

# MizCEO

FOR THE ENTREPRENEURIAL WOMAN

JANUARY 2019

January is  
National  
Human  
Trafficking  
Awareness  
Month

MizCEO  
ENTREPRENEURIAL  
MAGAZINE  
TURNS 1!

DR. MARLENE  
CARSON

Ain't Wearing No More Chains!



# NOTES *from* EDITOR

Can you believe it? By the Grace of God, we are One Year's old?!!! Praise God! Only God Can Do It! I always tell people that God does not bless what you "want" to do, He blesses what you DO!

This Anniversary Issue is full of articles of Entrepreneurial Women who have taken their pain and turned it in to POWER! It's easy to give up; but enduring takes guts!

The MizCEO Entrepreneurial Brand has truly grown! We will be expanding our operations in two key functionalities. So that we can better serve our clients! If you are looking to place an ad and/or want to be featured within this amazing magazine, please

connect with one of our fully capable writers! My prayer for you is that the Year 2019 is the BEST year of YOUR LIFE!

Happy Anniversary!!!!

Blessings to You and Yours,

*Jessica L. Mosley*

Steward-Owner of The MizCEO  
Entrepreneurial Media Brand  
[www.mizceo.com](http://www.mizceo.com)

FRIDAY  
**JULY**  
**5** 12P-3P

# Coming to New Orleans!

# MizCEO

ENTREPRENEURS BRUNCH + PANEL

*Come dine with us during Essence Festival!!!*



HOST: JESSICA MOSLEY

*Speakers:* .....



SHERILYN  
BENNETT



DR. MARSIE  
ROSS



DR. YOLANDA  
JERRY



DR. JERRICA  
DODD



ERICA  
STEPTEAU

*Panelists:* .....



DR. VALEKA  
MOORE



TANYA  
WILSON



DR. LESLIE  
HODGE



DR. CORTESHA  
COWAN



NECOYA  
TYSON



SHAUNA  
LAMORE



DR. LISA  
LEWIS ELLIS

**PURCHASE:** TICKETS \$50  
Includes Brunch + Professional picture

**LOCATION:**  
MORTON'S THE STEAKHOUSE  
365 Canal St Suite 220, New Orleans, LA 70130

**PURCHASE:** CashApp: \$MizCeo0717  
or PayPal.me/PublisherJessica

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# CONTRIBUTING - WRITERS -



**DEBORAH  
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FISHER**



**DR. LESLIE  
HODGE**



**LA DONYA  
YVETTE**



**JACQUELINE  
MILLER**



**LASHEERA  
LEE**



**TAMIKA  
HALL**

# MizCEO AND FRIENDS

RADIO/PODCAST NETWORK



JESSICA MOSLEY

AIRING ON:



PODCAST HOSTS:



SHERILYN BENNETT



TANYA WILSON



ERICA STEPTEAU



CHERYL PEAVY



NECOYA TYSON



ASHLEY LITTLE



YOLANDA JERRY



Learn how YOU can be a guest!



# Who Is Dr. Jerrica Dodd

*By MizCEO Staff*

Dr. Jerrica Dodd is a woman that has many accolades behind her name. She has earned the titles Pharmacist, Serial-Entrepreneur, and Compassionate Leader. She is a woman that understands that hard work + determination = success! She's had her share of wins such as graduating with her Doctorate in Pharmacy from Florida Agricultural and Mechanical University. One of her most recent educational pursuits of completing and obtaining her Nutrition Health Coaching Certification from the Institute of Integrative Nutrition. She believes that a woman should stay evolving. We had an opportunity to sit and speak with this amazing woman and learn about what is currently going on with her, and what the world should expect next!

Dr. Dodd is a woman who has been through the fire and SURVIVED! From being divorced to having have brain surgery—she made it! She attributes having made it through those very difficult times because of her faith in God! She knows in her inner most being that He did not bring her this far to leave her. In addition to that, her family was a huge support system!

**MizCEO: So, tell me. What caused you to leave Corporate America and be your own boss?**

**Dr.Jerrica:** I basically reached a point where I knew deep down inside I was made for more. I felt that I had reached a level, not that I couldn't learn anymore, but that my heart was hungering (longing) for more. I wanted to make my mark in and on the world. When you get to a certain age, you start thinking questions like, "What legacy am I leaving in this life?" I got to that point and made the decision that I wanted and deserved MORE!

**MizCEO: What does MORE look like?**

**Dr. Jerrica:** More looks like—More fulfillment! Even though I had reached a salary level that most people would say, "How could you leave that type of salary?" I knew that while money is needed, this particular salary was no longer fulfilling to me. The job was no longer fulfilling. I wanted to explore more of what God had called me to do and to be.

**MizCEO: What advice would you give to the woman who feels stuck?**

**Dr. Jerrica:** One, get out of your emotions. Acknowledge how you feel but don't stay there. It's important to make an exit strategy. It's easy to get caught up in your feelings. But in the midst of that, "What are you going



to do about it?" My suggestion would be to find a mentor. Find another woman in the area that you want to be in. Get a coach! Be willing to invest in yourself financially! Support will help you be ready to develop a plan for your next move!

**MizCEO: Fear is REAL! Uncertainty is REAL! What can a person do to overcome that fear of stepping out on faith and like Nike says, Just Do It?!**

**Dr. Jerrica:** Take a step back and look at who you surround yourself with! Are they people who are pushing you to be great? To go that extra mile? To that next level? Are they holding you accountable? Calling out the BEST in you? Because if not, you will become and stay comfortable with mediocrity! You

will become stagnant. You will become comfortable. You should always be on the edge of discomfort!

When you are comfortable, that means you are NOT growing! It is vital that you be held accountable. Remember, your life is the sum total of the 5 people you hang out with!

**MizCEO: What's next for you?**

**Dr. Jerrica:** Speaking! Speaking! Speaking! And growing the Your Pharmacy Advocate Brand. My goal is to speak 4 to 8 times per month. I'm getting those opportunities. I do a lot of NETWORKING! I shake hands with a lot of people. I've learned that you have to ASK for what it is that you want! It's true! Closer mouths do not get fed! Generally, people are willing to help you! I will also Compton champion people to become the CEO of their health! I will continue to support, support, support!

Dr. Dodd is an ordained and licensed minister and served for 6 years at the Global Leadership Christian Center in various roles on the ministry leadership team. Jerrica is the managing member of JD3 Enterprises, LLC and Jerrica Speaks, LLC. and her most recent start-up is Your Pharmacy Advocate LLC. YPA exists to close the gap on medication risks allowing prescribers and patients to manage health better. YPA allows pharmacists to be partners in safe medication use, and Dr. Dodd often says, "everyone needs a pharmacist in their life at some time or another."

Dr. Dodd enjoys living her life to the fullest! She believes that ONLY what you do for Christ will last! She

is a stern believer in serving her fellow man. She does that in various ways of philanthropy.

**Please connect with Dr. Jerrica Dodd through the following social media outlets:**

**Facebook:** Your Pharmacy Advocate

**Linked In:** Your Pharmacy Advocate

**Instagram:** yourpharmacyadvocate

**Twitter:** pharma\_advocate

# CIVILITY OF THE 21ST CENTURY ENTREPRENEURIAL WOMAN

by LaDonya Yvette



best when we serve others because it is the civil thing to do. Being civil may take one out of their comfort zone, so it is encouraged to be daring and take risks to pursue what you love. Civility is a mindset, a way of thinking and acting. Thus, balancing a strong vision with a willingness to embrace change brings awareness to the power of civility. It starts with all of us. It is said to be the change you wish to see, which can impact and revolutionize the world in terms of business and personal growth.

#### **Outcomes from civility in business:**

- Increased confidence and credibility
- Professionalism, impact and influence
- Positive communication and performance
- Client and customer service satisfaction

#### **Outcomes from civility in personal growth:**

- Reduces stress
- Creates a graceful expression of who you are
- Builds character, confidence, and relationships

It's a revolution! Civility is her crown. Kindness and compassion begins with all of us. As we begin to take this time to recognize and applaud all women who have taken her rightful place as a leader, entrepreneur, and Mompreneur in every aspect of business, we can appreciate that there are many facets to her strength. Civility is not only being polite, as for the entrepreneurial woman it means to have a deeper understanding and connection to her vision. By using strength and emotional intelligence, women can adopt acts of civility to significantly impact others and themselves all over the world!

Civility is the presence of doing the right thing for the right reason. It is the common courtesy that you give or express to others that requires humbling yourself through any situation or challenge. We are at our

As I reflect on my own personal journey and growth of being civil, I must share that it has been a beautiful journey! A journey of resolve and unwavering faith. It is important to know that business growth cannot go without being civilized. It is a link of strength that shall not be broken.

This message of inspiration is to encourage all seasoned and aspiring women entrepreneurs to live their best life in civility. Begin where you are. No more hiding in plain sight. Map out your message as this is the blueprint for your success. Focus on your product and services, and with that comes the key element of civility in order to execute and produce. Inspire yourself to focus and choose to invest in yourself. Move forward in faith with joy and fulfillment. When civility comes from the heart, that is where we are most impactful. Do not wait for the



world to recognize your greatness, live it and live it out loud! Let the world catch up to you.

One thing for sure is that the 21st century entrepreneurial woman is more ambitious and successful now more than ever before. Be inspired to live a life of civility. Take inventory of what you have already accomplished and do not sell yourself short.

“A confident woman is an empowered woman humbled by grace.” – La Donya Yvette

**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.

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Twitter @ButterflyBeauty



# “PLANNING HAS TO BE STRATEGIC”



By Tilda Whitaker

We hear a lot about goals and planning these days. There are a lot of people trying to accomplish things every day, but they are all over the place. There is no way to get anything done successfully without a plan. Even God has plans as he states in *Jeremiah 29:11 (NIV)* “For I know the plans I have for you,” declares the LORD, “plans to prosper you and not to harm you, plans to give you hope and a future.”

We need to start at the end, that’s right, the END! The plans we make today will affect our future. It’s good to have a wonderful vision but without a plan you will never see the vision come to pass. Our vision needs to have a plan. I’m going to share 4 steps to putting a workable plan in place for your success.

**1. Let’s start at the end.** Ask yourself the questions, where am I trying to go? Why am I trying to go there? Make it very specific. Communicate it to your supporters. Have clear plans so those around you will understand what you are trying to do. Sometimes we can be overwhelmed with distractions, but we still want to move forward. We have to know our why!

**Ask yourself:**

Do you really need to take action in the first place?

Do you even know why the goals exist?

Do you want to do the task or outsource it, delegate it? In that case do you work it or ignore it?

If you don’t know your “why” it will be very difficult for you to stay focus on your goals when challenges come.

**2. Where are you now?**

Know your strengths and weaknesses. Who can help you in your weak places of the plan? What will be your challenges? How can you overcome your challenges? List what is priority in your plan.

**3. Take some time and define the important of the goal.** What will life look like if you don’t complete the goal? How soon do you need to get it done? Tag yourself a trustworthy accountability partner, someone who will check in on your progress!

**4. EXECUTE! EXECUTE! EXECUTE!**

The plan means nothing if you don’t work it! Planning has to be active and strategic. If you’re not 100% sure about how to set life plans, I challenge you today to seek a life coach to assist you with the greater PLAN for your life!

*Tilda Whitaker has mentored and coached thousands to assist and achieve their life purpose through her 501c3 nonprofit organization which has been recognized nationally and internationally and her company, P4 Coaching Institute. 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, Cognitive Behavioral Therapy Practitioner, Founder of Soul Winners International Ministries-“SWIM” Tilda is an international bestselling author. She has authored “Essence of God’s Joy”, “Joy is a Gift” “A Reason to Be-Volume 1 & 2” She has also co authored “Soul Source” and “Unleash Your Shero” Visit P4 Coaching Institute on the web at [p4cinstitute.com](http://p4cinstitute.com) to connect with Tilda*

# MEET THE HEROIC MELINDA ROBERSON

By Nefertiti Fisher



## How did you get into your business?

**Melinda:** 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?

**Melinda:** 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?

**Melinda:** 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?

**Melinda:** 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?

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

**Melinda:** 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?**

**Melinda:** "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?**

**Melinda:** 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?**

**Melinda:** 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?**

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

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

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

**My social Media handles:**

Facebook, Instagram & Twitter  
- Author Melinda Robertson

**Email:** melinda@motherhoodlove.com

**Website:** www.melindarobertson.com

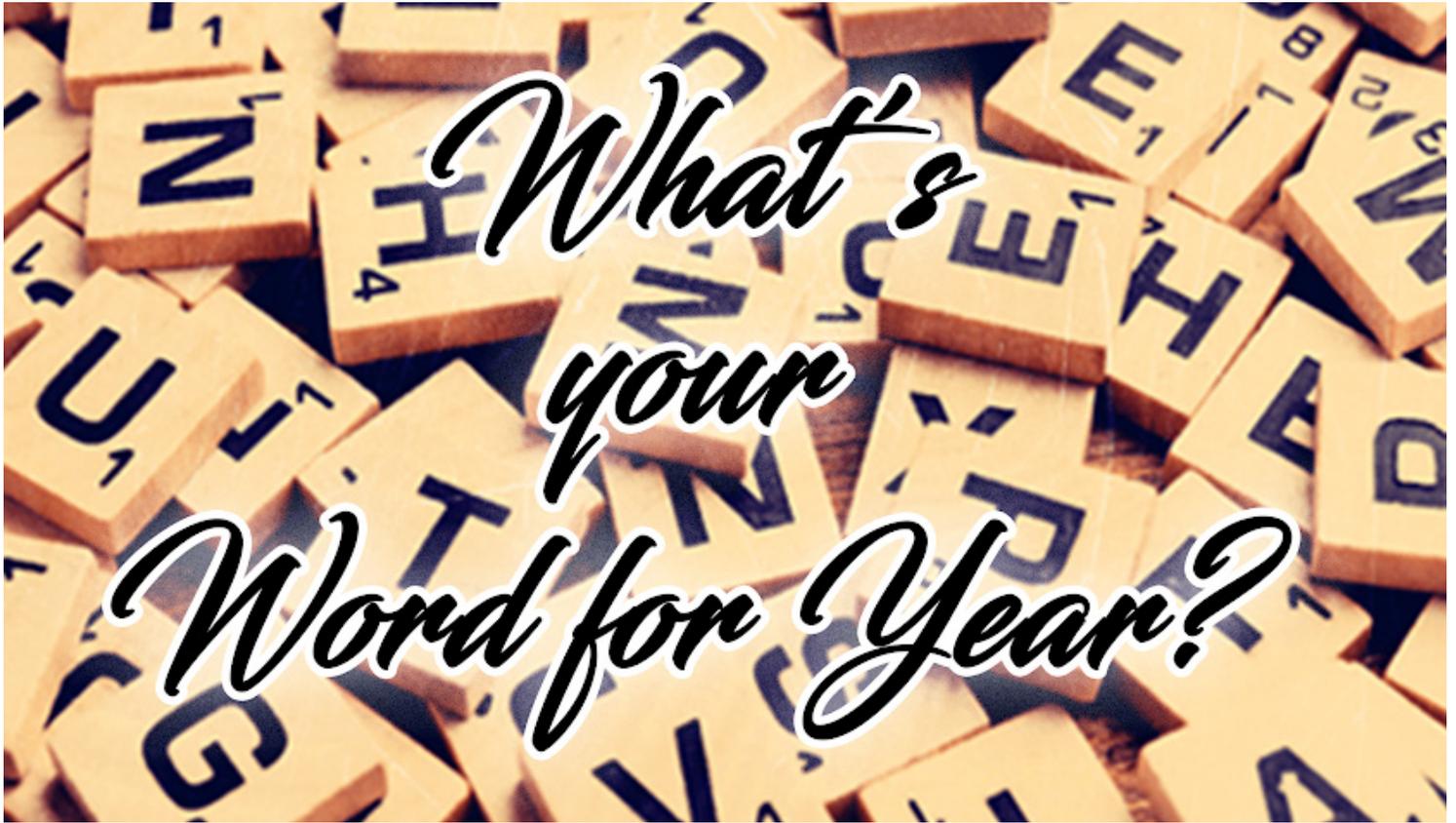
# *Relaxing Raspberry Candle*



# *Eye Lashes*







Here's a few pointers that will surely steer you in the right direction in selecting a powerful word for YOU this year:

**1. Pray.** Prayer works when you work it! When I was challenged to choose a word, the very first thing I did was pray. Take the time to make your request known. Seek answers and ask which word will help guide you to more success for your business in the new year.

**2. Envision.** Where dreams turning into realities. Close your eyes and visualize where you see your business in 2019. Who do you want to meet? Is it product placement? NY Best Seller List? Starting a Foundation? Whatever it is...envision bigger than before. Get a clear vision of what success for your business looks like for 2019.

**3. Jot it Down. Now Choose.**

When you think about where your business is headed and all the accomplishments for 2019, you might come up with more than one word. Write it down. However, try to stick with one word that will be the core and driving force in getting your business to where it needs to be. When picking your word, really commit and stick to it. Take it serious. When you choose the word, watch how the things will start lining up for you

because of your decision to implement it into your life. Make a mental note of the word, but also write it down everywhere. Yes, everywhere! Your journal, on the bathroom mirror, the dashboard of your car, or my favorite...right dab smack on your laptop where you work.

This is our year to soar ladies! And I pray your word takes you to greater heights in your business. Also, remember you can select a word for your marriage, family, and also personal life as well. Let's commit to our word for the year and watch how our word will commit to us!

My word for the year is ACTION...what's yours?

Write it here -----> \_\_\_\_\_

*DeLisa New Williams (@delisaneewilliams), 3x Published Author, Entrepreneur, Cutting Edge Speaker, and Media Personality whose coined phrase is "...I came to set the people free". Southside girl from The Chi devoted to changing the world and helping others realize their purpose in life. She's married to a delicious life saver (he's a paramedic) of over 8 years and together they have 5 beautiful children. [www.delisaneewilliams.com](http://www.delisaneewilliams.com)*

# SharRon Jamison Dares To Soar Higher



*By Cheryl Peavy*

## **What is Dare To Soar Higher?**

**SJ:** Dare To Soar Higher is a call to challenge what's convenient, what's comfortable and what's common. It is a clarion call to live courageously, think critically and connect deeply so that we can enjoy lives of PURPOSE!

When I was a little girl, my father asked me a few life-changing questions. He said "is that all you can do? Is that all that you have inside of you? Is that really all that God has deposited inside of you" and "is that all you want"?

Those questions challenged me to look deeper and think broader--to look beyond what's apparent and discern what is ultimate for my life. My quest to discover, identify and cultivate what God deposited in my DNA has encouraged to be innovative, to defy the impossible and to challenge the status quo. I consistently and intentionally seek growth, evolution, and progress even when I am scared. I DARE to go into new places, create new paradigms and take calculated risks that align with my PURPOSE. I DARE to SOAR HIGHER than what's acceptable, conventional or practical because PURPOSE requires that you DARE – that you provoke, challenge and invite something new and different in your life.

## **Who is SharRon Jamison?**

**SJ:** Healer, visionary, catalyst, and most of all, a servant. All of the ways I describe myself gets expressed as an author, teacher, leader, minister and mom. In all of my roles, my heart's desire is to gently and compassionately encourage people to discover and fulfill their PURPOSE. I believe that we ALL came to the world FULLY LOADED to contribute in a meaningful, unique way. And when we master the skills required to connect, communicate and collaborate with others we SOAR HIGHER personally and professionally. We experience greater fulfillment that enriches and invigorates our lives.

## **What made you decide to become an entrepreneur?**

**SJ:** I entered entrepreneurship as a personal trainer. I enjoyed the fitness industry and had a lot of success training and coaching clients. But I soon realized that my training sessions were more focused around mind, heart and spirit issues. Based on my history, I knew how unresolved and unacknowledged issues affect success, happiness, and peace. So, I transitioned to coaching because in many ways I was coaching already. And, I started to focus on women who often lack support.... women who are usually the "strong friend" or women who are so financially



“

*I DARE to go into new places, create new paradigms and take calculated risks that align with my PURPOSE. I DARE to SOAR HIGHER than what's acceptable,*

”

There are few places where there is adequate emotional space or safety even to have those honest discussions. That's why so many wealthy people feel isolated. I have many clients who have experienced pain and rejection because of their success, and I dedicated a chapter in my book, *I Have Learning A Few Things*, to highlight that very issue.

successful that some people don't appreciate that they have problems too. Often the more successful you are, the harder it is to get and accept support.

Success is a double-edged sword because success has its own problems. Some people experience success guilt, are isolated because of their success, feel overburdened because they are expected to be the "family bank," or feeling overwhelmed by just trying to manage the complexities of their lives. Remember, if you were not raised with money or were not exposed to success, living in a world or context that you were not raised in can be daunting.

Most people admire success, but few people talk about the stresses that financial success brings.

Since I am still in corporate America, am a business owner and have enjoyed a modicum of success, women feel like I "get them." Many of my clients feel relieved that they can have those conversations without being judged, scolded or being called ungrateful. It is great to see so many women become millionaires and I am glad that I can support this group of women who also deserve support.

**How can others connect with you?**

**SJ:** SharRon Jamison – all my social media under my name. I would love to connect with people, and I hope that they will subscribe to my newsletter so that I can share information.

# 5 REASONS WHY PEOPLE BUY AND HOW TO INCLUDE IN YOUR OFFERINGS

By Erica Stepteau



In order to have CONSISTENT income in your business you MUST consider buyer psychology. There is an ART AND SCIENCE to selling out your programs/services. Try to include 3 or MORE concepts in ALL of your offerings and you are guaranteed to CLOSE MORE SALES.

Here are 5 Reasons Why People Buy:

## 1. Save Time/Money:

This is the BIGGEST reason why people buy. We are in a BUSY society and if you can put time and money back in someone's pocket then shout this from the rooftops. Think of clever ways to integrate this messaging in EVERY offer regardless if it's a product or service. Let

them know that your knowledge will save YEARS of heartache and pain. Let them know that you found an EASIER and FASTER way of achieving a specific goal. If you haven't then NOW is the time to create a path for them. Let them know about discounts and savings on your product or services. People LOVE to SAVE TIME OR MONEY!

## 2. Earn Money:

People think Business Coaches are the only online experts successful in promoting opportunities to MAKE MONEY, but Spiritual Providers, Health Coaches, and even Graphic Designers can promote their services in a position to communicate to their prospective that will EARN MONEY by investing in a product/service. Spiritual Providers you can share how being aligned and having clarity increases abundance. Make sure you obtain testimonials on how your clients have increased their bank account with your services. If you haven't had clients yet broadcast the potentiality of additional abundance with case studies or personal story. Health Coaches come up with a betting pot to help your clients lose weight and get paid for it! There are ALWAYS ways to promote MONEY regardless of your niche.

## 3. Address Fears:

(Failure/Losing Money/Regrets Guilt) make sure you know your client and their SPECIFIC fears you can hit their pain points. For example, client's biggest fear is rejection or not closing the sale. Then it's important to ensure you help them gain the CONFIDENCE and assurance that your principles and encouragement will not only exceed their goals BUT feel so much better about the term SELLING.

## 4. Feel Pleasure:

(Will your product/service increase pleasure in their



life or in body? Sometimes it's for a moment or a quick fix to solve in its entirety. For example, clients seeking time and money freedom. In your marketing it important to have a focus on building a legacy and the wonderful activities they will get to enjoy and the PEACE they will have achieving their goals. These clients find pleasure in having IMPACT with their tribe, UNLIMITED money in their bank account, and FREEDOM of not being tied down by a 9-5 job to live life on their terms such as spending time with kids, traveling, and waking up on their own circadian rhythm.

#### **5. Avoid Pain:**

(How can your product/service provide PREVENT or RELIEVE pain and how FAST can it be done?) Make sure you give them an estimated time frame to provide peace of mind using your signature program/service Erica Stepteau is more than a sales coach; she's a catalyst, pushing her tribe into their purpose and ushering them into their divine destiny. She 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

heart-centered, women entrepreneurs master the art of selling with ease, so they can increase their impact and multiply their money - without sacrificing their freedom.

Her signature Positioned2Influence™ Sales System combines actionable business strategies with a dose of energetic and inspirational messaging, and helps women business leaders radically shift their money mindset, optimize their offers, confidently communicate their value and uncover their profit potential.

She has been featured on HER Magazine, Speakers, Huffington Post, 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.

**Connect with Erica at [EricaStepteau.com](http://EricaStepteau.com), on Instagram, LinkedIn, or in her online community, Tenacious Queens Unite.**

# FROM SEX SLAVE TO SERIAL ENTREPRENEUR

*By Dr. Leslie Hodge*

What do you call someone who was a virgin, kidnapped at age 15, and sold into domestic minor sex trafficking? The answer, a survivor. What do you call someone who took the pain and misery experienced in their life and used it to start several businesses, author and publish books, launch a residential treatment facility for victims of human trafficking, preach the gospel of Jesus Christ and help others revive their dead dreams, visions and purpose? The answer, a thriver. Who is both, a survivor and a thriver? The answer, Dr. Marlene Carson.

Often referred to as Dr. Marlene - The SurThrivelist, Dr. Marlene Carson is an Ohio native on a mission to educate and empower organizations and entrepreneurs on how to successfully create sustainable profits, not only for their businesses, but also for the social causes that tug on their heart strings, to establish what are known as social enterprises. The miseducation of social enterprises, due to the abundance of myths and misconceptions about merging an existing business and social causes, often keep organizations and entrepreneurs in a state of dreaming and wishing, instead of doing the work and being the impact, they were put on this earth to be.

”

*If you don't make God the real CEO of your company, you are destined to fail.*

”



The friends of Dr. Marlene Carson refer to her as Major League Marlene (MLM) for one reason - she does not do anything small. Helping clients understand that no matter how big they think their dreams and visions are, there is always room to expand...there truly is NO LIMIT! Although the saying is dream big or go home, the thing with big dreams is the dreamer often gets stuck...stuck on what they do not have, instead of taking inventory of what they already possess.

As an entrepreneur, Dr. Carson quickly learned that the greatest possession and resource to become unstuck and grow her dreams and visions, were relationships. In her upcoming book – Relationship Equity, scheduled for release in March 2019, Dr. Carson eloquently describes how people who believe in you, will invest in you. The belief in your dreams and visions come from you establishing and nurturing your relationships, not only with family, but friends, acquaintances and community. Making tangible and intangible deposits, build and nurture relationships, which establishes relationship equity. Relationship equity then positions you to make withdrawals, withdrawals that allow you to fund your dreams and visions. Dr. Carson helps readers understand that funding for their dreams and visions are right in front of them. The means for others to invest in you are not limited to money, but

often presents itself in the form of opportunities, collaborations, affiliations, access and so much more.

Dr. Carson understands it is the vision and mission from God that causes someone to leap into entrepreneurship, but what happens when the decision is made to not only successfully operate a business, but to finally respond to the social causes that are tugging on the heart strings, specifically of a solo entrepreneur? What happens when the entrepreneur is brave enough to walk down the path to pain to discover their true purpose...their reason for being on this earth? With a successful business and a new venture that speaks to the heart of an entrepreneur, how do they do it all? The answer, delegate.

Shifting from the “do it all” mindset was critical to the success of Dr. Carson’s business endeavors. She understood that keeping a solo mindset, would keep her just that – so low. Dr. Carson learned to delegate, and delegate well. Knowing she could not give advice without following it, Dr. Carson began experiencing the benefits of relationship equity, when she began collaborating with C. Nicole Henderson, a social enterprise extraordinaire, with over 26 years of helping organizations and entrepreneurs apply for and obtain their 501c3 non-profit status. Hiring people who did things well, freed up Dr. Carson’s time to shift from doing what she had to do, to now doing what she wants to do.

What’s next for Dr. Marlene Carson? The answer, what’s not next? From another new book – Think Like an Entrepreneur, Act Like a SurThriver, which is scheduled for release in February 2019, to the Book Writers Retreat with a celebrity guest being held in Destin, Florida on March 15-17, 2019, to making communities safer through education and awareness about human trafficking through her organization – Join the Switch. So much more is on the horizon for Major League Marlene but taking what she loves to fight what she hates is at the forefront.

**Stay Connected with Dr. Marlene Carson:**

**FB: /drmarlenecarson**

**Website: [jointheswitch.org](http://jointheswitch.org)**

*About the Author*

*Dr. Leslie Hodge is a Pharmacist, Author, Certified Coach, Speaker and the founder and operator of Scripts & Beyond, LLC - a medication review and consulting company and Reflections Coaching & Consulting, LLC. Dr. Hodge has a passion for helping people manage their health, medications and live a well-balanced life. Connect with Dr. Hodge on Facebook and Instagram @drlesliehodge or visit [www.drlesliehodge.com](http://www.drlesliehodge.com).*



# THE SUPERWOMAN WITHIN

*By Deborah Risper*

Happy 2019 Loves!

It's a New Year which means you have been given a fresh wind and 365 days to get all that has been designed for you to get. I hope that the holidays has allowed you a time of reflection and to really discover your WHY when it comes to your personal life and business. I know the gifts are most times awesome and intriguing but the greatest gift you can give yourself is permission to be greater each year. 2019 I believe was setup for all women who want to win to do just that!

A Superwoman that I have had the pleasure of meeting is Diane Pearson Parker who is the proud C.E.O of Heels With Power. Behind the names lies a story that shows the true Superwoman Diane is.

#### **What does the brand "Heels With Power" stand for?**

**Diane:** There's more power in pain than we think and purpose in every painful step. Heels With Power is about walking tall in victory in the face of any adversity with dignity, respect and Faith in God. The most important pieces of our wardrobe is not what's hanging in our closet, it's what we're clothed in on the inside; our moral strength and our Godly character that show up in the midst of adversity.

#### **When it comes to the word Superwoman, how do you fit into this position?**

**Diane:** I have never thought of myself as a Superwoman so this is a hard one. I'm just an everyday woman who learned there was purpose in my pain and then discovered the necessary steps to find out what it was. Some say I've got that bulldog tenacity because of how I rebounded from a devastating period of betrayal and addiction. Others say I have a fierce unstoppable constitution



because of how I faced my worst fears and fought for my deliverance. But I say I'm just a humble woman who's dedicated her life for the single purpose of pleasing God in and through anything life throws at me. I knew that this meant eliminating the excuses, stop blaming others and taking an honest inward look at who I really was not who I was pretending to be.

#### **How does Heels With Power bring out the Superwoman in the women after they read your book?**

**Diane:** Heels With Power is chock full of valuable tools to help its readers rise from the ashes and stand strong no matter what they may be facing. It first encourages the reader to take an honest inward look and allow the love of God to pierce through their pain. It is an uncomfortable first step but after that it will fill the reader with hope and inspiration. The book will empower the reader to love big, stand strong, trust God and live their best life.

#### **What message of encouragement can you leave for someone who is juggling life situations and business?**

**Diane:** First of all, take care of yourself! Seriously... give yourself permission to take a break allow yourself time to rest, reset, regroup and recharge. Then assess where you are and be honest about it. You may not like what you see and learn but there's purpose in every

tear, every step and every pain. Instead of resisting, allow God to guide you in the process.

#### **Meet Diane**

*Diane Parker is an award winning Author of Heels With Power, a book about her personal journey through spousal betrayal and addiction. Her personal and professional experience qualifies her to share what it takes to come out on the other side with victory. She is a Christian counselor & mentor, an ordained Minister of Pastoral Care, a teacher and an inspirational speaker. She is a member of the American Association of Christian Counselors and the Addiction & Recovery Network. As the founder of Power To Conquer Ministries, her mission focuses on inspiration and restoration as well as power and strength. She has dedicated her life to helping others experience the unconditional love and healing power of God and thereby finding wholeness in Christ. She resides in Orlando, FL where she serves as one of the assistant pastors at a local church.*

#### **Connect with Diane via Social Media!**

**Facebook:** Diane Denise Parker

**Instagram:** heelswithpowerr

**Want to learn more from the writer**

**Deborah & follow her journey?**

**Website:** [deborahrisper.com](http://deborahrisper.com)

**Facebook:** Deborah RisperThe Official Page

**Instagram:** @thehustlhernation

**Twitter:** @thehustlhernation

**Business Community:** The HustlHer Nation via Facebook



# *Killing it with Coach Sherilyn*

.....  
**COACH SHERILYN**

product. I knew that I would need to call on all of the 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

**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)



# SACRED SISTERHOOD UNPLUGGED

## VISION, VALUES, VULNERABILITY

By Dr. Deena Brown

*Sometimes you'll laugh*  
*Sometimes you'll cry*  
*Life never tells us, the when's or why's*  
*When you've got friends, to wish you well*  
*You'll find your point when*  
*You will exhale*  
*Whitney Houston (Exhale, Shoop Shoop)*

If anything can touch our soul and shake our spirits it's good music, BUT, if you want to experience a shift and TRANSFORM your life then meet Dr. Vikki Johnson. Dr. Johnson is a visionary, author, mentor,

and thought provoking speaker whose audiences leave transformed, inspired, and hopeful.

**Dr. Deena: What is your biggest challenge?**

**Dr. Vikki Johnson:** My biggest challenge has been trusting that everything that I've been assigned to do in the earth as it relates to my purpose will have the full infrastructural support it needs to thrive. I'm a team player. I have people asking if they can support me all the time but my biggest challenge is delegating. The challenge is letting go of things that I know I'm called to do and



putting that responsibility into the hands of somebody else. I know in order to grow I have to trust other people and so my biggest challenge has been and is delegating responsibility to other people as it relates to my assignment, my calling. “The really expert riders of horses let the horse know immediately who is in control, but then they guide the horse with loose reins and very seldom use the spurs.” Sandra Day O’Connor

**Dr. Deena: What is your greatest achievement?**

**Dr. Vikki Johnson:** My greatest achievement hands down is my daughter. She’s 25 years old and being her mother is my greatest achievement. I’m so proud of her and she is the main reason that I do all that I do. The work that I do with women via Sacred Sisterhood and my brand Soul Sacred Sisterhood Unplugged Dr.

Deena C. Brown Wealth those are bonuses. I want to continue blazing a trail and being an example, a role model for her. “The question isn’t who’s going to let me; it’s who is going to stop me.” Ayn Rand

**Dr. Deena: What advice do you have for up and coming entrepreneurial women?**

**Dr. Vikki Johnson:** My advice is to be true to who you are in other words be authentic. Don’t compare, don’t compete only refer to what other people are doing for inspiration and motivation. My advice to young women is to be true to yourself. Live your life unapologetically. “I’m very clear that I’m a bridge for others in the marketplace. Relational equity is everything in business and life. However, before one can maximize on the connections and benefit from the highest good, it’s imperative that each person ‘do the work’ of personal growth and spiritual development.”  
Dr. Vikki Johnson

**Dr. Deena: What is your legacy?**

**Dr. Vikki Johnson:** My legacy for other women is Soul Wealth. Soul Wealth was birthed out of the process of getting ready to do a TED talk on The Power of Sacred Sisterhood. The Power of Sacred Sisterhood is when women connect, collaborate and create community thus manifesting Soul Wealth.

**Soul Wealth has five tenets:**

- Vision
- Compassion
- Authenticity
- Abundance
- Legacy

Soul Wealth is what I teach. Soul Wealth is who I am. Soul Wealth is my legacy. However, the five tenets of Soul Wealth must manifest in my life 1st before I am able to share those with another sister. When I impart Soul Wealth into other women it provides an opportunity for them to pay it forward. My legacy is also not just for other women but for my daughter, my nieces, and nephews.

Sacred Sisterhood Unplugged Dr. Deena C. Brown  
“Life is 10% what happens to you and 90% how you react. Refuse to marinate on the circumstances of



a situation but instead draw out the richness of the possibilities that lie on the other side of fear.”

Dr. Deena C. Brown

**Dr. Deena: Define success**

**Dr. Vikki Johnson:** Peace. I’ve accomplished many things I have an amazing rolodex of relationships none of that means anything if I don’t have peace. Success for me is living a life full of peace. Success is being as peaceful as I can with other people and allowing peace to guide me through the rest of my life.

**Website:** <https://www.vikkijohnson.com>

**Instagram:** @allthingsvikki

*Dr. Deena C. Brown is a best-selling author, speaker, and certified John Maxwell Transformational Leadership Coach. Dr. Brown is the founder of The LeaderShift*

*Movement™ for professional women who are ready to Shift to I CAN, I WILL, I DID by embracing the power of I AM.*

**Instagram @Lead\_Her\_Shift FB:  
@theleadershiftmovement**

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*“I’m very clear that I’m a bridge for others in the marketplace. Relational equity is everything in business and life.*

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# Why Should You Read The Butterfly Bride



My heroines are brave women. They often find themselves at a crossroads, a choice with dire consequences. If all goes well, these women will have the life they believe God has ordained for them. If things go wrong, they lose everything—all they've worked for, even their soul. In my latest novel, *The Butterfly Bride*, Frederica Burghley is the illegitimate daughter of the Duke of Simone. Because of her black mother, the duke's mistress, Frederica is never fully accepted. She lives her life on a tightrope, balancing among the slights and hoping to please others. She is trying to be perfect, trying to never be thought of as her mother. Frederica is at a crossroads. How can she be perfect and live up to her calling of helping others, of caring for her friends, when she constantly

has a cloud of suspicion hanging about her? When she learns to accept herself as she was made, a Proverbs 31 type woman, she finds the freedom to love and to be loved.

A good read has everything--humor, romance, and maybe a little mystery with noble lead characters. The best reads have something deeper--a take away to enrich my life. It may be a moment of fun, minutes of being carefree, or those deeper thoughts that penetrate and change me forever.

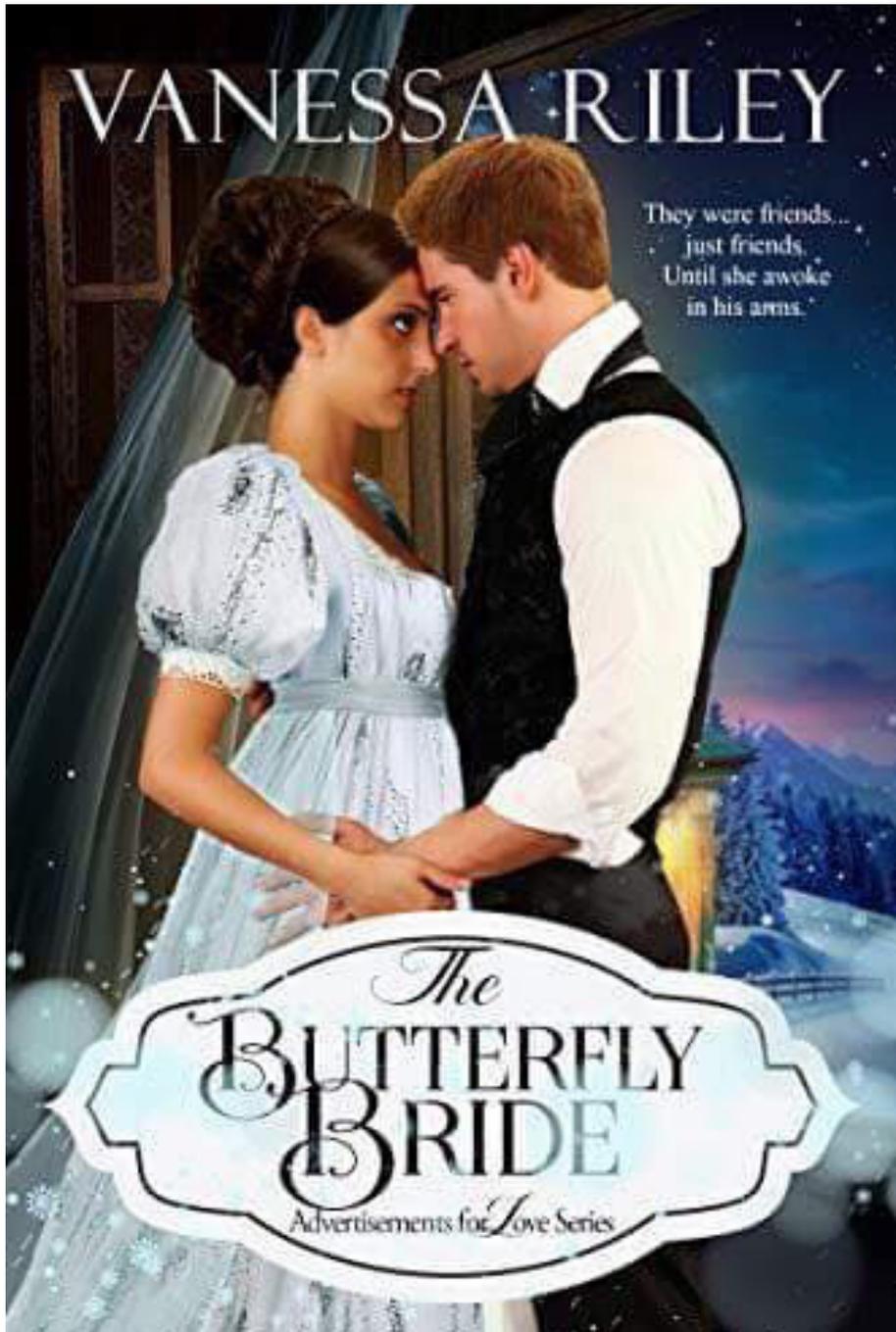
#### Butterfly Bride Book Blurb

Frederica Burghley wants to be married by Yuletide. Or else her father will set her up with one of his friends. The bonbon-loving illegitimate daughter of the duke wants to choose her own husband. Advertising in the newspaper seems like the way to go. But a sinister response, with threats against her life, leads her to enlist the help of her very handsome, dear friend Jasper Fitzwilliam, Lord Hartwell.

A father and widower, Jasper is not only tasked with keeping Frederica safe but also with helping his vibrant friend choose a suitable husband. The more he tries to keep the eversurprising woman alive and find her a good match, the more Jasper realizes he cares for her. The two friends risk their lives for each other, so they should be able to risk their feelings for a chance at a deep and true love together. But he's not looking for marriage and she's not looking for convenience.

#### About Vanessa Riley

*Vanessa Riley writes Regency and Historical Romances of dazzling multicultural communities with powerful persons of color. Vanessa writes for historical romance readers who admire and acquire books that showcase women who find joy in sweeping kisses and strong sisterhoods.*



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*My heroines are brave women. They often find themselves at a crossroads, a choice with dire consequences. If all goes well, these women will have the life they believe God has ordained for them.*

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*Even in the darkness, she promises to give you laughs and to show you how light always prevails and how love always, always wins.*

*Vanessa juggles mothering a teen, cooking for her military-man husband, and speaking at women's and STEM events. She's known for her sweeping romances and humorous delivery of poignant truths. You can catch her writing from the comfort of her southern porch with a cup of Earl Grey tea.*

**You can find her at:**  
[www.vanessariley.com](http://www.vanessariley.com)

[www.facebook.com/VanessaRileyAuthor](https://www.facebook.com/VanessaRileyAuthor)  
[www.twitter.com/VanessaRiley](https://www.twitter.com/VanessaRiley)  
[www.youtube.com/regencymaid](https://www.youtube.com/regencymaid)  
[www.instagram.com/govanessariley](https://www.instagram.com/govanessariley)

**Sign up for her newsletter to get access to free stories, giveaways, and more at: [www.VanessaRiley.com](http://www.VanessaRiley.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

# INTRODUCING DR. MARSIE

Dr. Marsie is a Women's Self-Care Expert, Clinical Pharmacist, Certified Integrative Nutrition Health Coach, International Speaker and Author. Dr. Marsie founded both EdLyn Essentials and Healthy and Happy Coaching because of her passion to help women not just live, but THRIVE!

**Q: How would you describe your brand of leadership and coaching?**

**A:** As a healthcare professional and certified integrative nutrition health coach my super power is creating a safe space for women to remove their superwoman armor so they can focus on integrating healthy lifestyle changes that last. So many of my clients are in service to so many people, places and things so my coaching programs are designed to be of service to them! I am the person that is caring for them while they are caring for their family and their business.



*By LaSheera Lee*

**Q: What is your ultimate goal(s)for your clients?**

**A:** My ultimate goal is to dismantle the “superwoman” syndrome that most of us try to live up to in our lives and in our minds. Superwoman is not real. Even in her fictional life, superwoman did not have to juggle family, career, managing a house with trying to find the time for self care. These unrealistic expectations are detrimental to our health, our relationships and our careers. My clients come to me when they are struggling to release unwanted weight, have low energy and focus and are feeling overwhelmed by life and are ready to accept that self care is the missing piece they are looking for!

**Q: You have an aura of light that surrounds you. How does your demeanor assist your clients?**

**A:** Awe! Thank you for what I call “verbal love!” You actually hit the nail on the head because that’s exactly what I encourage my clients to pour on themselves everyday. Verbal Love! As women we give so much encouragement and positivity to the people in our lives but we often neglect to pour this ‘verbal love” on ourselves! The practice of self care allows you to give your mind, body and spirit what it needs so that you can be the best for yourself and the people, places and things you love. It’s not about perfection. The key is authenticity.

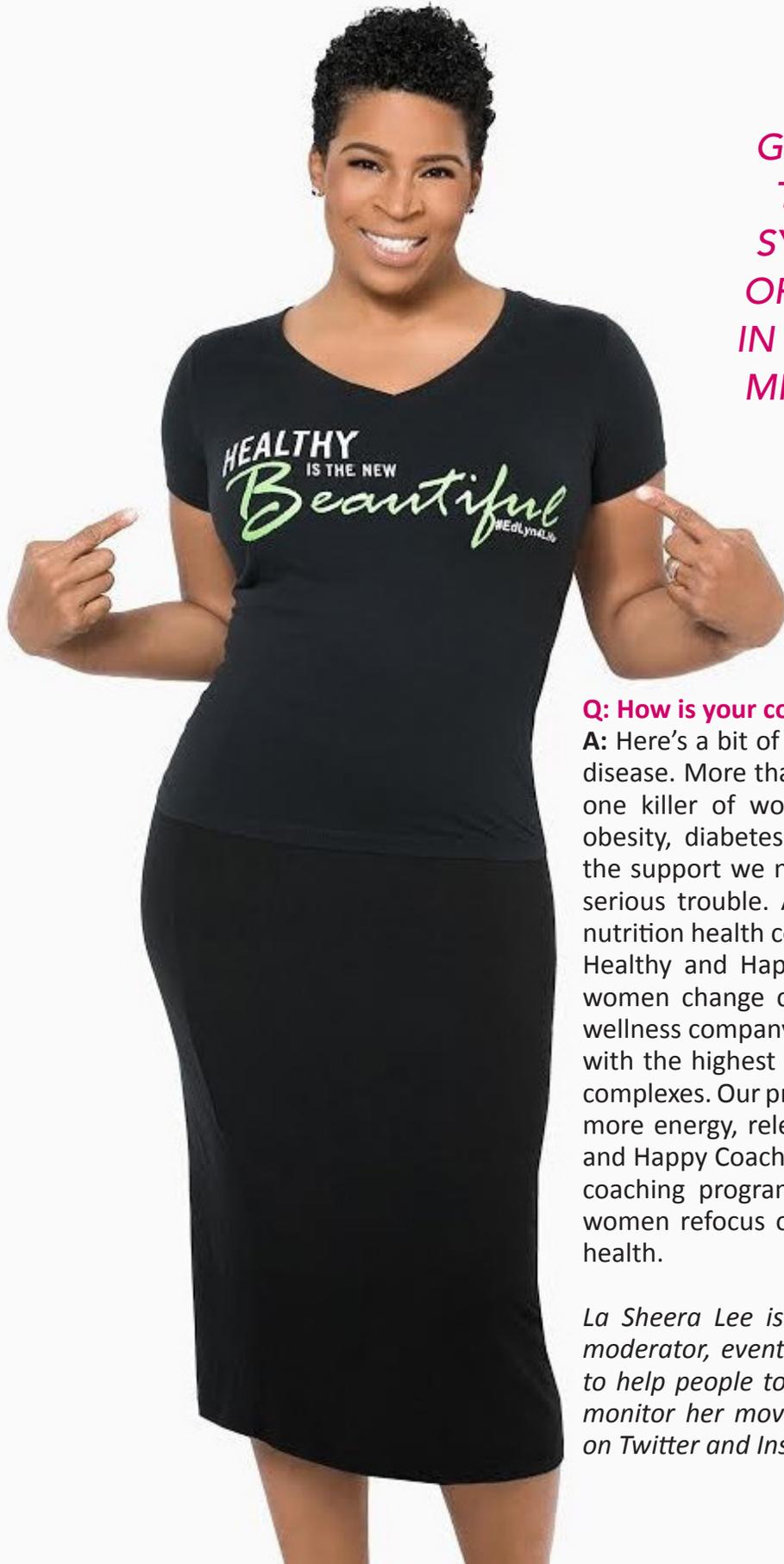
**Q: What is your definition of self-care? Why do you feel it is important for women to practice self-care?**

**A:** The beauty about self care is that is it as personal as our fingerprint.. Finding their own personal definition of self care is something I work very closely with my clients on. It’s not as easy as many women think. Don’t believe me? Well, how would you answer this question “What do you do for self care?” If your answer included, “Get my hair and nails done”or “Take a girls trips every year” then we have work to do! What if I told you that you could have DAILY self care?! You don’t have to substitute basic grooming for what could be a meaningful experience that feeds your mind, body and soul.

**Here are some simple steps to enjoying the bliss of daily self care starts with three simple steps:**

- **EMBRACE:** The key to embracing self care starts with you accepting that you deserve it!
- **COMMIT:** Committing to the practice of self care is a fun way to discovering what makes you happy and what gets you healthy
- **TEAM UP!** Don’t try to conquer this uphill battle alone.





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MY ULTIMATE GOAL IS TO DISMANTLE THE “SUPERWOMAN” SYNDROME THAT MOST OF US TRY TO LIVE UP TO IN OUR LIVES AND IN OUR MINDS. SUPERWOMAN IS NOT REAL.

”

**Q: How is your company transforming lives?**

**A:** Here’s a bit of sad news...1 in 3 women die from heart disease. More than all cancers combined. It’s the number one killer of women. When you add the statistics for obesity, diabetes and depression it’s clear that without the support we need, the future of women’s health is in serious trouble. As a clinical pharmacist and integrative nutrition health coach my companies, Edlyn Essentials and Healthy and Happy Coaching are committed to helping women change course. Edlyn Essentials is a health and wellness company that creates dietary supplements made with the highest quality of vitamins, minerals and herbal complexes. Our products are designed to help women have more energy, release weight and increase focus. Healthy and Happy Coaching is a boutique wellness company with coaching programs that are perfectly designed to help women refocus on their mental, emotional and physical health.

*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*

# THE REAL SUPERWOMAN

## LADY JOAN GOOD WRIGHT



When you think of a modern-day Superwoman, the first mover and shaker that should cross your mind is, Joan Wright-Good, an International speaker, preacher, coach, best-selling author, award-winning CEO, mother, and wife. Joan just completed an international tour called the, “Good Life Tour,” where she and her husband trained entrepreneurs in business and relationship building. In August, she is being honored as a Global leader for her philanthropy work by Wheatle Peart. How does she do it all? Here are some of the ingredients to her secret sauce of success.

**TAMIKA:** When you were younger, did you see yourself with the titles that you currently have behind your name?

**JOAN:** Absolutely not! When I was younger, I told my teacher that I was going to be an ambassador and I had no idea what I was saying or what that meant. As I grew older I understood that it was the Holy Spirit letting me know that that is what I would become.

By Tamika Hall

**TAMIKA:** In some ways it seems like we are all ambassadors for Christ. How does someone know what they are called to do?

**JOAN:** Eve was called Adam's "Suitable Help." What is Suitable? We have to get to the place where we are the Suitable Called of God. So, whatever He called you to do, then you have to be that – like Nike, you just got to do it. In one area you may be a speaker, but He may uproot you and send you somewhere else to be an evangelist. You may be a doctor to hurting women somewhere else, so, that is what it means to be an ambassador.

**TAMIKA:** As an award-winning CEO and ordained Minister what are your thoughts on the power of the spoken word?

**JOAN:** You win and lose battles by the words you say. I use the power of the Word in my everyday life. For example, I don't talk about haters because I believe that what we do is set up a platform that attracts haters. Words are very important and influential. When you put something in the atmosphere, they keep you accountable. Even if no one is around, the Holy Spirit is always present and will remind you.

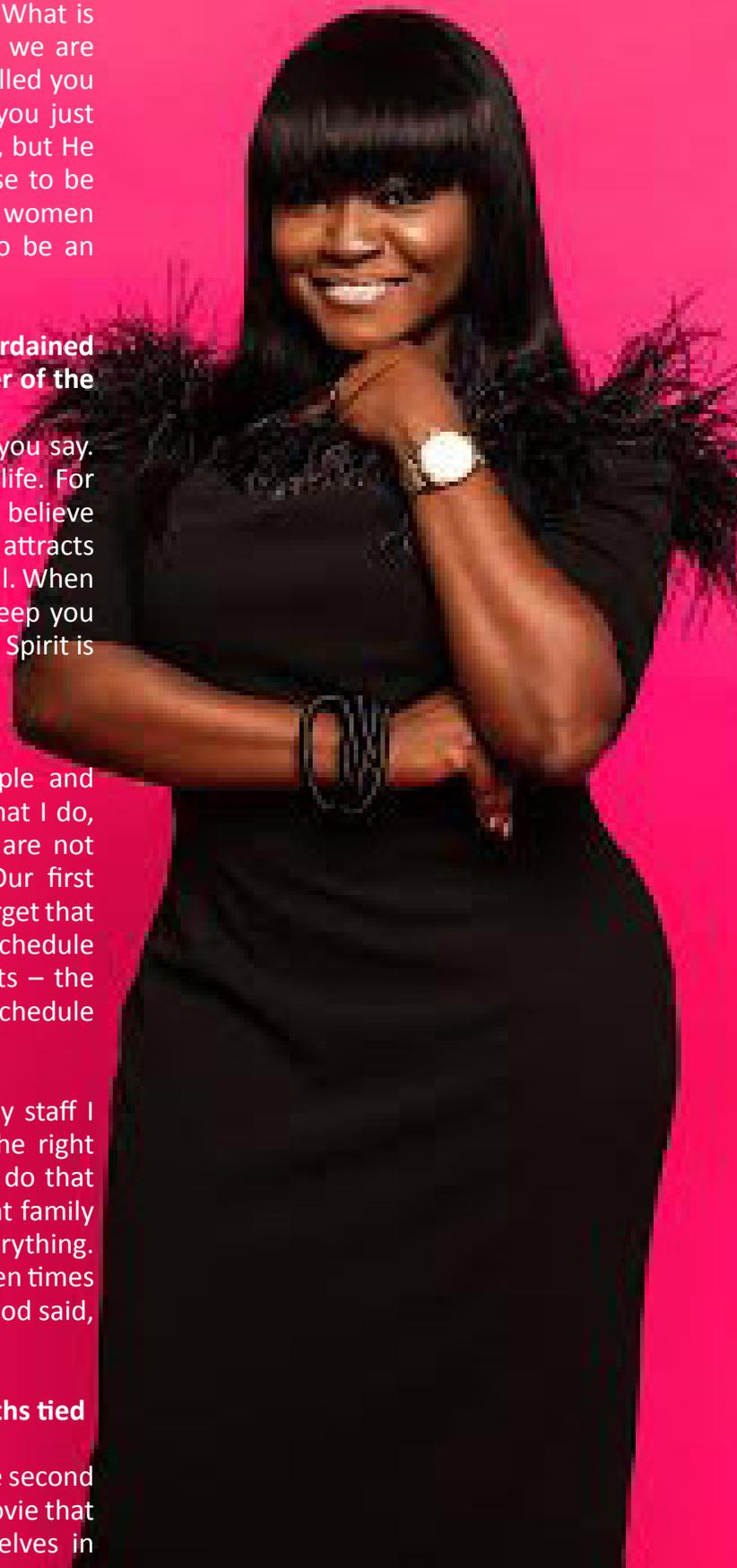
**TAMIKA:** How do you balance everything?

**JOAN:** Let's get natural now. It's pretty simple and old school - I keep a schedule of everything that I do, including a schedule for my husband. If you are not intentional things can fall by the wayside. Our first ministry should be our home. Sometimes we forget that our husbands should be our heroes too. We schedule date night, traveling, etc. I schedule my clients – the number of calls I'm going to take, etc. Also, a schedule for ministry.

Also, when I give something to be done to my staff I don't micro manage. It's important to hire the right people to do the right job because when you do that you don't have to micro manage. I have a great family support and of course prayer. I pray about everything. I've made mistakes in the past so there have been times when great contracts have come my way and God said, "no," and I turned it down.

**TAMIKA:** What are some of the unhealthy myths tied to being a super woman?

**JOAN:** That we can do it all is the first myth. The second is that we don't need help. Every super hero movie that you watch, the superhero has gotten themselves in



some of trouble and they always have to call for backup. I've heard a lot of people say, "I'm self-made," no, Baby, you're not. There's no such thing as a self-made millionaire. Yes, you may have thought of an idea that

God gave you. Another myth that we tell ourselves is that we need a tribe. We don't necessarily need a tribe. You need about three people in your corner. You need a Pusher to push you into your purpose and your destiny, you need a Puller to pull you along when you start doubting yourself, and a Partner who will stand beside you, stand in the gap for you and shield you as the superhero.

**TAMIKA: In your book, 'From Brokenness to Victory' and "YOU are Different for a Reason – Maximize Your Difference" you share your testimony of brutal sexual abuse, domestic abuse, and homelessness, talk to us about overcoming rejection**

**JOAN:** I grew up in a broken home, was a teenage mother, high school dropout, homeless and meandering through life. Later, I sent myself back to school, earned multiple degree, and now am the CEO of several companies: Business Startup & Marketing Solutions, JWG Publishing and the Joan Wright Good Collection. At one point I was married to someone in ministry who beat me with a metal award and I thought I was going to die – But God! After that I took a deep look at my life to figure out why I kept getting into the same types of relationships and was unfulfilled. I realized that a lot of what I was doing was for God, but not with God. Once I gave God control, he placed the man of my dreams in my life and my companies began to flourish.

**TAMIKA: What advice would you give to women who feel like they're floundering? They want to walk in their greatness, but they don't know how to get there?**

**JOAN:** First of all, you have to make sure that you're called to do what you're doing. Make sure that you're in God's time. Work on building good credit. We also



always have to find out who our pusher, puller, and partner is – the wrong attachment will kill your dreams.

**Find Joan Wright-Good:**

**www.joanwrightgood.com**

**Instagram:** [twitter.com/joanwrightgood](https://twitter.com/joanwrightgood) **(this should be instagram)**

**Twitter:** [twitter.com/joanwrightgood](https://twitter.com/joanwrightgood)

**Facebook:** [www.facebook.com/joanwrightgood](https://www.facebook.com/joanwrightgood)



# MEET COACH ELAINE

**Elaine Williams**

**Founder: EMWfitness, V.I.B.E method  
Oakland, California**

**How long have you been in this line of business?**

**EW:** Since 1985 as an athlete and since 2004 as a professional fitness trainer/coach

**Why did you select this particular field/industry to do business in?**

**EW:** First, I have to acknowledge all the ancestors, especially women who have come before me in sports & fitness. Without their strong, courageous spirit and the risks they took to participate in sports and fitness through gender & race barriers, I would not have the privilege to “select” this industry.

The moment that changed the course of my life and propelled me into this business happened when doctors said I needed emergency back surgery, and I chose NOT to have surgery. Instead, I applied holistic exercise, nutrition and lifestyle principles from the

CHEK institute to heal my spine, quit a fulltime employee position & started my entrepreneurial journey.

Although I have degrees, skills & experience from other industries, I select fitness, because I believe a great awakening is happening in the fitness industry, and I desire to be at the forefront. I believe more fitness trainers are expanding their education into personal development & higher consciousness training. This expansion will result in us seeing and hearing more fitness professionals creating programs for and communicating the value of healing and building our mental and emotional muscles, to match the vibe of external beauty and strength so often desired.

**How did you decide upon your company name?**

**EW:** EMWfitness represents the union of my personal life story and my professional commitment. EMW are my initials, and fitness is the playground for my soul. I am committed to being in partnership with fitness forever & allowing my business to evolve in ways, so I

can learn, grow, and participate in the evolution of the consciousness in this industry.

### **What makes you and your business different from other similar businesses?**

**EW:** What makes my business unique comes from my experience as a personal trainer, a spiritual counselor, coupled with my knowledge of mental science, and higher consciousness. Many people seek body transformations; however, the mental/emotional attitude of one's body is often buried deeply in limiting beliefs, and subsequently a mismatch exists, between how their body looks, and how they feel about their body.

I have created something that will bring both worlds together, and that is what I call, the "V.I.B.E" method. It stands for, Vision, Inner-game, Build and Embody. Applying these four steps to your fitness is a game changer, even life changing for some. It's the very first thing I train my clients in, so we can create an energetic vibe that supports healthy harmony for the inner and outer experience of their fitness journey.

I believe I am creating a new language in fitness. One that gives voice to the body, and invites people into conversations with their body, so they can truly respect and honor what their body needs, rather than use the old paradigm of domination, control, and power over their body.

### **What has been the greatest challenge (one that nearly made you want to give up) that you have faced since starting in this business and how you have overcome it?**

**EW:** The greatest challenge I faced, was accepting that the healing work I accomplished on disability to avoid surgery and reclaim proper function of my spine, was more important to me than returning to a lifestyle & work environment that was harmful to my body's health & healing. So, I risked everything I had worked for as an employee, up to that point, "the lifestyle" and all the material success, I let it all go, so my body's healing was my #1 priority, and the decision to GO full-time, self-employed was activated. I would never have considered taking the first step if it wasn't for the back injury and my experience of healing my back on disability. Therefore, I'm grateful that the greatest challenge became my greatest opportunity!

### **Who are some of the people that have inspired you**

### **along this journey and how?**

**EW:** Rev. Angel Kyodo inspires me to think of the lifestyle I want, and then build a business to create that. Lisa Nichols' "No matter what" philosophy inspires me to embody the expression of my legacy as a voice for the body, forever changing how we think and feel about our relationship with fitness. Debbie Burns inspires me to keep saying, "HELL YES!" to my soul song, which sparked the V.I.B.E method private coaching program to come alive. Paul Chek, inspired me to apply the holistic health & fitness principles I needed to heal & live in harmony with my body.

### **What is a quote or scripture that motivates you and why?**

**EW:** "My body hears every word I say." This reminds me of the importance of communicating with my body in a way that sends love to every cell and tissue, supporting an environment of healing & harmony.

### **What's next on the horizon for your business in Q1 and Q2 2019?**

**EW:** Open the doors wide open for VIBE method 1:1 coaching and group coaching, to spread the message that fitness doesn't have to be hard, painful, or complicated. It can be graceful, fun, and lighthearted if you choose to create that VIBE.

### **What advice would you offer another woman beginning her entrepreneurial journey?**

**EW:** "Your body is your business." LISTEN to what your body needs, invest in your body's needs, and allow it to work for you, so you have a harmonious home to live in, every day of your life!

### **Where can people find more information about you? [www.emwfitness.com](http://www.emwfitness.com)**

**FB:** @CoachElaine

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**IG:** @vibemethod

*Jacqueline Miller is an international bestselling author, speaker, and certified life coach. She's an expert in empowering high-achieving women to excel in their lives. 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 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.jacquelinemiller.com](http://www.jacquelinemiller.com)*

# Dr. Marina Kostina, Best Selling Author, Life Purpose & Business Mentor



by Tamara Knighten

## What is your business?

**MK:** I am a Life and Business Fulfillment Coach and I help people move from their stagnant life to a ravenous life and business. I have several services that are all dedicated to that purpose: Energy Scan, where I have a state-of-the-art technology developed by scientists that scan your entire energy. The scan sees the energy you are projected on the computer and find where you have stagnation. It also includes a healing Reiki session which is a healing energy session. I also have two online coaching courses: "Find The G-Spot of Your Soul", which is also the name of my book. It allows you to find your purpose and unblock certain things that keep you away from feeling joyful, passionate and sexy in life. The second course is called, "Find The G-Spot of Your Business", which helps you come up with an idea of your business that is completely aligned with who you are. My book, "Find The G-Spot of Your Soul" shows how our sexual, spiritual and creative energy comes from the same source. The "G-Spot" is a metaphor, which stands for "Gifts".

## What inspired you to start your business?

**MK:** I struggled a lot in my life with self-esteem issues, so no matter how much I achieved in life, all of my achievements were outward so I was disconnected. Society was killing my passion...I should not do this or do that, this is not appropriate...all these labels. I had been disconnected from my core soul, my passion and my joy so I was seeking

outward accomplishments and they did not give me happiness. It seemed that I was forcing events but the second I relaxed, it flowed. I found myself married late and was very happy and proud that I finally got somebody to marry and then 5 years ago, I found myself going through a divorce, being homeless and sleeping in the studio on the floor before Zumba class, rolling my mat before the students would come so that no one knew I was there. I felt that this beautiful experience that was very difficult for me, pushed me close to my life's purpose and I started helping women get connected with their joy, passion and sexuality and through that find their spirituality and life purpose.

## What is your most rewarding achievement?

**MK:** I had a client who was diagnosed with bi-polar depression and was on drugs for 13 years. She came to one of my courses. Afterwards, she got off all the drugs, went to the doctor and the doctor even said "oh my goodness, I think we misdiagnosed you". One day she was standing outside and she turned to her husband and said "oh my God, look at this beautiful Cherry tree". He turned to her and said, "honey, this Cherry tree has been here for 13 years". That summarizes my biggest accomplishment.

## How do you create work/life balance?

I made everything that I love a part of my routine. That's what I help women to do. We have an assignment to make a 'Calendar of Strengths'. This is a calendar of things that make you happy. It's your conscious choice of choosing things that make you strong. I have my own calendar and my own discipline of choosing to do things that make me happy, joyful and connect to my feminine energy. I had to say "NO" to many things, my diet is super clean, I had to say no to alcohol, gossip...things that just don't work for me. You lose a lot of people, but you gain other quality relationships that you could not even imagine.

## What advice can you give women entrepreneurs?

**MK:** Don't try to imitate other people's success. Connect with yourself and connect with your PLEASURE! Whatever doesn't feel like pleasure, DON'T DO IT! If it feels good, then you can get excited and inspire other people. Find what is your biggest pain and pleasure in your life and when you find those two, you understand that your life's purpose.

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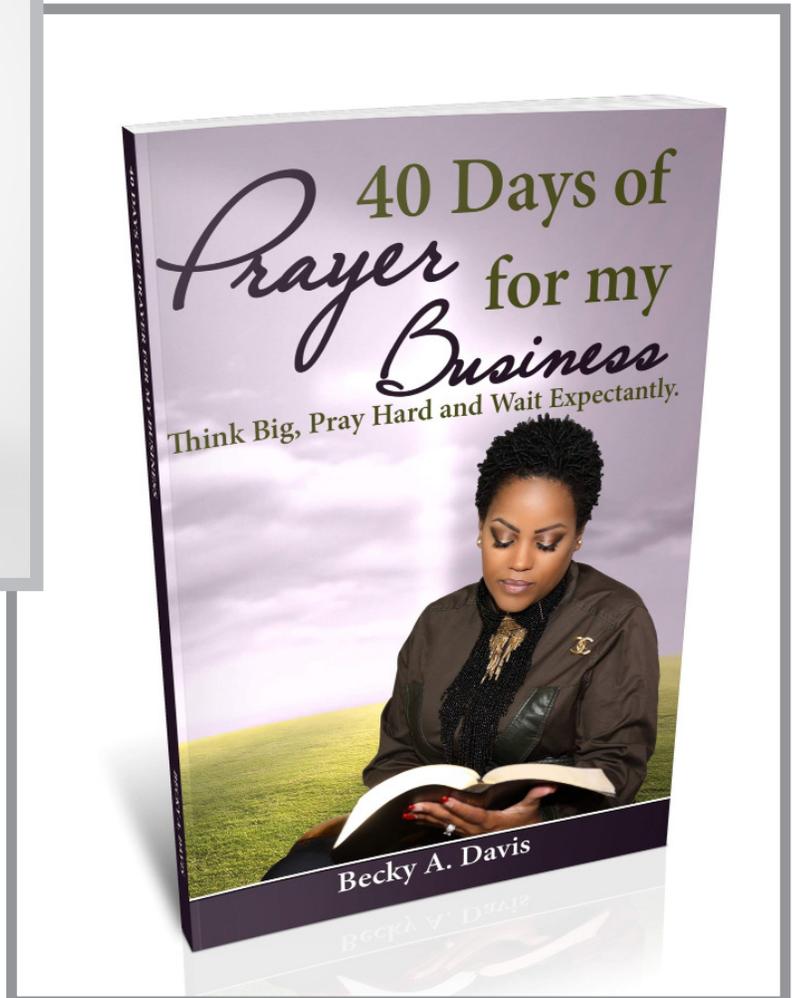
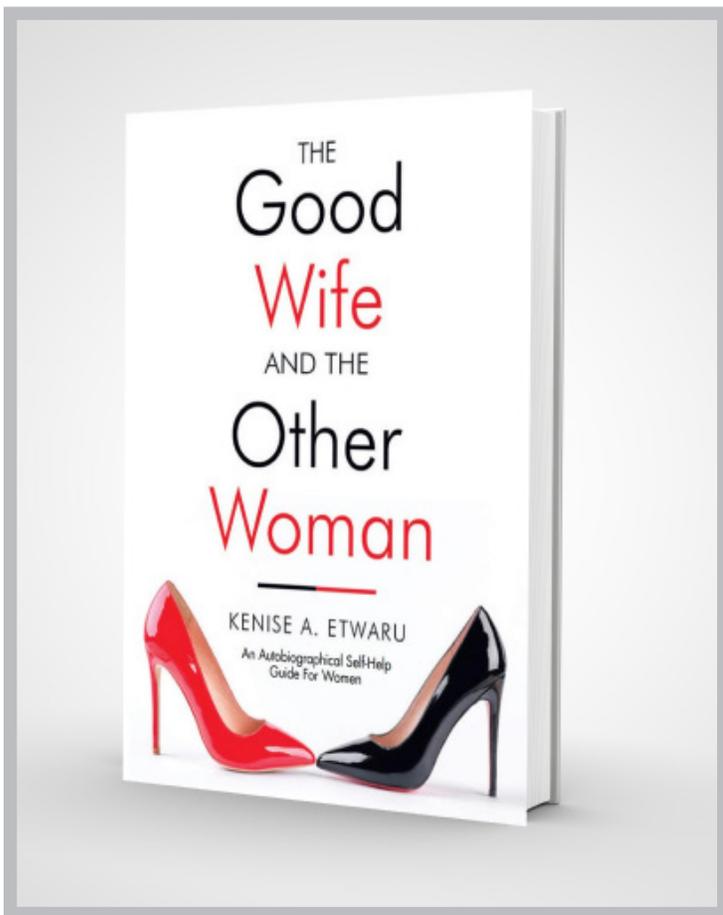
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