever any good at \_\_\_\_\_.” “I can’t do \_\_\_\_.” “I hate \_\_\_\_\_.”

I believe that the negative things we speak to ourselves are actually what we will end up with.

A lot of clients think that they are stating true facts, not realizing what they are actually doing is inviting negativity into their lives.

In situations like this, I end up asking for permission to give examples to these clients toward a more positive change. .

“I never again want to hear you say you’re not good at \_\_\_\_\_,” I say. I ask them to switch to, “I’m learning \_\_\_\_\_.” or “I’m getting better \_\_\_\_\_.” or “I’m working on \_\_\_\_\_.”

I help them start to notice their own negative statements and share my process to help transform their thinking. For example, “Yes, I know it doesn’t feel like it’s true. Not yet, anyway.”

With time, they begin to feel better about the issue at hand. Many clients begin to enjoy completing their business goals. Their situations felt easier. Positive statements become natural. Other issues become less overwhelming.

***We all have said negative things to ourselves, haven’t we? At the same time, we keep wishing our life could all change. Well, it can.***

Affirmations. An affirmation is, simply, positive self-talk. It’s a statement about ourselves or our situation, phrased in the present tense as if the statement is already true.

***Affirmations work to help us change. I’d like to share with you one method to start creating very personal affirmations.***

1. Identify your negative statements and beliefs.
2. Create affirmations out of those beliefs.
3. Begin using the new affirmations.
4. See the “change” gradually unfold.

## 1. Identify your negativity and beliefs.

Do this in handwriting, not with a computer. Fold a piece of lined paper in half lengthwise, and then unfold it. Down the left side, write a list of those self-limiting statements you've been thinking and saying. "I can't afford a vacation." Or "It's hard to lose weight." Or "I'll never meet the right guy/woman for me." Stick to one theme or personal issue on the first list. Write everything that comes to mind on the topic. Don't think, just be spontaneous and real. It needs to be a real set of statements. Then spend a few days listening closely to yourself, to what you're saying and thinking. Ask a friend to listen, too. Add every negative statement to your list as it comes up.

After you think you've written them all, wait. More will come. As you empty out the top layer in your mind, the next layer will be revealed and released.

## 2. Creating affirmations.

This next part is not easy, but you can do it. Write some new statements. You may feel huge resistance as you do this. Maybe you won't believe a thing you write. Perhaps you'll feel discouraged. On the right side of your paper, across from each left-side statement, write a new transformational, positive statement.

### Examples:

- "I can't afford a vacation," becomes, "I can afford to take a nice vacation."
- "It's hard to lose weight," becomes, "Losing weight is easy for me."
- "I can't save any money," becomes, "I'm good at saving money."
- "I'll never meet the right guy/woman," becomes, "I'm open to new relationships," or, "I'm ready to meet my perfect mate."

The new statements must be in the present tense. Write "I am..." rather than "I will be..." or "I'm going to be..." Avoid using the word "try" because "I'm trying" can become an excuse statement.

To get around your disbelief about writing something that feels untrue and seems impossible, you can write statements such as, "I'm learning to..." and "I'm getting better at..." Present tense, still a positive affirmation. Something like "I'm getting better at saving money," might feel better than, "I'm good at saving money."

## 3. Use the new affirmation statements.

Fold the paper in half again. Never again read the left side. Ignore it forever. If you catch yourself thinking or saying any of your old (negative) beliefs, stop yourself. Transform it into the positive, right then and there.

**Remember, "What you think is what you get."**  
~Coach Tilda



Tilda is an award winning international bestselling author. She trains extensively to help leaders plan, process and produce with purpose to create legacies globally. Her message is set to compel the attention of those who seek to discover their purpose in life and launch their destiny.

She is credential by the International Coach Federation (ICF) as a Professional Certified Coach (PCC); she is presently an ICF member and conducts an ICF accredited training program through her company

P4 Coaching Institute, Cognitive Behavioral Therapy Practitioner, Founder of Soul Winners International Ministries-"SWIM" [www.p4cinstitute.com](http://www.p4cinstitute.com)

# ERICA STEPTEAU, GROWTH & SALES STRATEGIST

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A fierce advocate for heart-centered women business leaders, Erica Stepteau is a speaker, best-selling author and affectionately known as the “Queen of Sales Coaching” by her clients. She is the founder of the Tenacious Queens Academy, an online community committed to helping 1 million women entrepreneurs master the art of selling with ease, so they can increase their impact and multiply their money - without sacrificing their freedom.

Erica has always had a passion for sales. She spent 7 years as a sales trainer in the financial industry, and was recognized top sales representative in her region for 3 consecutive quarters. Though highly successful, she decided to leave the high pressure, male-dominated corporate world of sales to focus on supporting women entrepreneurs who felt fear and guilt around charging their worth, and who struggled to generate revenue consistently.

Combining actionable business strategies along with a dose of energetic and inspirational messaging, Erica is more than a sales coach. She’s a catalyst, pushing her tribe into their purpose and ushering them into their divine destiny.

Erica has been featured on HER Magazine, ABC, NBC, FOX News and CBS, and her dynamic approach to sales coaching has taken hundreds of women entrepreneurs from overworked and underpaid, to well-compensated and highly-respected experts in their industries.



Since launching the Tenacious Queens Academy, she's helped her clients earn over \$700,000 collectively and generate 5 figure months individually. Her signature system helps women business leaders radically shift their money mindset, optimize their offers, confidently communicate their value and uncover their profit potential.

When Erica is not mentoring women in business, you can find her carefully curating her shoe collection or trying her hand at interior design.

### **How did you get into your business?**

**Erica:** I started as a Health Coach in 2012 after successfully losing 65lbs and keeping it off for several years. Closing sales was very easy for me (since I was a Sales Trainer in the corporate arena in the past), I was getting a flood of clients but soon I realized I was significantly undercharging for my services. At one point and time I had 16 clients and was only earning \$1,600 per month. My rent at the time was \$1,400, I knew I couldn't on this path. I was overworked and underpaid. The excitement began to diminish as worked 14-16 hours attempting to keep up demand. I knew I had to make a change ASAP! I began to read money books and enrolled in a Business Bootcamp program, a few months later I achieved my first \$10K month and continued to earn consistent business income. I had to overcome so many money blocks, drop unworthiness, and imposter syndrome. It made me quickly think how many other women were also struggling to charge their worth. That is the moment when Tenacious Queen Sales Academy (TQA) was born.

### **How do you handle stress in your business?**

**Erica:** I truly believe starting out as a Health Coach helps me tremendously in handling stress in my business. I am very self-aware and ensure I am serving from a place overflow instead of giving my last drop of energy or time to my Queens. In addition, I am stickler about my time, I ensure I don't work over 30 0hours a week in my business. I didn't leave my corporate position to be a slave to my business.

I am super ambitious and can be an overachiever

at times. The biggest piece for me is making sure I SCHEDULE regular downtime. I love traveling and LOVE the beach. I ensure I get away very often. When this aggravate me in my business or when I feel a bit overwhelmed I go get a massage and/or sit in my sauna.

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

**Erica:** The biggest hurdle I've overcome since becoming a business owner is finding qualified/dedicated staff to support TQA's mission. In the last year I have hired 9 people and have had to fire 7 of them because we either weren't a good energetic match, or their work wasn't at the standard needed to stand out among other liked-minded consultants. I currently have (2) Awesome staff on the TQA. I have learned how to use my staff's strengths and learn how to speak my mind when I receive mediocre work. It's been amazing standing in my power to ensure I deliver excellence in every aspect of my brand from social media posting to delivering transformational experiences to my paying clients.

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

**Erica:** The biggest achievement in my business has been when I was INSTANTLY approved for a brand new apartment using ONLY Tenacious Queen Academy proof of income. This was the moment when I felt like my "side-hustle" became a REAL Business! I cried a lot that day and knew that this was the beginning of something great. For years I went in circles attempting to find "My Zone of Genius". You know that THING God called you to do. As a multi-gifted Queen it was hard for to zero into one focus to obtain leverage in my industry. The day I signed the lease I knew that this path was MY EXACT direction and focus to pursue for long-term.

In addition, my company have helped Queens monetize over \$700,000 combined total in 10 short months! My clients have earned as high as \$30,405 of sales in 3 weeks and have closed PAID-INFULL packages as high as \$10,000. That means my Queens are creating ripples of massive impact in their industry to eliminate generational poverty



curses among Black Women.

**In your opinion, what is the key to success?**

**Erica:** The Key to Success is to create disruption in your industry. It is our God-given responsibility to empower people to think, act, and do differently.

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

**Erica:** The Best Business tip I can provide to a prospective person who is looking to merge into my field is to do the following:

1. Create a Methodology/Signature process to create a Million Dollar Brand and evergreen your intellectual property into all your programs/services.
2. Create a Magnetic Message to attract CONSISTENT high-end clients.
3. Create/Discover your own Sales Process flow so that you close sales like a Queen Boss

**What is a quote/mantra that motivates you?**

*"You have to BE the thing that you are asking for...because if you can be it, you can CREATE it."*

**-Jada Pinkett-Smith**

**Mantra:** "Money finds me so irresistible and it comes looking for me", "I receive prosperity just by thinking luxuriously"

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

**Erica:** The advice I would give my younger self about growing up is to start managing money developing a strong money mindset as young as possible to build wealth and legacy. If I knew what I know now even as young as 14 years old I would be a Multi-Billionaire right now!

It took me years to remove the money blocks I was taught as child and what the church taught me about money. I was taught money is evil, charging prices for my brilliance is selfish, and making money is hard. I am truly thankful I eradicated these disbeliefs and replace them with new mantras for my life that allows me to see money as my BFF, charging PREMIUM prices for my brilliance is an act of standing in my power, and money is always circulating freely in my life, there is always surplus.

During this year I have removed the last bit of residue of money blocks which created energetic space for to receive \$100K of New Business Revenue in 77 short days! Yes, Strategies and tactics are SUPER important ( I teach them daily as a Sales Expert), however a strong money mindset is critical for the sustainability and profitability of your business.

**What was your last google search?**

**Erica:** My Last good search was The Mirage in Las Vegas to obtain more conference room details for my Queens who invested in themselves to become 6-Figure Queen Bosses in 2019!

**What projects are you currently working on/releasing?**

**Erica:** Positioned2Influence Book will be launching end of November [www.Positioned2Influence.com](http://www.Positioned2Influence.com) Also, in 2019 Tenacious Queen Brand will be to offer 2 Day LIVE Profit Incubators. We are scheduled to meet in Las Vegas, Los Angeles, and New York! [www.tqsalesacademy.com](http://www.tqsalesacademy.com)

[www.TenaciousQueen.com](http://www.TenaciousQueen.com)

**FaceBook:** <https://www.facebook.com/TQSalesAcademy/>

**LinkedIn:** <https://www.linkedin.com/in/erica-stepteau-3651aa44/>

**Instagram:** Erica\_Stepteau



By Cheryl Peavy

## Meet The Mixologist; Nikki Blakely Simmons

She is an author, Speaker, Trainer, Coach and Chief Success Mixologist. She helps people re-discover the core essence of who they really are.

### Who is Nikki at her core?

**NBS:** Nikki at her core? I am a Woman of God first and foremost. It is God that planted at the core of my being and because of that, I am able to live out my purpose and be the woman that He desires me to be. At my core, I am a lover of people. My life goal is see families stay strongly united, building wealth and creating legacies that will transcend beyond time. The core of Nikki is to help save, change and transform lives by teaching others how to discovery their purpose and walk boldly into their success.

### What made you pursue becoming an entrepreneur?

**NBS:** I have always had an entrepreneurial spirit from a young age. My reasons for wanting to be an entrepreneur when I was younger was the freedom

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*She is mixing  
up something  
GREAT!*

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to express myself creatively through the gifts, skills, talents and treasures that God had blessed me with. However, as I grew older and wiser and I truly began to walk in my purpose, God helped me to understand that the desire he placed upon me for entrepreneurship was on a much grander scale that what I initially believed. God's purpose for me being an entrepreneur is to give a gift, save, change and transform lives...one speech at a time...one training at a time...one coaching experience at a time...one special event at a time. God blessed me with many skill sets so that I could follow His footsteps as He leads and guides me in my true purpose of entrepreneurship. It's because of God that I pursue not just being an entrepreneur, but an entrepreneur of effectual change!

### What advice do you give women who want to become an entrepreneur?

**NBS:** My advice to women who desire to become an entrepreneur is to go deep within and spend some quiet time with themselves and their higher power and know without a shadow of a doubt that they have been "called" to a specific line of work. Not everyone is purposed to be an entrepreneur. Success in entrepreneurship comes when there is a need for your gift, talents and skills; when you have been called to do a specific work and when your passion for the work is strong and robust at all times. When all of these things align, then you know entrepreneurship is the right path for you. And my next bit of advice is never try to take on entrepreneurship alone. Collaborate and partner with like minds, higher minds and creative minds that can help move you into next level success.

### What is a Success Mixologist?

**NBS:** First, let's start with the definition of a Mixologist. A Mixologist is one who creates and pushes the limits of



# Darling Nikki

creativity to come up with a desired product or result. I am one who pushes the envelope through my creative training, coaching and mentoring programs to help others mix up something great in their personal and professional lives; thus I am known as the Chief Success Mixologist. My life goal is to see as many people in this world achieve success in every area in their lives and then be in a position to help others duplicate the same success; thus creating a ripple effect of thousands of individuals living their absolute best lives according to God's will for them.

#### **What is next for Nikki?**

**NBS:** I am a firm believer that you do not reveal your hand before your next move is 100% solidified, so I will just say be on the look out for some awesomelicious products, services and programs

from your Chief Success Mixologist. I am always in my kitchen of life "mixing up something great" and I look forward to sharing with everyone what God has purposed for my life and my business with others at the opportune time.

#### **How can others connect with you?**

**info@nikkiblakelysimmons.com** or

**WLNOAEmpower@gmail.com**

**Evelisse & Nikki**

**Women Leadership Network of Atlanta**

**Website: [www.WLNOA.com](http://www.WLNOA.com)**

**Facebook: WLNOA**

**Instagram: WLNOAtl**

**Twitter: WLNOAtl**

**YouTube: WLNOA**

# Three Things That May Get You Unfriended, Blocked Or Simply Ignored On Social Media

By Jacqueline Miller

It's difficult to believe that I'm approaching my ninth anniversary on social media. Some might actually call me a late arrival to the scene. I am selective about with whom I connect and am never hesitant to unfriend or block someone. For me, it's more about the quality of my connections, rather than the quantity.

Admittedly, I initially opted to create an account on Facebook to be able to keep up with what my kids were doing. Silly me, I had no idea that there was this thing called a "friend request" and that without one, it would be nearly impossible to view their non-public activity. Of course, in order to keep adults at bay, they were wise enough to make most of their posts for their friends' eyes only.

The first five years of my social media activity involved friends and family interaction primarily. You know, casual stuff. Yet, having been an etiquette skills instructor once upon a time, I began to observe some behaviors that would occasionally strike a nerve. Because I have learned to pick my battles in life, especially on social media, I chose to ignore most of these annoyances. However, in 2015, having founded a new company, my social media presences and activity increased, and the focus became more business-related than casual. My connections grew, and it felt as if I had gained a ton of new associates, albeit virtually. I

undoubtedly credit social media for the increased presence of my brand and hence the continued growth of my business. Indeed, I enjoy the ease with which information can be obtained, and connections can be established. However, I remain amazed by the indifferent manner in which some people take for granted what I deem to be their "social media currency." Yes, there are moments when I would be more than happy to dispense with the frequency of my social media usage. Newsflash! Too much social media can be toxic to the mind, body, and soul. All the more reason why I periodically engage in a social media detox as a form of self-care. I simply log off all or most platforms for days at a time. The more often you practice this, the easier it becomes.

As it is with most things in life, we each have our own pet peeves. However, in this fast-paced, competitive environment that we exist,

have we kicked common courtesy to the curb? Does access to social media make etiquette & protocol a thing of the past? Is it sheer ignorance or blatant disregard for others that cause some people to do the things that they do? Initially, I thought that possibly, I was being overly sensitive, however, when engaging in conversation with other fellow entrepreneurs; I would hear some of the same concerns and frustrations.





Been unfriended, blocked, or simply ignored? Want to maximize your social media relationships? If “YES,” I’ve compiled some recommended dos and don’ts to assist you when navigating and networking online:

**YOUR FIRST CONNECTION WITH SOMEONE ON SOCIAL MEDIA SHOULD NOT INVOLVE:**

**1. A SALES PITCH, A REQUEST FOR A DONATION OR ANY TYPE OF SOLICITATION.** Make an effort to get to know the individual somewhat before expecting them to support one of your initiatives or make a purchase.

**2. A REQUEST FOR A “PICK YOUR BRAIN SESSION.”** Success requires sacrifice. The knowledge that you want to pick from an entrepreneur’s brain (usually for free), probably cost that individual a hefty price to acquire. Respect the hustle and take measures to establish a genuine connection before asking for information, especially that which you expect to receive at no or minimal cost.

**3. REPETITIVE, INTRUSIVE BEHAVIORS.** Including but not limited to daily casual messenger/direct message contact. Examples would include sending messages requesting that something be forwarded for good luck, to 10 of your friends, etc., adding people to groups without consent, tagging people in posts unnecessarily. If you have never clicked “like” or commented on someone’s post, how can you consider it OK to tag him or her in a post about your upcoming project or event?

**Regardless of your relationship with an individual or the longevity of your connection, you SHOULD consider the following:**

**1. DO INTERACT, SHARE, LIKE, AND/OR COMMENT ON THEIR POSTS PERIODICALLY.** If your contact only

occurs when you need something from a person, do not be surprised if you hear crickets in response to your requests for assistance.

**2. BE OF SERVICE, BEFORE EXPECTING TO RECEIVE IT.** Make referrals and initiate introductions of like minded people. However, be sure to make contact with the individuals separately to ask for their permission first. For a variety of reasons, not everyone may be open to the idea. Share relevant information that may be of use to your connections. However, do keep in mind that just because it’s of interest to you does not make it of interest to someone else. This practice of sharing is most effective when you actually follow the individual on social media, observe their posted content and know what actually may interest them.

**3. SEND A NOTE OF THANKS FOR A CONNECTION.** Taking 10 seconds to do this is recommended especially if you are the individual initiating the contact and have hopes of doing business with them in the future.

All healthy relationships require nurturing, whether on or offline. Stop treating social media like speed dating. Hit it or quit it interactions can be costly. The more professional you are in your communication with people, the more value your “social media currency” will become. The more valuable your “social media currency” is, the more likely your chances of establishing collaborative business relationships and the more likely you will not be one of the friends deleted when an influencer’s maximum connection number has been reached.

*Jacqueline Miller is an international bestselling author, speaker, and certified life coach. She’s an expert in empowering high-achieving moms to excel in their lives via increased confidence and leadership abilities. Her programs provide strategies and resources to obtain clarity, as well as techniques to successfully manage their careers, family obligations, relationships, finances, time management, and self-care. In addition, she is a soft skills trainer and consultant for leading-edge corporate clients. Stay connected with Jacqueline Miller by following her on social media. Facebook, Instagram and Twitter@mogulmomdujour as well as on LinkedIn: thejacquelinemiller.*

*Visit her website [www.jacquelinedujour.com](http://www.jacquelinedujour.com)*



## SAY HELLO TO SHANICK

*By Shanick Moore*

### **Why did you decide to start your business?**

After relocating to Detroit, MI from NJ I found myself unemployed. After 15 years, I found myself filling out countless applications and going on multiple interviews. I had a conversation with a friend and she asked when I was going to start doing the things that God created me to do. She told me how I was always behind someone else's project, I was always helping and assisting others with making their goals and dreams a reality and she questioned when I would make mine a priority. I prayed and fasted long and hard. The Lord started to show me the things I did in the lives of young people and women, my education, training, and experience in Corporate America, Non-Profit, and Faith Based Organizations. I looked at what I was already doing and after more prayer and planning I packaged all of those things together and Speak Life Initiatives, LLC was born.

My first client was a non-profit organization that sent me into high schools and middle schools for leadership development and empowerment sessions under United Way. I began to offer grant writing services, fundraising campaigns, policy procedure and guideline development, and professional and leadership development for staff to small businesses. It was exactly what I've always been doing, now it all made sense and the joy I received was priceless.

### **Why Speak Life Initiatives?**

Speak Life Initiatives was birthed in my desert season. I lived in a new place, no job, and I was 600 miles from family and friends. I was completely out of my comfort zone and began to seek God like never before. It was in this dry and uncomfortable season that God was able to pour into me. As I looked to him for



wisdom and direction, he told me about myself. He led me through prayer to scriptures that reminded me that he made me wonderfully. I heard it countless times before, this time I truly understood. He gave me the tools I needed when he created me to fulfil my destiny and complete my purpose. It changed my mindset which changed how I saw my current situation. My desert season led me to my promise land. I chose Speak Life Initiatives because the word of God spoke life to me. I knew that my mission was to speak life into the lives of as many people that

I could by any means necessary. I chose to do it through my speaking engagements, events, books, and business/personal relationships.

### **What challenges did you come across and how did you overcome them?**

One of the main challenges was new opportunities. Being self-employed means when the clients stop, your income stops. This challenge turned into an opportunity to become creative. I researched marketing strategies, attended networking events, invested in conferences/classes, and supported others. I trusted God like never before even when things around me didn't look like how I imagined. I had to trust that God will do everything he said he would do. I saw faith differently. Faith was no longer believing that something could happen, but believing in the one who can make anything happen. The word says that God is able to do exceeding and abundantly above all we can ask or think. My focus was no longer on the outcome but the one that can make the outcome be beyond what my mind could ever dream of. Opportunities began to come without me looking for them and ideas came without much thought. When you line up with God's will for your business, you begin to receive the provisions he already set for you to complete it.

### **What is next for Shanick Bartell?**

The New Year promises to get very busy. I will be launching a cosmetic and hair line company with my daughter Shorien called AZ.U. R (As You Are), launching Charmed for Christ Empowerment and Etiquette non-profit organization for young girls, launching my new blog Living Life Abundantly with Me, publishing my first solo book project I AM THAT I AM... 12 Weeks to Overcoming Your Identity Crisis, while I attend college completing my psychology degree.



# Conquering the Devil with Forgiveness

*An interview with  
Debra A. Davis by Tamika Hall*

was missing was a relationship with her father. When her father entered her life, he brought the Devil with him. Davis speaks of being a “young” 15 and being manipulated with scripture after her father raped and stole her virginity. “I was totally brainwashed by scripture. He took me to Genesis 19 where Lot's daughters slept with him. He told me that this is what kings and queens do, that's why I believed that it was okay.”

Today, Davis shares her story to shatter the code of silence. “I had the Stockholm Syndrome. I didn't understand what was happening to me. I fell in love with the sex. I thought I was supposed to marry him, have his children, and live happily ever after. That's why I say the Devil. The Devil had my mind, but today I'm no longer a victim.” Davis recounts seeing the Devil himself in the face of her father at the age of 31. “He had been stalking me. I was working overnight at a residential facility and he had hitchhiked to get there, spy on me and accused me of talking to somebody. When I looked at him I literally saw a creature – I knew I had to get away. I put a plan together and asked the nurse for my paycheck.

Not only did she give it to me, but she cashed it. They gave me food, suitcases, clothes and put me on a bus to Chicago and out of Indiana. That was the last time I saw him.” When asked what it took to be free, Davis gives all Glory to God. “The price for my freedom was forgiveness. I was sitting in a jail cell the first time God told me I needed to forgive my father and God also let me know why he did those things. Not only was

*Minister Debra Davis doesn't look like what she's been through. To look at her you would never think this beautiful woman fell in love with her biological father after being manipulated and raped by him at the age of fifteen. You would never imagine that at the hands of her father she was pregnant at the age of 16, was given her first hit of Cocaine and a drug addict at 17, prostituting at 18, homeless at 19, robbing banks and in prison by the age of 20.*

Nearly ten years ago, Debra Davis penned the book, “My Daddy, the Devil, and Me.” It is a courageous memoir of an incestuous relationship between she and her father that began when she was fifteen years and lasted into her thirties. Davis grew up with a loving mother and strong grandmother – the one thing that



I chosen to go through this to free others, but this man didn't love his self." Davis compares unforgiveness to being held hostage. "God told me that holding a spirit of hatred toward him was holding me hostage. He had already ruined the majority of my life, so I couldn't let him have the rest of me by hating him."

Today Davis travels the Country empowering hidden survivors. "Forgiveness...that's one of my biggest messages I want people to understand is now more than ever. Also, do not be silent; because I remained silent, that allowed my daddy to abuse other children.

The message for me is to tell and never to be silent."

Visit Debra online: [www.mydaddythedeilandme.com](http://www.mydaddythedeilandme.com) Facebook: Debra Davis

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Tamika Hall is a digital media mogul, bestselling author, speaker and conqueror. The CEO of iWorship96 FM Radio, she leads a team of 13 radio personalities and broadcasts to more than 3.5 million listeners in over 30 countries every Monday with her show, The Tamika Hall Radio Show. In 2017, Tamika launched The Grind Like A Boss Academy, where she teaches people all over the world how to grind with faith and earn income with their own businesses and ministries. Find her online: [www.tamikahall.com](http://www.tamikahall.com) | FB, IG, Twitter @iamtamikahall1

# Line Leader On Deck



By Tanya M. Wilson

I often say that owning your own business is not for the faint of heart; especially, if you are a woman. Certainly, things have progressed in society, and it is now common to see female entrepreneurs, more than ever before. As a matter of fact, if you review the results of the 2018 mid-term election, many of our sisters secured congressional positions of all different stripes. The media is actually referring to this anomaly as “the year of the woman.”

My curriculum for building my business was found in corporate America, specific to the television and broadcast industry. For years, I was the only woman in executive position, and absolutely, the only woman of color in the room. I struggled especially in the early years to own my space. The men in the offices, and still today in some circles, have varying levels of acceptance and appreciation for that which a woman has to bring to the table.

Believe it or not, even in 2018, soon to be 2019, there are men in the room that do not equalize the value of a woman’s contribution. Add to that, the struggles we face with men that feel they must compete, or their egos prevent their ability to partner in a meaningful way. Here’s what I have learned; there is no greater internal power than to stand flat footed in who you are, and the gifts that you were blessed to be born with. It is not by accident that you are either a business owner or a woman aspiring to be. Know that your contribution is one that no one else can provide. Yes, often we have similar businesses, and in some cases the same type of

business, however understand the difference comes in your uniqueness and your approach to the work that you do.

Just as our fingerprints are specifically ours, the same is true for our businesses. Our work is a powerful contributor to our financial wellness, and at times the motivation for the work we do; however most importantly, it is the service that we offer. Your patrons need you. Your touch, your ideas, your creativity, your specific touch is what attracts patrons to you.

Every day when you awake, be clear on who you are, and whose you are. Get up with a courageous spirit bound and determined to bring your best service to the table. When you do that, you will never be short of supporters of what it is that you do. Avoid becoming robotic in your work; you never know what that next patron needs from you, whether it is your service, or just spending time in your space. Sale or not, offer your appreciation for their decision to spend time learning what your offering is. Surround yourself with like-minded supporters that sow authenticity into the relationship. Finally, enjoy your days doing the work that defines your passion, and understanding that someone is waiting patiently for your arrival each and every day.

*Miz CEO inspirational contributor, Tanya M. Wilson resides in Charlotte NC and is the author of Take2Now “Steps to Rejoining Your Life.” You may follow her at [www.Take2now.net](http://www.Take2now.net).*

# The Power of Style

Power and style are two words often not associated with one another. However, I strongly support the idea of women leaders embracing the mindset that style can assist in their area of influence. Let's take it one step further!

Today's culture is overflowing with women who have chosen to step out of our "traditional" roles and into various lanes of business, entrepreneurship, and leadership as a whole. With this way of leading comes an automatic inclination to "dress the part". Dressing the part hasn't always led to the most flattering images and silhouettes for many women of previous generations. If we were to refer back to examples of the somewhat distant past, we would notice that women in leadership found themselves in compromising positions when dressing for their respective roles.

## What does this mean?

It appears the overall attitude toward the dress code for women leaders was strongly masculine and intensely modest. This catered to the idea that women would most likely be frowned upon if they wore form-fitting, feminine, boldly hued attire, and therefore, would not be taken seriously in their roles. Fortunately, I believe we've reached a point in time where we can approach our business wardrobes with freedom to express ourselves as fierce and feminine, while at the same time embrace the elements of class and intellect.

**What does this progressive approach to style look like?** This new-age approach to women in leadership incorporating style into their wardrobe mirrors that of a confident woman. In addition, incorporating your own style into your business attire opens the door for creativity and inspiration. Each of these aspects [confidence, creativity and inspiration] are necessary components of a successful and well-balanced work life; as well as agents to assist in relating to the 'up-and-coming' woman who looks to the woman leader as her example. As a whole,

approaching your wardrobe with a not so stoic perspective gives the leader woman an edge up and what could be considered an added selling feature when presenting her brand.

## Why does having this additional selling feature make a difference to the woman leader?

Contrary to what we sometimes would like to believe, our outer appearance makes more of an impact on our appeal to the public than we realize. Society is consumed with beauty, image and mainstream aesthetics. Therefore, when we use these obsessions to our advantage it gives us a bit more leverage in the area of influence. Once we have the attention of those who admire our cause, we can then make use of that platform to properly introduce and elaborate on what it is we are contributing through our various businesses.

Understanding and utilizing the power of style is not at all vanity. It is, however, both a subtle and daring way to reach an audience who you might otherwise never connect with. Utilizing your style is also a sure way to boost your own confidence as a woman leader. It's okay to embrace your femininity and individuality while still serving in your leadership capacities. We are not limited to the common ideals of matronly attire in order to avert attention from the female form and glory. We are now at liberty to be bold, beautiful and bosses!

## About the Author:

*Tiffany Hatton is an Image Consultant and Founder of Tiffany Hatton Image & Wardrobe as well as the 'Journey to Beautiful' Movement. Her message transcends beyond external beauty. She empowers women to focus on their internal health & beauty, which will then be portrayed in their outer appearance. As a Wife, Mother, Stylist and Inner Image Advocate she is a devoted lover and appreciator of the mind, art, health, style and image! Her vision is to bring ladies closer to God, each other and inner beauty.*

*You can link with Tiffany on Instagram @iamtiffanyhatton, Facebook at Tiffany Hatton Image & Wardrobe and through her website at tiffanyhatton.com.*



# THE REWARDING LIFE OF AN ENTREPRENEUR

By Tamara Knighten

Being an entrepreneur has its rewards and challenges. I remember when I launched my life coaching business. My dreams of helping the world with their journey towards building self-confidence was well on its way to becoming a reality. However, there were things I forgot to consider, so here are some tips

I want to share:

**1. Make a plan.** Making a plan sounds simple but it has its challenges. Write down all of your goals, your mission statement and your vision board for your company. That will allow you to see your vision on paper before bringing it to fruition.

**2. Find a coach.** Finding a business coach or mentor is key. Find someone who has successfully launched their business enables you to eliminate some of the common mistakes that most entrepreneurs make. I remember when I hired my business coach, she gave me a list of questions and ideas I had not even considered. It was more than just the regular items such as the business name, brand colors and logo. She asked me questions like “what does your ideal client look like?” and “what is their age?” what do they do for a living? What do they eat? Where do they shop? I was floored when I read some of those questions because I knew for sure I had no idea that I needed to ask myself any of this. I didn’t know what I wanted my idea client to look like but with her guidance, I was able to identify my clients. I realized that I had to look at my own story to determine who I should be reaching out to and why. I had to solve a problem that my client had and I had to

find a way to do it. Most importantly,

I had to find the clients. That task required me to do some market research to find out who my potential clients would be, where they worked, where they shopped and why they needed my help. These are the things I did not consider when I decided I wanted to help the world. The truth is, when hiring a coach, you realize, the world you thought you wanted to help just became “I only want to help my target market”. That’s the true reward. Helping the people that need and want you to help them. They are seeking your knowledge because they can relate to your brand and they can see themselves working with you. That’s the true win/win for any coach!

**3. Bringing your vision to life.** The feeling of seeing your vision board now becoming a website or a store is finally here! That day is filled with so much joy and laughter that you can’t wait to show the entire world what you have done! The world does not understand your blood, sweat and tears! All they see is the finished product and that you are open for business! Now with the right marketing strategies

in place, hopefully, you would have plenty of eyes on your store and plenty of clients coming your way. It is by far, one of the most rewarding experiences you could have! I want to encourage you to never give up on your dreams! Always find time to invest in yourself and make your vision a reality! You got this!



WHY CHESIA TORRENCE IS THE  
*Queen Boss*  
OF THE MIDWEST

Chesia's such an thorough chick! Bad in every since of the word is used to define this momprenuer! How she juggles it all, who knows! Chesia sat down and gave us an exclusive on how she handles being the Gawd-ess that she is!

**MizCEO: Chesia, how did you get into your business?**

**Chesia:** I used to plan events for friends and family on the side of my regular job and I used to host under 21 dance events under a production name right after high school. Fast forward, I went to college for Event Management, mentored under some amazing Event Coordinators, attended several conventions and workshops before opening my own event venue.

**MizCEO: How do you handle stress in your business?**

**Chesia:** Prayer. Without prayer and leaning on God's unchanging hand, I would have fallen apart by now. Good friends that I can vent to in confidence and secrecy and quick get away's with my children always give me a boost or re-boot to keep going.

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

**Chesia:** Balancing being a mom and a business owner and credibility as a young, female business owner doing something on such a grand scale.

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

**Chesia:** To me, my biggest achievement in business is having repeat customers. Also, opening a new venue twice the size of my first location after only 3 years is something for me to be proud of.

**MizCEO: In your opinion, what is the key to success?**

**Chesia:** Prayer. Persistence. Diligence. Education (continue to learn & perfect your craft) and Wine. LOL!

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

**Chesia:** Do the homework. Don't skip over the education. Just because there is no barrier to entry, doesn't mean you should just jump right in. Research is free online. Mentor or intern with someone first.



# Queen Boss

**MizCEO: What is a quote/mantra that motivates you?**

**Chesia:** I have several. "Bloom where you are planted" and "A Jack of all Trades is a Master of None" fall in line with staying in your lane and in the ministry you were blessed with. You can do anything, but you can't do everything. Hire people who are smarter than you.

Always dream bigger than your pocketbook! You can't lose if you don't quit is also one of my favorites.

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

**Chesia:** Oh gosh. Believe it or not. I'd tell myself exactly what I've already told myself LOL! My childhood was less than enjoyable and I made a way out of no way. So to be where I am today considering where I came from is an accomplishment within itself. My determination

to be better than what I saw everyday has landed me on the FAVORED list and I have no complaints about that. I may tell myself to stay away from boys a little while longer though! Haha!

**MizCEO: What projects are you currently working on/releasing?**

**Chesia:** The Big Birthday Bash for children's birthday parties and a Corporate "Lunch & Learn" brochure to attract more weekly meetings, trainings, conferences, conventions and workshops.



**How did you get into your business?**

**Santisha:** The more I worked as a nurse, the more I desired to assist patients, their families and those in my community beyond the traditional nursing role. During my interaction with patients in the hospital and clinical settings, I always wondered what was next for them and if they were following the instructions provided by the medical team, as well as incorporating other aspects of well-living. As a nurse, and someone who was in-tuned with my own wellness, I was naturally associated with healthcare and wellness professionals who were compassionate about taking a holistic approach in helping others live their best life. It just made sense for me to connect further with them. Therefore, I decided to start Walker Group Health & Wellness, a boutique consulting company, and partner with qualified and compassionate healthcare and wellness professionals to provide resources, knowledge and education to families, groups and organizations in our local community by way of presentations, seminars and workshops.

**How do you handle stress in your business?**

**Santisha:** I, first and foremost, talk to my Higher Power, who all of my help comes from. Whether it's a mental

conversation, a brief whisper or prayer out loud, I turn to God for inner peace. A key component to dealing with stress is recognizing that you are stressed, and then intervening. As soon as I acknowledge that I'm experiencing stress, I try to intervene before it escalates. After calling on God, I then take proper deep breaths (yes, there is a proper way to deep breath from the abdomen and not shoulders), and then tell myself to relax. This allows me to think with a clear mind. Once I am clear headed, I am able to move forward. The next step may involve me stepping away from the stressor for a bit and returning when I feel ready, so I can make a suitable decision; or it could involve coming up with a plan in that moment to strategically deal with the stressor. Either way, I choose to handle my stress by recognizing (not denying) that I am experiencing stress and implementing stress management techniques to help me press beyond what I am feeling so I can continue to move forward in my business. Experiencing stress is inevitable, but those who understand how to handle the "pressure" get to experience what's on the other side of that pressure, which is usually their vision coming into fruition.

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

**Santisha:** I would have to say getting out of my own way and trusting the process. I am a goal-setter, listmaker

and go-getter. I always have been since childhood and don't see myself changing anytime soon. If I say I want something or I'm going to do something, I'm grateful to say that 9 times out of 10 it gets done. Being a business owner has taught me how to trust the process, as well as trust those I choose to collaborate with, partner with and build with. I desire for my vision to be fully executed and I understand I can't do it alone. I need others to help me give birth to the vision. This calls for intimate conversations at times and I had to become comfortable with these conversations without fear that the plan will be aborted for any reason. After carefully choosing business partners and affiliates and making the vision clear, as well as completing upfront contracts, non-competition clauses and non-disclosure formalities, I realize I have done all I can do on my end to bring forth the vision God has given me and I have to trust my business partners and God to do the rest.

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

**Santisha:** My biggest achievement has been the many lives my team and I, through Walker Group Health & Wellness, have been able to change for the better; as well as the inspiration I have been able to provide for other nurses who desire to help others beyond their traditional role, as The Nurse Brandnista. My purpose as a healthcare professional is to empower, inspire, educate and advocate, and I'm grateful to witness this transpire through my business endeavors.

**In your opinion, what is the key to success?**

**Santisha:** I've always believed being organized and learning how to prioritize is major to succeeding at anything you set out to do! This certainly holds true as a business owner. Organizing your business and payment

processes, daily tasks, meetings, deadlines, etc. will help you remain clear with each interaction and intentional in

everything that you do! I'm a strong advocate for referring to a calendar or planner daily, if not several times throughout the day. Utilizing a planner will prevent you from wasting your own time and allowing others to waste your time.

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

**Santisha:** Healthcare professionals, particularly nurses, are expected to "remain in our place"; therefore, it is rare to witness a nurse operating outside of the traditional nursing role and has transitioned into the business arena. If interested in merging into business, I would suggest becoming clear on the problem you are able to solve as a healthcare professional. This can be done by considering what peaks your interest, draws you in, or even "irks" you as a healthcare professional. Then be sure to develop a plan that will solve the problem or serve those you are called to help. I would

also suggest researching others who have launched into the business arena to get an idea of how they have structured their business. Study them, and even try to connect with them through a mentor/mentee relationship. In essence, don't be afraid to explore opportunities outside of the "traditional" way of thinking.

**What is a quote/mantra that motivates you?**

**Santisha:** "People don't care how much you know, until they know how much you care" by Theodore Roosevelt. This reminds me that regardless of the number of degrees and certifications I may hold, or number of years of experience, if people don't feel valued, respected, cared for, or even heard, I will not be able to reach them. My education and knowledge will not be as effective because I have not gained their trust as someone who truly cares for them.

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

**Santisha:** Be bold and very clear on what it is you want. No one is going to articulate exactly what it is you desire the way you will, so find your voice early on to help



prevent any misunderstandings. Be unapologetic about who you are, including your education level as well as your looks. You have exactly what it takes to lead and yes, others want to hear what you have to say.

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

**Santisha:** What a great question! My first order of business would be a campaign centered around the improving communication. This may seem like a very “elementary” order of business for such an influential and lofty position; however, communication, or lack thereof, has caused MUCH chaos, disorder, turmoil, and confusion in this world, the country, in our communities, and families. I believe intently listening to one another and truly getting an understanding of the other person’s message before responding will lead to better decision making and a greater level of respect for us all. I strongly believe in the bible verse, “let every man be quick to listen, slow to speak and slow to anger”. If we all practiced this just a little more, we could all make greater strides in our families and communities. Communication is needed in every single facet of life, from intimate relationships to familial relationships, to business and commerce, to education, religion, etc., why not work on strengthening this pertinent component that has so much influence on our daily lives.

### **What was your last google search?**

**Santisha:** My last google search was mental illness in the black community. I served as a panelist this past weekend for “The Forgotten Generation: Mental Illness Awareness Symposium”, held at Shalom Christian Community Church, where I discussed patient advocacy for the mentally ill population in the healthcare system and community.

### **What projects are you currently working on/releasing?**

**Santisha:** I am in the process of constructing courses that will be available to nurses desiring to launch into entrepreneurial arena, which will provide guidance in basic business setup, branding techniques, and other best practices they will need as they transition from bedside/clinical into business. I am also working on a project with my sisters, who are also wellness advocates, to enhance the entrepreneurial woman’s total wellness and life-balance through a media platform. An official announcement will be made soon!

### **Social media handles:**

**Facebook & Instagram:** @santishawalkerrn

**Twitter:** @santishawalker

**LinkedIn:** Santisha Walker

*Santisha has a gift of empowering others to achieve their life goals and she offers practical guidance and reliable resources to assist in the success of their endeavors. After graduating from The University of North Carolina at Greensboro in 2005 with a Bachelor of Science in Business Administration-Marketing and working in the Insurance Industry for 5 years, Santisha yearned to have a more profound impact on the health and personal lives of others, which led her to pursue a previous desire of becoming a nurse. She graduated with an Associate Degree in Nursing from Wake Technical Community College (WTCC) in 2013. Upon graduation, Santisha worked as a cardiac nurse at WakeMed Hospital in Raleigh, North Carolina and then transitioned into the neurology specialty at Raleigh Neurology Associates. She also has experience in rehabilitation and skilled nursing specialties. Upon completing her Master of Science in Nursing Administration from Gardner-Webb University, Santisha accepted a position as Director of Patient Care Services for a home healthcare agency. Obtaining her Business and Nursing Degree, as well as becoming a Certified Wellness Coach, has positioned Santisha to serve as Founder of Walker Group Health & Wellness, a boutique consulting company providing tailored health & wellness education for groups and organizations through a team of passionate, licensed, and experienced health & wellness professionals via presentations, seminars and workshops. Santisha also has a heart for the mental health community and serves as Co-Founder of Temple Vitality Foundation (TVF), a 501(c)(3) organization that focuses on bringing awareness to mental illness and help transition this population to a state of independence through healthy living. Applying knowledge gained while structuring Walker Group Health & Wellness and creating her own successful brand as a nurse in the entrepreneurial arena, Santisha serves as an inspiration and brand strategist for nurses desiring to move beyond the traditional realm of nursing to building a thriving brand, as The Nurse Brandista. Whether nurses aspire to remain in the traditional clinical-bedside role and build a successful brand "on the side" for their product or service; or dream of fully operating a flourishing brand, Santisha catapult nurses into living out their heart’s desires while simultaneously making their own mark within the nursing profession. Due to Santisha’s adoration for true total wellness, and understanding the underlying stress, workload and learning curve many nurses experience when launching into the "enterprise" arena, she intentionally promotes a wellness lifestyle with her clients and incorporates balance living techniques for nurses. Santisha’s enthusiasm for others to reach their goals and live a thriving life has led to speaking engagement opportunities, television and radio appearances, national and international podcast features, and publication features. Santisha believes in giving back and serves as an author of inspirational books for young girls, women entrepreneurs and nurses, entitled "Black Girls Hear", "The MizCEO Entrepreneurial Book: 20 Commandments For Women In Business", "Stethoscope and A DREAM: A Victorious Nurse Anthology", and "Your 30-Day Guide To Balanced Living As You Build Your Nursing Brand". She also serves as a Contributing Writer for the health section of the MizCEO Entrepreneurial Magazine and columnist for the health & beauty section of Spectacular Magazine. In addition, Santisha is a Health & Wellness Instructor for Fierce Academy Online, a continuing education platform that offers high-quality instruction to train women to be fierce in various areas in business, relationships, health, finances and personal development. When Santisha is not educating on health & wellness, promoting balanced living, or inspiring nurses, she enjoys spending quality time with her best friend and husband of 10 years, traveling, meeting new people, and spending time with close friends and her large family. Santisha also understands the importance of self-care and filling her own wellness tank; therefore, she adores spending time in prayer, meditation and listening to calming music.*



# *Staying Fit During the Holidays*

The holidays are upon us, which means more socializing, late nights, and indulging in our favorite tasty treats. The holidays also call for more lounging and less activity due to a change in the weather. I'm sure we can all agree that this time of the year is typically the toughest season to remain dedicated to our healthy lifestyle. As we slow down and take time to enjoy family and friends, so does our desire to remain physically active. I connected with fitness enthusiast Jacquie Allen, Certified Fitness Instructor and Owner of Z-Fitness with Jacquie, Inc., who discussed her dedication to fitness and shares how she incorporates these tips during the holiday season.

**Jacquie, tell us what drew you to fitness and focusing on other individuals living a fit life?**

**Jacquie:** I was drawn to fitness and working with others to live a fit life because I saw how it worked for me and I really wanted to work with others to meet their goals as well. I lost 100 pounds in 9 months and was determined to live a healthier lifestyle.

**Being an entrepreneur and operating your own company, how do you prioritize your health & total wellness? Outside of physical activity, are there other components of health & wellness that you incorporate?**

**Jacquie:** For me, staying healthy and being fit is as much of a priority as anything else I do so I make sure that exercise and eating right is added into my daily routine. I'm thankful that the business I own is fitness, so my wellness and business go hand and hand. I do make sure that my personal workouts still occur even though I get my workouts in within my business as well. I also like to incorporate what I call "daily fitness habits" into my day. For example, if I'm meeting with a client, I suggest having a walking meeting instead of grabbing something to eat. This way I'm still staying active. Another example is if I am working on the computer, I set my watch alarm to every 15 or 30 minutes so that I can get up and do some squats or jog in place for 30 seconds. Also, I keep 100 calorie snacks with me instead of stopping at a fast food drive-thru when I'm hungry.

**Do you believe there is a connection between your health and successfully operating in the entrepreneurial realm?**

**Jacquie:** Yes, I do believe practicing a healthy lifestyle leads to a successful business. Adding a healthier lifestyle helps you better operate in your day to day business affairs. One of the benefits is that you positively influence others you're around, whether they are family or friends. Another advantage of leading a healthy lifestyle as a business owner is that you are able to get a good night sleep due to incorporating a regular exercise regimen.



**What tips would you give other entrepreneurs, business leaders, and women on the move to help incorporate fitness into their busy holiday schedules?**

The holidays are always a hard time of the year to maintain your healthy lifestyle. My suggestion would be to focus on maintaining your weight instead of losing weight during the holidays. When you are eating, try using a smaller plate to minimize the amount of food on your plate. Also make sure that you stay “On the Move”. While the food is cooking, and/or after the meal, take a walk with family and friends. Getting out and staying active is the key! Remember, the holiday season is a time to fellowship with family and friends and enjoying each other.

**How can our readers connect with you?**

**Facebook:** @zfitnesswithjacqueinc

**IG:** zfitnesswithjacque

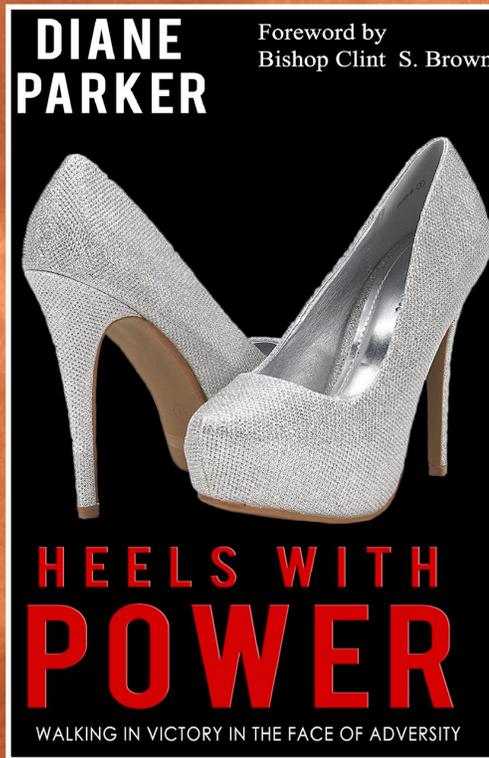
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*About the Author:*

*Santisha Walker is a Registered Nurse, Certified Wellness Coach, Entrepreneur, Author, Educational & Empowerment Speaker, and Nurse Branding Strategist. She has an immense passion of empowering others to live their best life through total wellness and balanced living.*

*She is a devoted wife to her loving and supportive husband, and appreciates spending time with those she holds dear to her heart. You can connect with Santisha through her boutique consulting company, Walker Group Health & Wellness at [walkergrouphw.com](http://walkergrouphw.com), through her personal site at [SantishaWalker.com](http://SantishaWalker.com), or through her Facebook and Instagram pages @santishawalkern.*



**What inspired you to write your first book?**

**Diane:** I was inspired to write my book after experiencing the grace, strength and power of God in the midst of walking through the devastation of my husband's drug and sex addiction. There is nothing like the pain of betrayal by your best friend who is supposed to be your protector and your covering. I think my story identifies with both men AND women who are going through something similar. My life's desire is to use my journey and my struggle to bring hope and healing, inspiration and encouragement to others that they too can face their pain and turn it into power.

**What books have most impacted your life?**

**Diane:** The Blessings of Brokenness, Charles Stanley; Let It Go - Forgive So You Can Be Forgiven, TD Jakes; To Know Him, Gloria Copeland; The Un-surrendered Soul, Liberty Savard

**If you had to do it all over again, would you change anything about your latest work?**

**Diane:** No, I wouldn't change anything. Not one

word, not one dot. You see each word represents my tears, my shame, my guilt and most importantly... my victory! I am especially grateful that I had a publishing team that believed in my project and my message and partnered (that makes the difference) with me to bring it to fruition.

**Is there anything you find particularly challenging about writing or coming up with a concept for your book?**

**Diane:** The concept was easy, walking it out was uncomfortable but necessary.

**What was the hardest part of completing this project?**

**Diane:** Not having the ending until I got to the end.

**What advice would you give other writers?**

**Diane:** Be transparent. Make sure you are familiar with the practices of your publishing company and pay close attention to edits made. Don't lose sight of your purpose in writing your book.

**Describe the process in getting published**

**Diane:** My publishers made the process as painless as possible. From submission to the evaluation of its viability to the edits and re-edits, the cover design, pricing and distribution - everything was well worth it and in all, my message remained intact.

**What were the literary, psychological and/or logistical challenges in bringing your work to life?**

**Diane:** I agonized over every word, I didn't want to hurt my husband. I still loved him and wanted the best for him. So, it was about 1) articulating my journey in a way that would be received and 2) being as transparent as I could so that the narrative fit the experience in a pure and unfiltered way.

**Please provide 3 "good to know" fact about you. Be creative. Tell us about your first job or the inspiration behind your writing.**

**Diane:** You've heard the expression 'bulldog tenacity'? Well, when it comes to finding answers I'm like that bulldog. I'm relentless, I grab hold and won't let go until I get what I'm in pursuit of and that is the answer.

I live my life out of compassion for others. I always remember that I was where many women are today in pain so my heart is to help hurting women. I love a great pair of heels. I feel powerful even if they are painful (lol). The same goes for my life, I have the ability to find purpose in my pain.

**What is the mission you set out to accomplish with your voice in this book?**

**Diane:** There is a place in God we can walk and not be moved by the storms raging around us. The most important pieces of our wardrobe is not what is hanging in our closet but our clothing of moral strength and Godly character enabling us to stand in the midst of adversity with dignity, respect and faith in God.

