



SUCCESS SISTERS

MAGAZINE

**THE BIG
50**

**Top
Entrepreneurs
to watch
in 2021!**

**DO'S &
DON'T
to Social
Media**

**YOUR MONEY
MATTERS!**

**What your business
should look out
for in 2021**

THE FUTURE OF BUSINESS

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LETTER FROM THE EDITOR



Jordi Bostock, CEO & Chief Editor
Success Sisters Magazine

The Future is Now

2020 has been an unprecedented year for all of us. The arrival of Covid 19 has compelled the world to pivot, shift and adjust in ways we hadn't anticipated. Regardless of the relentless challenges that we've had to face, we still emerge into 2021 victorious!

With that thought in mind, I'm led to share the intentions behind my cover design. It was inspired by the American World War II We Can Do It wartime poster by Norman Rockwell. During that time, the We Can Do It poster was used as an inspiration for



women to boost worker morale. I must preface the fact that I'm not a feminist but like many of you, I am an entrepreneur. As a businesswoman, with the help of God, family, friends and good ole fashioned determination, we too can roll up our sleeves and get through this.

Getting through this could mean different things to different people. It could mean closing your brick-and-mortar business to reopening it online. It could be creating an entirely different business endeavor. Perhaps, this is the time for you to cash in your chips and retire to enjoy the

fruits of your labor. However it goes, you have the opportunity to choose to view your future through a new lens.

Which leads me to the glasses and the robotic arm. I chose the futuristic glasses and the virtual charts to show how we need to be innovative in our future projections and how we perceive what's before us when it comes to money & business. Technology is here and more than likely, it's here to stay! No longer do we have the luxury of being intimidated and overtaken with the fear of it. You must change or be left behind. That's the hard truth.

In the We Can Do It poster, the woman had muscles. Today, we're not trying to rely on brute strength, be men or show how we can be just like them, that's so yesterday (if ever)! I made the arm robotic to show how we must get stronger with working digitally if we are to have a competitive edge. Social media, podcast, videos, working from home are all virtual components that are not going away, it's officially our new normal. If you're smart, you'll learn how to leverage all of it!

In this special edition of Success Sisters, I pray that you become inspired by the Success Sisters Big 50 Entrepreneur Women to Watch in 2021. Most of these amazing women have embraced the digital world, are pioneers, visionaries making incredible strides in business. Others are incredible newbie entrepreneurs taking the leap of faith during a pandemic.

2021 is here and the future of business is now, so I suggest you roll up your sleeves, put your glasses on and get ready for takeoff!

5 Small Business Trends for 2021

If 2020 was a year of disruption and transition for small businesses, 2021 will be a year of continued evolution. To help you prepare, we talked with a handful of business experts about what to expect in the coming year.

Here are six business trends and changes to look out for:



1 Remote work will be the new normal

The number of remote workers around the world has been steadily growing for years, but 2020 saw a steep increase. Currently, 42% of the U.S. workforce works from home full time, according to a 2020 report from Stanford University.

“I see a permanent move toward online and remote work,” said Michelle Diamond, the CEO of Elevate Diamond Strategy, an advisory firm that helps companies with growth strategy and execution.

“Many businesses have figured out how to run their companies successfully in this new paradigm. And because of this, the model will remain after COVID-19 and beyond.”

Remote work can be challenging when it comes to collaboration and communication, but the majority of remote workers appreciate the flexibility working from home provides. Plus, remote work means fewer overhead costs. Without an office space to pay for, you could build up your company savings or reinvest money back into your business by upgrading your software or increasing your digital marketing.

2 Digitization will accelerate

Many businesses were forced to digitize their operations and services this year to accommodate customers, but the bar will be even higher in 2021.

“Pivoting online is no longer just a good idea—it’s quite literally essential,” said Jeremy Moser, marketing expert and co-founder of uSERP, a company that helps businesses get brand mentions and backlinks.

Not only do customers expect businesses to have a greater online presence in 2021, they also expect a seamless digital experience. Sixty-eight percent of customers surveyed in Salesforce’s State of the Connected Customer report said COVID-19 raised their expectations for business’s digital capabilities. That’s especially true for millennials and Gen-Zers, the majority of whom prioritize convenience over brand, according to the report.

To create a convenient experience for your customers in 2021, it’s crucial to operate with a digital-first mentality and provide options. Depending on your business and industry, you could:

- Offer mobile ordering and contactless delivery
- Offer in-store and curbside pickup
- Add a customer service chatbot to your website
- Build an ecommerce platform for your products
- Expand in-person payment options to include digital wallets like ApplePay
- Offer virtual services
- Create a mobile-friendly website
- Develop an app for your business
- Create a self-service account portal
- Add an online scheduling system to your business’s website
- Expand customer service assistance beyond phone calls

3 Empathy is the gold standard

After the stress and uncertainty of 2020, customers are looking for more than just quality products and services from businesses—they're looking for compassion and empathy.

"If your brand lacks empathy, vision, and purpose, consumers won't resonate with your goals, and will actively look for competitors," said Moser.

In fact, customers are four times more likely to buy from and recommend a business that has a strong, identifiable purpose, according to The 2020 Zeno Strength of Purpose study. A business's purpose includes its core values, business practices, customer service philosophy, and support for social causes.

To build trust with customers and create brand loyalty, you have to connect with their minds and hearts, Diamond said. "Customer connection is the only way businesses of the future will both survive and thrive."

Forging that connection means demonstrating empathy, and demonstrating empathy comes down to addressing your customers' needs and fears. To do that, you may have to tailor your products or services, reexamine your customer service policies, or use a more compassionate voice in your marketing materials.

4 Financial focus will shift from growth to profitability

As businesses recover from revenue losses and budget cuts in 2020, many business owners will take a more conservative approach to their financials in 2021.

"In previous years, much of my work with clients was centered on growth initiatives," said Diane Davidson, the owner of Clever Fox Advisory, an independent financial advisory firm.

"Companies had the appetite to take on projects that did not immediately have a positive ROI. Now, they're focusing on their operations and taking stock of where they can optimize processes to save money."

Financial transformation projects, she said, can help reduce costs and keep cash flow steady. Think: automating administrative tasks, consolidating software systems, renegotiating vendor contracts, or outsourcing tedious services.

"Companies will also be more selective about which projects and programs they are going to undertake in 2021," said Davidson. To stay nimble and profitable, you may have to pare down your offerings and focus only on the services or products generating the most revenue.

5 More consumers will prioritize shopping small

"One major trend since the pandemic and leading into 2021 is the drive of consumers to support small businesses and local economic growth," Moser said.

After witnessing so many beloved local establishments struggle or close their doors in 2020, many customers have shifted their priorities. Now, 59% of consumers surveyed in Salesforce's report would rather buy from a small business than a large corporation.

"Consumers are recognizing their ability to shift their own local economies in states, counties, and cities," said Moser.

For business owners, capitalizing on this trend requires investing in local marketing and community growth, he added. In addition to boosting your social media presence with local hashtags and campaigns, consider donating to a local cause or participating in a virtual community fundraiser or event.

Get prepared now

Regardless of how your business fared in 2020, it's critical to begin preparing for 2021. To set yourself up for success, set aside time to evaluate what worked well—and what didn't—about your business model, financials, and customer experience.

And don't be afraid to ask for help along the way. If you need to free up your cash flow or cushion your savings, consider a Fundbox line of credit. Applying is easy, and you can get a decision within minutes.

By Paige Smith

Paige is a content marketing writer covering business and finance for fintech platforms such as Fundbox and Funding Circle. When she's not telling stories, she loves to travel, read, and get sandy.

THE FUTURE OF BUSINESS : SOCIAL MEDIA

How to Identify and Target Your FACEBOOK AUDIENCE (4 KEY STRATEGIES)

By John Hughes

As with any type of marketing campaign, Facebook ads and promotions are most successful when they're targeted. Once you understand who your Facebook audience is, you'll be better positioned to tailor content to them. Ultimately, this will help you realize higher engagement and conversion rates.

In this article, we'll explain what Facebook audiences are and why identifying yours is important. Then we'll provide you with four helpful tips you can use for creating and targeting them.

An Introduction to Facebook Audiences

With over two billion active daily users across the globe, Facebook is a platform packed with marketing opportunities. Perhaps this is why more than 87 percent of marketers in the U.S. alone plan to use it as a marketing tool in 2020.

Facebook ad campaigns can help you:

- Expand your reach
- Build brand awareness
- Increase sales



According to research, the average Facebook user clicks on 11 ads per month. This is a lot, and speaks to online shoppers' affinity for pursuing promotions on the social platform. However, they're not going to click on irrelevant ads. This is why identifying your Facebook audiences is a critical step in your social media marketing efforts.

Put simply, a Facebook audience is your target market. It refers to the users who are most likely to be interested in your offerings and, ultimately, lead to a conversion.

Facebook offers a wide range of tools to help you create more effective ad campaigns, one of those being the Audience Manager tool. With this, you can save audiences and create new ones.

The three main types of Facebook audiences are:

- Saved Audiences. These are audiences you can define based on peoples' demographics, interests, income level, devices used, etc.

- Custom Audiences. This category of users can be incredibly valuable because you can retarget past customers and site visitors. You can create a Custom Audience based on website traffic, customer files, and engagement data.
- Lookalike Audiences. These are the people you can target based on the similarities they have with existing customers.

Creating Custom Audiences is one of the most valuable ways to target consumers. It lets you create highly defined groups of people who have already shown an interest in your brand, content, or offerings.

Next, let's see how you can find your own audience and use them for successful ad targeting. Let's take a look at four key tips you can use for creating and using Facebook audiences.

1. Use Facebook Audience Insights to collect user data and build a customer persona

Facebook Audience Insights is a free tool that lets you gain a plethora of meaningful insights to improve your ad campaigns. Moreover, you can use it to learn about the people currently connected to (or engaging with) your Facebook page.

Audience Insights also makes it easier to create a customer persona or 'user profile.' You can identify common similarities between users, then use this information build targeted ads. The more familiar you are with your customer persona, the easier it will be to create highly specific audiences.

You can locate the Audience Insights section under your Facebook Ads Manager page. In the top-left corner, click on the hamburger icon. Then, under the Plan section, click on Audience Insights.

A pop-up window will appear presenting you with two options for analyzing an audience: Everyone on Facebook or People connected to your Page. If your Facebook page is relatively new, you may want to choose the first. It will then bring you to the Audience Insights page. Here, you can view a wide range of data on Facebook users. This includes age, gender, and location. You can also select the Advanced option to gain even deeper insights. This includes everything from relationship

status and language to occupation and education. You can also use this page to filter by Page Likes to uncover more user interests.

You can also save an audience based on these insights. Simply click on Save at the top of the page, name the audience, then click on the Save button at the bottom.

2. Create a custom audience based on your website's traffic

Another way you can create and target a Facebook audience is by retargeting your website visitors. The people who have visited your website already show an interest in your products. So, it makes sense to incorporate them into your Facebook audience and campaigns as well.

The easiest and most effective way of going about this is to add a Facebook Pixel to your website. This is a unique snippet of code that lets Facebook track your site data, including visitor behavior.

You can then use this information to optimize your audience and ads. For example, you can target Facebook ads toward consumers who abandoned their shopping cart on your site.

Facebook Pixel tracks 'events' that are based on visitor actions. There are a handful of standard events you can track, such as Add to Cart. You can also create custom events and build custom audiences for anything not covered by the standard events.

Once you've installed the Pixel on your website, you can create a custom audience based on the traffic. To do this, go to your Ads Manager page, click on the hamburger icon, then under Assets, select Audience. This will bring you to the Audience Manager page. After you click on Create a Custom Audience, a window will open providing a number of sources to choose from.

Click on Website. Next, you can configure the settings for your custom audience. You can target:

- All visitors
- People who visited specific pages
- Visitors by time spent

When you've established the parameters, name

the audience, then click on the Create Audience button. If the custom audience has at least 1,000 people, you can create a targeted ad for them.

3. Build a Facebook audience using your email or customer list

Your website traffic isn't the only source you can use to create and target custom audiences. You can also use data from existing customer files, which might include emails, phone numbers, and addresses. Facebook uses the customer profile data to match it with Facebook profiles.

This is a recommended route if you're an established business but are still somewhat new to Facebook advertising. It can help you bridge the gap between past, existing, and potential customers.

To do this, go to the Audience page of your Facebook Ads Manager, then click on Create Audience → Custom Audience. In the window that opens, select Customer list.

Next, it will explain the requirements for preparing your customer list. You can choose at least one identifier (such as email). Each identifier should have its own column in your customer list and be appropriately named. If you're a Mailchimp user, you can import a list from there.

To upload your own, select the Next button. Agree to the terms, then click the Next button again. It will bring you to the page where you can upload your own customer list.

Note: It must be either a .CSV or .TXT file. After you upload and name the list, click on the

Next button. It will bring you to a preview page so you can review the data mapping to ensure that it's appropriately categorized. When you're done, select Upload and Create. The custom audience will then be automatically added to your Audiences list.

4. Experiment with a Facebook lookalike audience

Once you've spent some time creating new custom Facebook audiences and are comfortable using them for targeted campaigns, you can expand your reach by experimenting with Lookalike Audiences. As you might recall, these refer to groups you can target based on similarities they share with your existing customers and audiences.

You can create a lookalike audience that uses your existing defined custom audience and extends it to incorporate various other metrics. For example, you could build a Lookalike Audience that includes the same interests as a saved audience, only in another region or country.

To create a Lookalike Audience, go to your Audiences page and click on Create Audience → Lookalike Audience. In the panel that opens, you can fill in the details to create your Lookalike Audience.

First, choose a 'lookalike' source. This can be an existing or saved audience or you can create a new one. Next, you can choose a new location to target as well as an audience size. The higher the size percentage, the broader the search will be. When you're done, click on the Create Audience button.

Conclusion

Facebook is one of the most frequented websites on the planet, making it a goldmine for advertisers. However, to make the most of your advertising campaigns, it's essential to make sure you're targeting the users most likely to convert. On Facebook, these groups are referred to as 'audiences'.

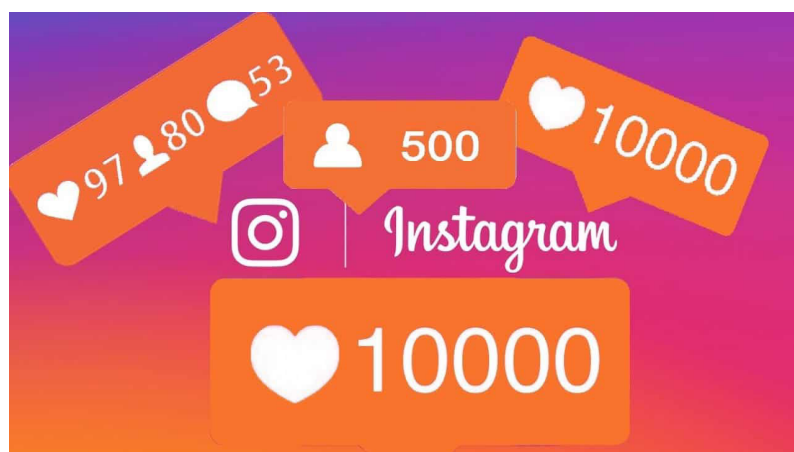
In this article, we covered four key tips you can use to identify and target your Facebook audience:

1. Use Facebook Audience Insights to gather data and build a customer persona.
2. Create a custom audience based on your website visitors.
3. Build a Facebook audience using your email or customer list.
4. Experiment with a Facebook Lookalike Audience.

Should you **BUY** Instagram **FOLLOWERS**?

Pros and Cons 

By Raelene Morey



**Thinking
about
whether
to buy
Instagram
followers?**

Consider this:

It's Friday night, and you decide to try a restaurant you've never been to before. You walk in the door, and the place is empty. What is your first thought? Something along the lines of "What's wrong with this place?" right?

We rely on other people's positive experiences to inform our own choices. You expect a busy restaurant to have delicious food, a blog article with tons of shares to be more interesting, and an Instagram profile with thousands of followers to be more legitimate.

Right?

Well, not always.

A higher Instagram follower count might seem beneficial to establishing legitimacy, but it might not have the benefits you are hoping for.

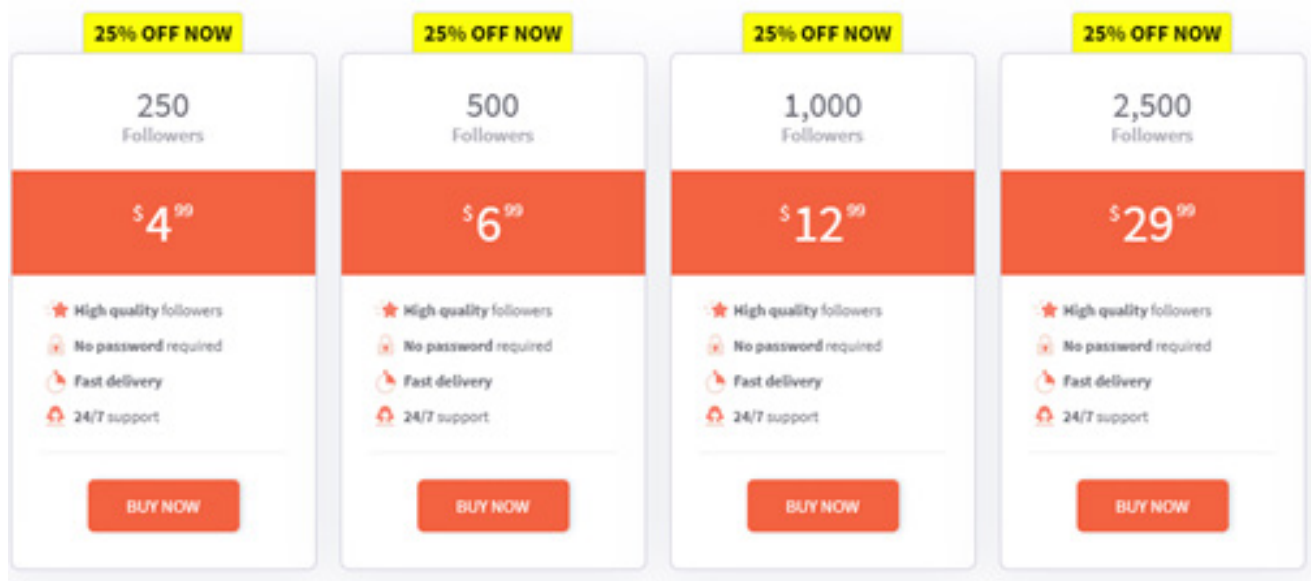
The truth is, when you buy Instagram followers as part of your social media marketing strategy, it's a quick way to boost your follower count, but it could actually hurt you in the long run.

This post will cover how buying Instagram

followers works, why it's a really bad idea, and how you can gain followers in a more positive and sustainable way.

The problem when you buy Instagram followers

Buying Instagram followers is easy. In fact, several companies will sell you thousands of Instagram followers for barely more than the cost of a latte. All you have to do is select how many followers you want, set your profile to public, send over your handle, and pay their fee. In just a few moments, you could gain thousands of followers. And all for just a few bucks. It's easy to be tempted by the quick win, but is it worth the cost?



How much does it cost to buy Instagram followers?

The cost of Instagram followers varies by site and the “quality” of followers. One site I found offers 2,500 “high-quality” followers for just \$29.99. At least they are high-quality, right? (So they say...)

Other sites I found offer as many as 10,000 followers for less than \$100.

It sounds like a steal! You could build a legit Instagram account for a few hundred bucks and then start raking in the endorsement dollars.

Here’s the thing — these aren’t real followers. One company even brags that your follower number will never drop because they provide “real looking artificial users.” Yay...?

These sites claim that they can help encourage other (real) people to follow you because your account looks popular after you buy Instagram followers, which encourages real people to engage with you.

In fact, several fashion bloggers have been called out for buying followers in an effort to stand out in an oversaturated market. Some of these Instagrammers make millions of dollars a year, and a few hundred dollars may seem like a small price to pay for a chance to join their ranks.

So, why is buying Instagram followers a bad idea?

For starters, it’s dishonest. In fact, entire sites have been built around calling bloggers and Instagrammers out who buy Instagram followers.

Think that if you buy Instagram followers it will get you closer to your dream of being a famous Instagram influencer? Think again. Sites are cracking down on influencers who try to pump up numbers and even offering tools that analyze accounts for fake followers.

Even if you do manage to get that juicy influencer role, you will get caught.

Most importantly, having more followers does not result in higher engagement. Cheap fake followers don’t usually like, comment, or — more importantly — buy products. It is worth noting, you can buy fake comments, too. They won’t be any more effective than fake followers, though.

What are the pros and cons when you buy Instagram followers?

So, let’s lay it out — what are the pros and cons of buying fake Instagram followers and is it actually worth it?

Pros of fake Instagram followers

- 👍 Fake followers are cheap
- 👍 Can be purchased with a few clicks
- 👍 May give your account a false sense of credibility

Cons of fake Instagram followers

- ➖ Fake followers don't convert, making them worthless
- ➖ Won't help you gain endorsements
- ➖ Undermines your real followers' trust

When it comes down to it, buying fake Instagram followers is not worth the quick boost.

What about automated Instagram follower tools?

Automated follower tools are services that strategically follow and unfollow other Instagram accounts based on factors like your location, industry, and popular hashtags. The idea is that by following other accounts, they are more likely to follow you back.

These services often also automate unfollowing accounts that don't follow you back or don't engage with your account.

It sounds good on the surface. After all, you are getting real followers, not buying them. The problem is that many of these accounts are still not going to engage with your brand.

That lower engagement rate can hurt you because real followers are going to wonder how it is you have, say, 100,000 followers but only get a few dozen likes per post. And before you sign that million-dollar influencer contract on your way to stardom, you can bet they are going to want to see your engagement rates.

If you are looking to drive traffic or purchases with your Instagram account, don't buy Instagram followers, you need real followers who are actually interested in what you have to offer.

Any other method is simply not worth the cost or the risk.

The right way to grow your Instagram followers

You want to grow your Instagram followers and now you understand why if you buy Instagram followers it's a terrible idea. So, what are your options?

The first step is to understand how the Instagram algorithm works, which is how Instagram decides what content to show to users.

The Instagram algorithm shows users content based on types of content they have previously engaged with and the amount of engagement that each post receives.

For example, if you follow and engage with a bunch of sites related to knitting, you are far more likely to see popular posts about knitting, like this one:



So, if you want more followers for more engagement, you need more engagement?

Not very useful, I know.

Here is how to gain real followers who are actually interested in your content and your brand.

1. Create an engagement schedule for yourself

If you want other people to be social with you, you need to be social with them! Make time to search for and engage with accounts in your industry. Follow other Instagrammers, like their posts, and leave thoughtful comments.

You know, be social.

Make a schedule to ensure you are consistent. You can set up the schedule however you like, for example:

- 15 minutes of liking, commenting, and engaging a day
- 20 minutes of engaging twice a week
- Follow X number of accounts and leave X number of comments a day

Whatever schedule you set for yourself, aim to be authentic. You don't need to write a book, just share your thoughts or opinion in a way that contributes to the conversation.

For example, this post for Zero Waste Collective has a ton of comments, many of them are questions about where to find similar containers or asking about how to reduce waste in the kitchen.

Comments should be part of a conversation. Say why you like the post, how you handled a similar situation or share resources. Don't just say, "Great post!"

2. Post interesting Instagram Stories

Instagram Stories are time-sensitive posts that disappear after 24 hours. And they are big news. According to Instagram, the platform has more than 500 million active story users every day.

Stories allow users to get a behind-the-scenes look and are often more personal than regular Instagram posts. Plus, because they show up at the top of users' feed, Instagram stories tend to get a lot more engagement.

So, what should you post on Instagram Stories to drive more followers?

- Questions that users are likely to comment on
- Behind the scenes content, such as "how it is made" or employee spotlights
- Quizzes or polls
- User-generated content, such as reviews or DMs (with permission, of course)



To see what stories your users are finding interesting, make sure to check your Instagram Story Insights by tapping your active story, swiping up, then tapping the bar graph icon. There you can see who viewed the story and what actions they took.

Once you understand what type of content your audience reacts to, you can focus on creating more of that type of content and not buy Instagram followers.

3. Use a variety of hashtags

#veganblogger.

Hashtags tend to drive engagement, which can help you expand your content's reach. Users can also follow hashtags they are interested in, which can help your account get found by people interested in your industry.

Here are a few ways to find hashtags that will increase your followers:

- Use Instagram's search function to search for terms related to your industry
- Look for "related hashtags" and make a list of ones that are relevant to your business



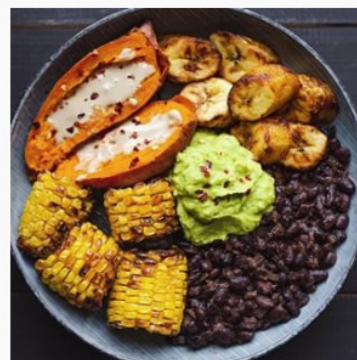
#vegandishes

28,959 posts

Follow

Related Hashtags #veganmeals #vegancheese #seitan #vegetarianfood #meatfreemeals #veganfoodie #plantbasedlifestyle #veganmealshare #easyvegan #veganfoodlover

Top posts



Hashtags are a way to sort content on social media sites like Twitter and Instagram. When you tap a hashtag, you can see all the other content posted that used the same hashtag. For example, a food blogger might use the hashtag #veganblogger

Tap on that hashtag, and you can see all the other posts users have shared using

- See which hashtags have the most posts, then look at the posts to see how much engagement those posts are getting
- Follow a few popular hashtags (this will help you engage with other accounts in your industry as well!)

- See what hashtags your competitors use on their most engaging posts
- Look for relevant, but less popular hashtags where your content might stand out

Then, make a list of these hashtags and test them on your posts. Keep using hashtags that drive engagement.

Just keep in mind that Instagram tends to punish profiles that overuse hashtags or use spammy tags. Make sure all of your hashtags are actually relevant to your content and avoid using the same hashtags over and over again.

4. Promote your Instagram account on other channels

When you want to grow your followers fast, some of these strategies can feel a bit frustrating. Waiting for people to hopefully, maybe find your account and tap that like button doesn't feel very proactive. In addition to building engagement with the strategies above, you can also get a bit more proactive by inviting your audience to like you on Instagram.

For example, if you have a strong website, Facebook page, Twitter profile, or email list, you can use those connections to drive more Instagram followers.

Try these strategies:

- Add an Instagram feed to your website that shows off your most recent posts
- Add a Follow Instagram button to email and your website
- Host an Instagram contest and promote it on Facebook

In addition, try running an Instagram promotion to attract more real Instagram followers who will be interested in your brand and your content.

Conclusion:

Engage and don't buy Instagram followers

Buying Instagram followers might feel like an easy way to inch a bit closer to your Instagram goals. The truth is, it is spammy and, more importantly, it simply does not work.

Instead of risking it all by dropping cash on Instagram bots, take the time to build a strong following of Instagram followers and do some creative advertising or promotions to find people who are interested in what you do, and – hopefully! – willing to buy the products or services you have to offer.

By Raelene Morey

Raelene Morey is the founder of Words By Birds, a digital writing agency that works with startups, SaaS, B2B, and WordPress businesses, turning your tech speak into words that convert. Formerly managing editor at WPMU DEV. Computer science grad turned newspaper journalist. When she's not taming browser tabs she likes brunching and bushwalking.

Markets Forge Forward into 2021

In its 2021 outlook, Wells Fargo Investment Institute offers insight on how post-pandemic investment opportunities could arise.

Experts from Wells Fargo Investment Institute provide insight into what to expect as the 2021 economy unfolds.

In 2020, investment strategists often used terms like “unprecedented” and “resilience” to help investors navigate market activity. Now, terms like “recovery” and “resolution” are being used to describe expectations for 2021 in the newly released Wells Fargo Investment Institute report, “2021 Outlook: Forging a Path Forward.”

“As we turn the calendar into 2021 and simultaneously exhale (albeit through our masks), serious questions call for clarity and resolution,” said Darrell Cronk, Wells Fargo Investment Institute president and chief investment officer for Wells Fargo Wealth and Investment Management.

The report notes how a COVID-19 vaccine, post-election politics, and other factors could impact investments in the coming year. Within it, research-based insights addressing what’s ahead for different asset classes are offered by leading Wells Fargo investment strategists, including Sameer Samana, senior global market strategist; Tracie McMillion, head of Global Asset Allocation Strategy; Brian Rehling, head of Global Fixed Income Strategy; and John LaForge, head of Real Asset Strategy for Wells Fargo Investment Institute.

What is the outlook for an end to volatility in 2021?

We’re not going to see an end to volatility in 2021, said Tracie McMillion, head of Global Asset Allocation Strategy for Wells Fargo Investment Institute.

Do you believe there could be another short recession?

Even a brief recession in 2021 is unlikely, said Brian Rehling, head of Global Fixed Income Strategy for Wells Fargo Investment Institute.

How do you see the incoming Biden administration affecting the economy?

For the most part, we would anticipate very few changes, said Sameer Samana, senior global market strategist for Wells Fargo Investment Institute.

What do you believe is ahead for U.S.-China trade relations?

We would think that it would be very difficult for the Biden administration to roll back many of the measures that were put into place by the Trump administration, said Sameer Samana, senior global market strategist for Wells Fargo Investment Institute.

What potential new policies should investors watch out for?

Big lifts like tax legislation probably are much less likely to occur in 2021, said Sameer Samana, senior global market strategist for Wells Fargo Investment Institute.

What do you believe is ahead for the Fed?

I don’t see the Fed tightening policy or raising rates in 2021, said Brian Rehling, head of Global Fixed Income Strategy for Wells Fargo Investment Institute.

How much cash should an investor hold?

Investors should hold enough cash to cover expenses for at least three to six months, said Tracie McMillion, head of Global Asset Allocation Strategy for Wells Fargo Investment Institute.

What is your outlook for renewables?

You’ll probably see more investment opportunities in 2021 in renewables, said John LaForge, head of Real Asset Strategy for Wells Fargo Investment Institute.

Written by: *Amanda Halbersma*

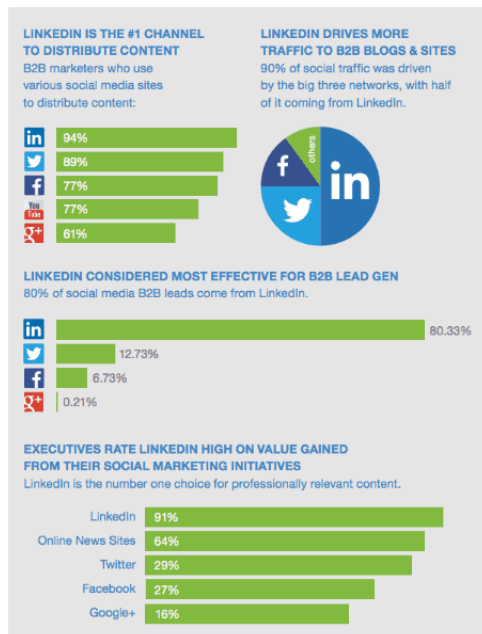
12 EASY STEPS to Create a Successful LinkedIn Marketing Strategy

When LinkedIn was launched in May 2003, it was mainly perceived as a professional networking site. However, in less than two decades, LinkedIn has attracted 660 million users spread across 200 countries.



Today, it is not just a platform that connects job seekers with prospective employers. Rather, it has transformed into an extremely useful marketing tool.

It has become important for every business to develop an effective LinkedIn marketing strategy. When executed properly, it can help you build brand awareness and forge long-term professional relationships. It can also be effective for lead generation.



The Importance of a LinkedIn Marketing Strategy

The biggest advantage of LinkedIn is that it is frequented by many senior-level influencers, decision-makers, and thought leaders. If you want to grab the attention of top-level executives, then you should work on your LinkedIn marketing strategy. You can use LinkedIn marketing strategy templates that are easily available on the web, to make the process easier.

Unlike other social networking sites such as Facebook and Instagram, LinkedIn offers a goldmine of opportunities for B2B marketers. Take a look at the following infographic published by LinkedIn.

It is evident that a robust LinkedIn marketing strategy is crucial for the success of your business. It can help you build brand awareness, increase website traffic, generate quality leads, and much more. In addition, it can also help establish yourself as an industry thought leader.

However, promoting your brand on LinkedIn requires a set of clearly defined goals and tactics. Developing an effective LinkedIn strategy also demands a deep understanding of your target audience.

Now, let's now take a look at the steps for creating a successful LinkedIn marketing strategy.

1. Define Your Goals

The type of content you publish and the approach you use to distribute it on LinkedIn depends on your final objective. That is why it is crucial to outline your goals at the onset of your LinkedIn marketing strategy.

Typically, you may want to target one or more of the following goals:

- o Build brand awareness
- o Generate qualified leads
- o Strengthen brand reputation
- o Engage with your target audience
- o Sell your product or service

2. Understand Your Audience

Once you have a clear idea of your marketing goals, it is time to define your target audience. That's a prerequisite for developing a solid LinkedIn marketing strategy.

You can outline your audience on the basis of different parameters such as job title, geographic location, industry, etc.

Let's say your goal is to sell an ebook on influencer marketing for brands. In this case, your target audience may consist of marketing professionals. They may have job titles such as "social media manager," "social media executive," etc.

In addition to defining your target audience, it is also important to have a deep understanding of your existing audience. A successful LinkedIn marketing strategy focuses on understanding who your audience is and what they like.

You can use the analytics section on your Company Page to learn more about your followers and page visitors.

It can be useful to help you gain meaningful

insights about your audience and the type of content they prefer. This, in turn, will help you tailor your LinkedIn marketing strategy to cater to the needs of your audience.

3. Create a Captivating Company Page

Your LinkedIn Company Page is one of the biggest assets of your LinkedIn marketing strategy. It is one of the first interactions your target audience is going to have with your brand. As such, it should help them learn everything they want to know about your business. This includes your information about your products/services, employees, and headquarters etc.

Make sure you provide your company logo, website URL, industry, company size, and other details. Adding these details builds your company's credibility and can indirectly help make your LinkedIn marketing strategy stronger.

In addition, you should craft an appropriate description that conveys crucial details about your company and your offerings.

You can add a cover image that resonates with your brand. A comprehensive and up-to-date Company Page strengthens your brand's image by reinforcing your credibility and professionalism.

Take a look at the LinkedIn Company Page of Schneider Electric. It is noteworthy that the Overview section functions as a one-stop destination. It provides all necessary information about the company including their website URL, specialties, social media profile links, etc.

You should also publish and share relevant content on your Company Page feed to engage your audience. It further reinforces your brand's credibility and helps establish your brand as an industry thought leader.

For more examples of effective Company Pages, check out this list of the "Top 10 Company Pages of 2018" picked by LinkedIn.

4. Optimize Your Company Page

Just like your website, you should also optimize your LinkedIn Company Page for search. In fact,

it is an integral part of your LinkedIn marketing strategy.

A well-optimized Company Page will help you gain increased visibility in search results, both on and off LinkedIn. This makes it easier for people to learn about your company using search engines as well as LinkedIn. You can optimize your Company Page for search with the following techniques:

Use Keywords

Keywords are crucial to your LinkedIn marketing strategy. Don't limit the usage of your targeted keywords to your website and blog.

Identify the terms and phrases that your target audience is likely to use when searching for your products or services. Then incorporate them into your company description as well as your list of specialties.

Link to Your Company Page

One of the most important factors that dictates the search engine ranking of a page is its inbound link profile.

Therefore, you need to optimize your LinkedIn Company Page for search to solidify your LinkedIn marketing strategy.

The simplest way is to provide links to your page. These could be on your website, blog, newsletters, social media profiles, etc. In addition, you should encourage your employees to complete their personal LinkedIn profiles and add your company as their employer.

This creates more links to your Company Page and ultimately, boosts your inbound link profile. As a result, your LinkedIn marketing strategy gets a boost.

Publish Relevant Content

In addition to helping you engage with your audience, uploading and sharing relevant content regularly allows it to be indexed by Google. This, in turn, improves your search engine rankings and helps your Company Page climb up on the ladder of search results.

5. Analyze Competitors'

Company Pages

To amplify your LinkedIn marketing strategy, you need to know how you fare up against your competitors.

LinkedIn provides a feature called "Companies to track" that reveals a list of companies similar to yours. It also gives you access to a few key metrics. These include the total number of followers, follower growth, and social media engagement.

Evaluating these pages can help you understand how your own Company Page fares in comparison. You can identify what is working well for them and integrate those tactics into your own LinkedIn marketing strategy.

6. Promote Your Company Page

Creating a compelling Company Page is of no use unless you can attract followers and grow your audience. In addition to optimizing your Company Page for search, you should also encourage people to follow it. Increasing your visibility is crucial to creating a successful LinkedIn marketing strategy.

This ensures that all of your updates show up in their LinkedIn Feed which, in turn, increases the reach of your content. In addition, a high follower count also reinforces the credibility of your company.

The easiest way to do this is to ask all your employees and colleagues to become followers of your Company Page. You should also add a "Follow" button in your email signature and newsletters as well as on your blog and website.

This allows your subscribers and website visitors to become followers with a single click. Additionally, you can invite your existing customers and collaborators to follow your Company Page.

7. Create Relevant and Engaging Content

Attracting a significant number of followers to your Company Page is a difficult task. However, achieving a high follower count doesn't mark the end of your LinkedIn marketing strategy.

Retaining your audience and engaging with them is a challenge in its own right. The only way to achieve this is by publishing and sharing meaningful content that will resonate with your audience.

The quality of your content can make or break your LinkedIn marketing strategy. Publishing content on LinkedIn requires a thorough understanding of why people spend their time on the platform. You must also understand what they would like to read.

Typically, the following types of content perform well on LinkedIn and can amplify your LinkedIn marketing strategy:

Industry Trends and How-to Articles

In 2017, BuzzSumo conducted a study in which they analyzed 10 million articles shared on LinkedIn.

One of the most significant findings was that the top phrases used in headlines of the most popular articles fell into two categories:

- o Industry trends – “the future of,” “in the world,” “the power of,” etc.
- o How-to articles – “X ways to,” “X things you,” “X tips for,” etc.

These statistics clearly indicate that LinkedIn users are interested in content that educates them. They are also interested in content that helps them stay up-to-date with the latest developments in the industry.

Publishing these types of content will help you meet the needs of your audience. As a result of this, your LinkedIn marketing strategy will get a boost.

Thought Leadership Articles

LinkedIn is a place frequented by strategic decision-makers and top-level executives. If you want to engage with them, your LinkedIn marketing strategy should cater to their needs. You can't publish run-of-the-mill content that floats around regularly on social media.

An effective way of striking a chord with such an audience is to create fresh and original content. That is why thought leadership content can help you grow your audience and boost engagement on LinkedIn. You can create the following types of thought leadership content:

- o Industry thought leadership – Your viewpoint on the latest developments in your industry.
- o Organizational thought leadership – A reflection of the vision and ethos of your company.
- o Product thought leadership – Positioning yourself as the best solution for your target customers' problems.

Regardless of the type of content you create, make sure it is not an obvious attempt at self-promotion. That can be detrimental to your LinkedIn marketing strategy.

In addition to publishing and promoting your own content, you should also share useful and engaging content from other pages. It breathes new life into the feed of your Company Page and helps build relationships with other brands. This, in turn, will help make your LinkedIn marketing strategy even more effective.

Make sure you accompany your updates with a descriptive caption, attractive images, appropriate emojis, bullet points, etc. This can help break the monotony of text-based articles.

I also recommend that you use relevant hashtags when you post content to increase visibility even further. This is extremely important for the success of your LinkedIn marketing strategy.

8. Use Images and Videos

It's crucial to maximize audience engagement on your LinkedIn updates for your LinkedIn marketing strategy to be successful.

One of the best ways to grab the attention of your audience is to use images and videos. This should be done in addition to text-based articles.

In fact, according to LinkedIn, images lead to a 2x higher comment rate and LinkedIn videos are 5x more likely to start a conversation. In addition to images and videos, you can also upload SlideShare presentations and PDFs to make your content more attractive.

LinkedIn now allows you to upload videos directly onto the platform. It is likely that LinkedIn will prioritize their native videos over links from other platforms. You can make the most of this feature by uploading videos directly to the platform rather than sharing YouTube links.

LinkedIn recommends that you create short 1-2 minute videos with proper subtitles. Make sure the videos are authentic and reflect the vision of your brand in an appropriate manner.

Despite being easy to implement, many marketers overlook this LinkedIn marketing strategy. If you want to get ahead of your competitors, you need to leverage this strategy.

9. Create a Content Calendar

Consistency is the key to retain your audience and keep them hooked to your LinkedIn Company Page. It's an essential element of any successful LinkedIn marketing strategy.

If you publish engaging content on a regular basis, it helps build a sense of anticipation among your followers. It results in higher levels of engagement and further increases the reach of your content. This can help you attract more followers and grow your audience on LinkedIn.

LinkedIn recommends that you post daily in order to retain your connection with your audience. Because of that, and in order to maintain consistency, I recommended that you create a content calendar as part of your LinkedIn marketing strategy. Establish a timeline for content publishing along with the types of content that you will create.

Another important aspect of your LinkedIn marketing strategy is to post your content at times when it will get maximum traction. This means you

have to find out the times when your audience is most likely to be online.

An easy way of doing this is by taking a look at your click-through rates in the "Updates" section of your Company Page analytics. Experiment with different posting times and analyze the CTR to find out when it peaks.

10 Automate Your Outreach

To grow your LinkedIn account, you need to create more relevant connections during the initial stages. For this, you need to do a lot of outreach.

However, manual outreach can be challenging and time consuming. That's why automating your outreach is a great idea.

Dux-Soup LinkedIn Automation makes it easy for you to automate these prospecting stages so that you can focus your efforts on the more important stages. This can help improve your engagement and drive more sales.

So, what does Dux-Soup do?

This tool automatically views your prospects, endorses them, and even sends personalized messages on your behalf, all automatically. It's also possible to set up a drip campaign for your prospects.

11. Get Help from Your Workforce

Your employees and colleagues can be immensely helpful in growing your audience and increasing your reach on LinkedIn. Therefore, it is imperative that you make them an essential part of your LinkedIn marketing strategy.

In addition to following your Company Page, you can also encourage them to like and share your updates. Make sure you notify them whenever you post an important update on your Company Page.

You should also ask them to fill out all of the necessary details on their personal LinkedIn profiles. Make sure they mention your company as their employer and provide a link to your Company Page.

This will help your brand gain visibility in their networks. This, in turn, will boost brand

awareness and help make your LinkedIn marketing strategy more successful.

Complete Your Own LinkedIn Profile

While you are at this, make sure you also have a complete and updated personal profile on LinkedIn. It may not have a direct impact on your LinkedIn marketing strategy. However, your personal LinkedIn profile showcases the human side of your brand.

Creating a promising personal profile can help make your brand image even more powerful. Don't forget to mention all of your special skills and professional achievements.

Utilize LinkedIn Analytics

A crucial aspect of your LinkedIn marketing strategy is to evaluate it on a regular basis. We have already discussed how your Company Page analytics can help you learn useful insights about your audience.

It can also help you analyze the performance of your updates. In order to do this, you have to know how the "Updates" section of your Company Page analytics works.

You get to see a table that reveals different parameters such as impressions, clicks, engagement, CTR etc. for each of your posts. This information can be used to find out the type of content that is receiving maximum engagement.

This will help you refine your LinkedIn marketing strategy and create content that is likely to receive more traction.

12. Track Website Traffic

When you share content about your brand on LinkedIn, you might also add links to your website or blog. Many people might find your content interesting and may visit your website to check it out.

However, it's very likely that they may not end up on your landing page and fill out the form. As a result, you will lose those leads. But, if you track your website traffic, you might be able to tap into this audience as well.

Ready to Create a Successful LinkedIn Marketing Strategy?

LinkedIn offers a plethora of opportunities to connect your brand with the right decision-makers and senior-level influencers. It has grown into a powerful marketing tool that can help you build brand awareness and sell your products or services.

So it is high time that you recognize its importance and start crafting a powerful LinkedIn marketing strategy.

A deep understanding of your end goals and target audience is crucial for the success of your LinkedIn marketing strategy. Make sure you create a compelling Company Page and optimize it for search (on and off LinkedIn).

In addition, you should tailor your content strategies and post updates that will appeal specifically to your audience on LinkedIn.

Also be sure to use all available resources to boost your LinkedIn marketing strategy. This should include your existing workforce, to increase the reach of your LinkedIn updates and Company Page. Lastly, track your website traffic using tools like Leadfeeder to find which companies are visiting your website from LinkedIn.

What other tactics are you using in your LinkedIn marketing strategy? Share your views in the comments section below.

ABOUT THE AUTHOR

Shane Barker is a digital marketing consultant who specializes in influencer marketing, content marketing, and SEO. He is the Co-Founder of Attrock, a digital marketing agency. He has consulted with Fortune 500 companies, influencers with digital products, and a number of A-List celebrities.



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Photographer: Kauwaune Burton
Hair & Makeup: Bridgett Washington

Fashion

Model: Amber Griffin

Photographer: Kauwaune Burton

Hair & Makeup: Bridgett Washington





Model: Amber Griffin
Photographer: Kauwaune Burton
Hair & Makeup: Bridgett Washington
Designer: Carolina Herrera

The **Culture** of for-PROFIT & NONPROFIT Business

By Dimitri Felton

Corporations are acknowledging the demand for diversity in employment, customer service, product adjustments and leadership in the business world. Growing steps are taken daily to cater to the new and improved norm to our corporate resumes. Philanthropy has been more encouraged to give to organizations servicing underprivileged areas and those less fortunate. Target markets are basing their analysis now on ethnic and status quo trend ratios that determine demand. The world has evolved into a shared information platform hiding nothing from the common individual. Funders are recognizing the change in American politics and help is on the way for those nonprofits who enjoy giving back to their communities. Assistance is now available for those who really do have a viable dream of ownership. It's time for those seeking grants to adjust to what's needed in order to be considered for funds.

Funders now accept grant money applications online, with a host of prerequisites which could consist of submitting a Letter of Inquiry or Letter of Intent, an application, or a simple request form for donations via their websites. When speaking of funding, applying at multiple philanthropy sources is key to getting funded. The more you apply, the better your chances of getting a grant.

Key Points for Nonprofit Organizations

Welcome to the world of nonprofit organization work, the desired duties it entails and the philanthropy it takes to be operational.

Nonprofit organizations are geared on serving a good cause. However, in all actuality a nonprofit organization is a stable tax shelter

America is transitioning its historical face of a one race dominance in the executive world to a multi-realistic blend of up and coming entrepreneurs to include African Americans, women, veterans, disabled persons and many other minority owned entities which define success.

window for corporations, and philanthropy sources to donate extra funds to avoid higher tax brackets due to company revenues/earnings. Companies realize they must give money away or be taxed for it. We live in a world of pick and choose, funders certainly base their decisions to sponsor a nonprofit, solely at the discretion of whom they like and not like. It should be considered the responsibility of all nonprofits to acknowledge some of the things they need currently to get funded.

1. You need to have a registered 501c3 or verifiable nonprofit organization in the state where you live in good standing.
2. You need to be able to provide the name and physical address of your establishment, contact number and email ready, because most communication regarding funding is done virtually and or online.
3. You will need a minimum of 3 board member names, phone numbers and position titles within your organization.
4. You will need 3 reference names, phone numbers and their personal career status so funders can review the characteristics of who is speaking up on your behalf.
5. Of course a website is needed which is mobile user friendly, clear concise regarding what your cause and objectives are as a nonprofit.
6. You will need a Mission statement to explain your cause. You will need a preliminary budget to show funders the operational expenditures involved with making your project operational.
7. Last but not least, you should have an excellent conclusion to explain why a funders investment in your cause is a step in the right direction. This could be an impact statement or closing ready to submit when required.

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Lights, Camera, Take Action!

Entertainment and Media Maven Dr. Catrina Pullum Shares Keys to Success in Today's Entertainment Industry

For years, the entertainment industry has had a long-standing reputation for being hard to break into.

Independent content makers have always found themselves at a disadvantage due to lack of funds to create their work and few connections to support the distribution of their work. Sharing content is now

easier than ever with the rise of Instagram, TikTok, YouTube, Soundcloud and other social platforms. Unfortunately, standing out among the crowd, securing distribution rights, and earning long-term compensation can still be a bit challenging. Entertainment and media maven Dr. Catrina joined Success Sisters to share her story and to give a few keys to help individuals in navigating and succeeding in today's entertainment industry.



Introducing Dr. Catrina Pullum

A Louisiana native making a global impact as “The Chain Breaker”. An entertainment executive & visionary who is known as “The Whisperer” and “The Negotiator” in the industry. Dr. Catrina’s life mission is to help individuals walk in their purpose by creating, igniting, and influencing them to unleash and embrace their power. As a film, television (TV), and theatrical producer, she creates a platform for individuals to share their stories of triumph through the Arts.

Dr. Catrina is also a champion for change, who works diligently to advocate on the behalf of sexual assault, human trafficking, and domestic violence survivors on a national platform. She has been featured in Essence, O, & Black Enterprise Magazines to name a few. Dr. Catrina has received honors from President Barak Obama, Congress members, State Representatives, and others. Her

experience includes working with Lifetime Television’s Surviving R. Kelly Docuseries, Now You See National Campaign, Just US organization, Junior League, Women In Film, RAINN & etc.

On a global scale, Dr. Catrina continues to make an impact as an active board member for various charitable organizations.

Life As A Serial Entrepreneur And Entertainment Executive

Like most businesswomen, I play many roles in the production of my life including executive, producer, strategist, speaker, author, and philanthropist to name a few. Entertainment and creativity are common themes in all of my positions. However, I'd like to share a couple of detailed instances to provide insight into life as an entertainment entrepreneur and executive.

As the Chief Creative Officer of Puissance Maison Productions, I lead a collective of creatives, producers, and strategists based across the globe in LA, New York, New Orleans, Texas, Miami, Atlanta, Argentina, Africa and beyond. The group includes experts on music, arts, hospitality, festivals, publishing, film, and television. This organization was established to create and support a platform of opportunities in the entertainment industry. We work with brands, creatives, labels, scientists, and other agencies to develop culture-based strategies for our clients across the globe.

As President and Co-Creator of PullCorp Media & Business Consulting Group (PMG), I oversee a variety of public relations and business development efforts for our clientele. PMG is a full-service publicity boutique specializing in executive and talent visibility; television and film media pitches; red carpet premieres; and special events. We assist clientele such as businesses, influencers, and industry professionals looking to take their brand to the next level through a strategic, targeted approach that gets desired results! Simply put, we protect, enhance, & build our clients' reputations through the media.

As an entertainment executive, I am one-fifth negotiator, one-fifth therapist, one-fifth networker, and two-fifths entrepreneur. It requires a double the dose of entrepreneur because you have to build a clientele base to represent and secure jobs for them as well. I not only have to negotiate on behalf of my clients, but also for myself on a regular basis. The industry is very focused on who you know and who knows you, so the ability to network and develop personal connections is key to the growth your business. I also find myself

gladly filling the role of counselor for my clients as they experience life's ups and downs. In most cases, they just need a sounding board, or a steady, guiding hand, as they navigate the industry.

What It Takes To Succeed In The Entertainment Industry

In today's industry, individuals can encounter many challenges pursuing a career in entertainment. The primary question I often hear is, "How do I stand out?" I share one of my favorite mantras in response to this question. "I am not looking for the IT FACTOR, I am SHE and SHE is ME!" Being exactly who you were created to be is your superpower and it will resonate with the right audience. In addition to being authentic, one must be confident and have faith in their abilities. It's imperative that you remain focused and determined no matter how many times you hear the word "no" or face rejection. As I mentioned previously, networking is key! It is not always what you know, but more often who you know that lands you opportunities. Once you establish contacts, actively ask questions and express interest in opportunities even if they do not look the way that you expect them to. These can lead to bigger things...trust me. You will also find that you may learn a lot and establish credibility in the process. Lastly, never be afraid to take the leap of faith and follow your dreams. It is okay to remain realistic, but never give up on the vision that both God and you have for your life regarding entertainment or any other industry.

The Value of Working with Both a Public Relations (PR) and a Management Firm

Both of these agencies serve different functions, while providing significant value. Publicists or PR specialists facilitate communication with the media and press on behalf of their client. They're also responsible for activities such as crisis management, brand management, and marketing. Publicists essentially manage their client's image and engagement with the public. Conversely, management firms and their agents tend to represent talent in deal making with potential employers. For example, they usually represent their client's interest in terms of contracts. They are there to advise you of what you should and should not accept and help you find

the doors. Sometimes the management agent is also key in getting the door open for you to walk into new opportunities and assist in the reevaluation of your career trajectory.

The Purpose of a Production Company

A production company normally takes the lead on shopping a concept to networks or studios for creative clients. The company may also have a hand in developing the final product assisting in areas including developing the script, onboarding and supervising the crew, casting talent, filming, completing edits, and ensuring that the final product is ready for market, etc. You should consider engaging a production company once you have the concept mostly developed and need assistance in finding the right vehicle for to bring it to life.

Protecting Your Treatment, Pitch or Intellectual Property (IP) From Being Taken

This is the one of the most difficult tasks in the entertainment industry. It's helpful to begin by developing non-disclosure agreements (NDAs) and other contract like protections. Additionally, registering your IP with the Copyright office and the Writer's Guild of America, can help establish that you developed the concept on a particular date. I highly recommend you do those things. However, please be mindful that in seeking an agency (network or studio) to bring your baby to life, your will be read at some point in order to make a decision. When you send your work, unsolicited by the agency, you run the risk of them declining while possibly using some of your ideas. That process typically includes you signing a disclaimer indicating that they agree to review your work, although they don't plan to use it, and you understand that they may already have ideas, concepts, or storylines, just like it. Again, I say proceed with caution! This loophole protects the network or studio. By using it, they are free of liability if they proceed with your concept but choose not to engage you. They can state that they already had that concept from another source, but still use your material. If your submission to them is solicited, then you're more likely to have greater options to establish agreements (getting you compensation,

credit, etc.) in advance that protect you, if they develop a concept similar to yours within a certain period of time after reviewing your materials.

Overall, I encourage anyone who aspires to break into entertainment to stay the course if that is truly where your passion lies. Nothing good comes easy, but it is certainly worth it to see your dream become a reality. As you work on building your reputation up in the industry, remember to build relationships with the people you encounter along the way. Protect yourself but treat others the way you would want to be treated, and you will soon find yourself among the stars!

" You don't need to be a genius or a visionary, or even a college graduate for that matter, to be successful. You just need framework and a dream "



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**TOP ENTREPRENEURS
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2021!**



Payal Kadakia

Founder & Executive Chairman,
ClassPass

About The Business:

ClassPass Inc. provides access to different fitness classes such as yoga, strength training, barre, martial arts, pilates, boxing, and indoor cycling classes, as well as use of health clubs via its flat-rate monthly subscription billing service.

Why we selected Payal Kadakia to be one of Success Sisters Big 50?

Every good business idea solves a problem. Prior to the creation of ClassPass, Payal ran an Indian dance company part time and while searching for a ballet class, the vast sea of confusing computer tabs caused her to realize there had to be a better way. She had an idea: create the Open Table of the fitness industry – a search engine where users could sign up for classes in one streamlined place.

When that idea didn't go how she planned, Payal shifted gears, eventually landing on the subscription service ClassPass. Today, ClassPass connects users to hundreds of thousands of fitness classes around the world. It was valued at \$1 billion earlier this year, but when the pandemic hit, it flattened the fitness industry, forcing ClassPass to pivot yet again.



Lauren Washington

CoFounder : KeepUp, Fundr,
Black Women Tech Talk

www.blackwomentalktech.com

About The Business

Black Women Tech Talk - the largest conference designed specifically for black women and founders in the tech industry.

Fundr, is a tool designed to democratize the investment environment by banishing investment bias and diversifying risk.

KeepUp is designed to help people keep up with their social media profiles by allowing them to track multiple accounts from a single platform.

Why we selected

Lauren Washington to be one of Success Sisters Big 50?

Lauren Washington is a tech industry giant, co-founder of KeepUp, the quickly growing monitoring and engagement platform for social media. She is also the co-founder of Black Women Talk Tech who continues her amazing trajectory of innovation, co-founding various new companies in recent years. Lauren consistently brings a fresh perspective to the industry while making great strides for diversity and inclusion for African American Women in tech.

Fundr, an investment marketplace that puts the power of Artificial Intelligence (AI) and portfolio diversification in every startup investor's hands. Fundr is raising an inaugural \$1.5 million to invest \$100,000 in each startup via convertible notes and prove its thesis that startup investing is ready for change. Fundr is accepting accredited investors on its platform to invest in the portfolio.

Fundr's proprietary technology enables startup founders to share in-depth quantitative data about their market, traction, team, and background. Each startup then receives a Fundr Score™ which determines eligibility to use the platform and how much they're able to raise. Accredited investors using the Fundr platform can then easily diversify their funding into a portfolio of vetted startups. Investors also benefit from key features like standardized term sheets, automatic money transfers, and productive communications tools that enable relationship-building with investees. As a result a lot of startups will get funding because they are able to tap into a network of existing relationships.

Lauren's companies have won multiple awards including 43North, the largest global business competition and the Advanced Imaging Society's Distinguished Leadership Award. She has been featured in The New York Times, Elle, Inc and Black Enterprise and has been listed as a top female entrepreneur in CIO Magazine, Essence Magazine and Entrepreneur Magazine.



Leah Solivan

General partner
of Fuel Capital,
Previously Founder
of TaskRabbit

www.fuelcapital.com

About The Business:

TaskRabbit an online and mobile marketplace that connects clients with "Taskers" to outsource small jobs and tasks, like cleaning, deliveries, furniture assembly, and more to others in their neighborhood.

Why we selected Leah Solivan to be one of Success Sisters Big 50?

Leah Solivan launched her company, TaskRabbit, to help revolutionize the way that people work in the digital landscape which has been profoundly useful during this global pandemic. The app worked by making people more productive by helping to organize their days and offer schedule management support. Eventually Leah left TaskRabbit but hasn't stopped innovating in the technology landscape. Solivan acted as an advisor to companies like Zently - a company dedicated to transforming and simplifying rental living, and eventually became a general partner for Fuel Capital. Fuel Capital is an early-stage fund with a commitment to helping startups find their place in the competitive business world. Leah is in the business of making other business more systematically efficient and we will be watching to see more of her innovations in 2021!

Dawn Dickson

CEO, PopCom

www.popcom.com



About The Business

PopCom is an automated retail company that uses facial recognition, A.I, and blockchain technology to help retailers collect valuable customer insights. The first CRM, data, and analytics software provider for unattended retail, PopCom has developed technology to make kiosks and vending machines intelligent through data and analytics at the point of purchase.

Why we selected Dawn Dickson to be one of Success Sisters Big 50?

Dawn is a serial entrepreneur with over 16 years of experience in marketing and business development, who has launched four successful cash flow positive companies since 2002. Her most recent ventures include Flat Out of Heels (rollable flats for women to get relief from painful heels), and PopCom, after identifying a need to make vending machines more intelligent.

Her business savvy and pitching skills has garnered her numerous awards and accolades. She's become a national speaker who has been invited to speak on numerous panels and workshops and featured in countless media outlets including Forbes, Black Enterprise, Fortune, Venture Beat, Huffington Post, Essence Magazine, The Miami Herald, CNBC/Yahoo series 'The Biz Fix' with Marcus Lemonis, and MSNBC 'Your Biz' Elevator Pitch.



Cathryn Lavery

Co-founder & CEO of
BestSelf Co.

About The Business:

BestSelf Co. offer frameworks, systems, and tools to help people gain the confidence to take action and start a journey towards living a fulfilled and meaningful life. Our range of prompt decks, planning tools, and digital challenges leverage the art and science of success.

Why we selected Cathryn Lavery to be one of Success Sisters Big 50?

Cathryn Lavery has become a virtual success, raising over \$322,000 in 24 days on Kickstarter! With the help of her co-founder Allen Brouwer, Cathryn catapulted BestSelf Co. into a lucrative productivity movement, launching the business from zero to 8 figures in under two years. What makes BestSelf so attractive is it inspires people to think bigger, create and achieve our goals so you can be our BestSelf! She created tools to help us organize, plan to be more productive with prompt decks, planning tools and digital challenges.



Adrienne Cooper

Owner & Founder: Moonlight Roller

Follow on Instagram @moonlightroller
www.MoonlightRoller.com

About The Business

Moonlight Roller are roller skates are a high-quality quad with disco vibes in styles that excites the wild side. The moon Boot is the groovy alternative to every other skate on the market. Moonlight X Mobil is a “Pop up” service that transforms any space into a pop-up skate party.

Why we selected Adrienne Cooper to be one of Success Sisters Big 50?

25-year old Adrienne Cooper, is the roller skating entrepreneurial “It Girl” who since inception of her company Moonlight Roller in May 2020, her company has made over \$3 million in sales. She’s been featured in Vogue magazine as the leader in the “Roller Revival”, listed in FORBES as one of the 30 under 30 entrepreneurs to watch.

Moonlight Roller has also garnered attention for its new contribution to skate culture: a mobile skate rental counter to transform any space into a pop-up skating rink. The mobile counter branch of the company (titled Moonlight x Mobile) has already approved franchises under the same name in Seattle and Austin.

Her creative branding appeals to the novice all the way to the professional experienced skaters around the world. We’re loving this concept because it is a healthy fun pleasure people can safely enjoy in the midst of this pandemic. No longer limited to a roller-skating rink, Moonlight mobile can come to you! Thanks to Adrienne’s innovative concept, 2021 is starting to look a little more FUN!



Ariel Kaye

Founder, Parachute

www.parachutehome.com

Author of the book: *How to Make a House a Home: Creating a Purposeful, Personal Space*

Why we selected Ariel Kaye to be one of Success Sisters Big 50?

The Covid 19 pandemic hit us all like a storm and sent us scurrying home to quarantine until hopefully everything blows over. During this time of being home, comfort while being there has become more important than ever. Ariel Kaye's Parachute company is in the business of just that... comfort. Her lush beddings, sheets, towels etc., aim to make staying home more like a staycation! We can all appreciate that.

With a background in marketing and a personal affliction for home design, Ariel Kaye launched the Venice, California-based company in 2014 as an online, direct-to-consumer brand that sold high-end bedsheets and towels. What I love is that she had no prior experience in the home luxury industry yet she managed to turn her love design into a lucrative business. Being sensitive to the current climate, Ariel leaned into the "stay at home" luxury experience, selling products as varied as dog beds to table linens. Most recently, Parachute broke into apparel, launching a line of premium \$100 bath robes and loungewear. Kaye says that her success as a leader is largely rooted in the entrepreneurial community around her. "Being a leader can be a lonely, isolating experience and it's easy to get caught up in what you're doing," she says. "Community and connection with other founders is essential to surviving the highs and lows and it's such a reciprocal experience to give your time and step out of your world to see what's going on in others." I agree.

About The Business:

Parachute is an online-only, direct-to-consumer brand focused on creating impeccable bedding. We believe that when we take care of our home, it takes care of us. That's why we make premium quality sheets, towels, robes, rugs and all things soft and wonderful.



Angela Benton

Streamlytics
www.streamlytics.com

About The Company

Angela Benton launched data-science firm Streamlytics to bring transparency to the sale of personal data. In January 2020, the company released GetMyData, a tool for people to request their personal data from companies such as Google, Netflix, and Instagram. Streamlytics then released the app Clture, its first product to help consumers monetize their data, earlier this year in April. This platform intends to help Black creatives profit off their data and influence by giving access to their media streaming habits.

Why we selected Angela Benton to be one of Success Sisters Big 50?

Angela Benton is the entrepreneur that founded NewME, the first accelerator for minorities globally in 2011. Since then she has been a pioneer of diversity in the technology industry and one of the most important African-Americans in the technology industry. Her latest data-science firm Streamlytics created GetMyData has been a game changer in terms of gaining value for black creatives intellectual property. Her tagline says it all “Because your data belongs to you”. Angela Benton is certainly one that I will be watching AND investing my money on!



Linda Mullins

Founder & CEO,
Inspired Leadership Group

About The Business:

Linda Mullins is Founder and CEO of Inspired Leadership Group, an Integrative Well-Being Solutions company helping companies and individuals increase their mental, emotional and physical well-being through virtual and live events. The year 2020 certainly highlighted the importance of the work they do. The team is made up of peak performance mental health professionals, naturopathic doctors and wellness coaches with an emphasis on mental wellness to mitigate burnout.

Why we selected Linda Mullins to be one of Success Sisters Big 50?

Her former life included a rich background of 25 plus years in progressive leadership roles for both Fortune 200 ranked and Inc. 50 ranked companies. In 2007 she left the corporate world to launch her first start-up, a live-in wellness retreat which she ran until selling in 2014. Linda says ‘Up until now, this has been my greatest professional achievement. But watch out - 2021 with Inspired Leadership Group will blow that away!’

Inspired Leadership Group is expanding its offerings with an emphasis on the mental and emotional wellness components. Thanks to the pandemic, the demand for these services is skyrocketing. In fact, the industry can hardly keep up with the need. This increases demand for more and more healthcare and well-being technology. Linda says “the need for mental health is so great across all demographics we need to find a solution”.

That is what she hopes to do in 2021 - contribute to the solution with the creation of an app for integrative wellness on demand. Linda states “I have been approached by a large organization to provide on-demand mental health program for under-resourced kids in schools. There is only one way to do that - the app. This app will be a game-changer and enable much greater social impact. I cannot wait to see it unfold.”

As a passion project, Linda also serves with a non-profit, King’s Gate Ranch, in a Strategy & Business Development role.

www.InspiredLeadershipGroup.com
Linda@InspiredLeadershipGroup.com



Gabriel Union

Actress & Co-Founder
Flawless Haircare Line

www.flawlesscurls.com



About The Business:

Flawless by Gabrielle Union, a haircare line specifically targeted at women with textured hair. Lift As We Climb initiative to support black owned business.

Why we selected Gabriel Union to be one of Success Sisters Big 50?

Everyone knows Gabrielle as the stunning Award-winning actress and producer married to basketball star Dwayne Wade. However, few know her as a business mogul! Personally, I couldn't help noticing her products towered front and center when I visited SALLY'S beauty supply. If you know anything about SALLY'S, they're extremely particular about the brands that make it on their shelves, much less have your own dominant kiosk! That's very impressive! One would say celebrity has something to do with it (perhaps it does). Nevertheless, its a big deal.

Then I go online to shop at one of my favorite guilty pleasures (New York & Co) only to find Gabrielle Union has an entire fashion collection that I loved (actually bought a few pieces)! We also know that for over 10 years Gabrielle was the face of Neutrogena. If that wasn't enough to be convinced of her business mogul status, our actress turned entrepreneur gives back to the community with the launch of the "Lift As We Climb" initiative in support of black-owned businesses and community organizations who have been impacted by Covid-19! Wow!

Apparently, the business of Gabrielle Union is quite the lucrative one. Gabrielle Union is a powerhouse businesswoman indeed and the entrepreneur to watch in 2021!



Tanis Cornell & Jennifer Carter

Founders of Executive Women's Forums

www.ewfinternational.com

About The Business:

Our Mission To create more vibrant economies and improve company performance by increasing the number of women in business leadership and ownership.

How We Get There In order to increase representation, we must address the entire promotion pipeline. EWF has built an ecosystem of programming and communities that meet women where they are in their careers and equip and empower them to get where they want to go. We help companies invest in the female leaders of today to drive better performance and develop the leaders of tomorrow to move their companies forward. Our programs are actionable, proven, and focus on growth areas and skills directly tied to higher pro-

motion rates, better performance, and more impact for women and the companies they're growing. Our History EWF International was founded in Oklahoma in 1998 with a focus on consulting and supporting female business owners. Within its first 10 years, EWF added forums and events for female executives and broadened its impact. In 2013, Tanis Cornell became the Dallas Licensee and in 2015, she launched the first cohort of Emerging Leaders, planting the seeds for greater expansion. In late 2017, Tanis Cornell and Jennifer Carter partnered to acquire the parent company and moved its headquarters to Dallas, TX. Since that time, they have expanded EWF's offerings to include a dynamic ecosystem of programs for women and companies across career and business stages, including: executives, business owners, early- and mid-career women, corporate leadership development programs, speaking and facilitation, individualized coaching, and educational resources and events.

Why we selected Tanis Cornell & Jennifer Carter to be one of Success Sisters Big 50?

Tanis Cornell and Jennifer Carter, Co-Owners and CEO/President of EWF International Helping women shatter barriers. That's the passion that relentlessly drives this dynamic duo. Together, they focus over a half century's combined business experience on this central mission. EWF has helped hundreds of companies – representing billions of dollars in revenue – empower their female executives and invest in their future leaders. And they've helped hundreds of women build businesses, deliver results, and get promoted. In fact, more than 85% of the graduates of their Emerging Leaders Program report promotions, raises, or other achievements within 12 months

of completion. And the majority of their peer advisory forum clients credit EWF with strengthening their strategic decision-making, insight into their key indicators, or growth of their companies. And the impact doesn't end there. With a strong focus on not only parity and equity but also inclusion, EWF has partnered with Diversity Crew, a consortium of Diversity, Equity and Inclusion professionals focused on all aspects of diversity – and how they intersect. This partnership, coupled with newly launched virtual offerings expanding access to EWF programs across the country, will amplify the impact of EWF – and the women they serve – for years to come.



Renee Hornbuckle

CEO/Founder, Women of Influence, Inc.

www.reneehornbucklemin.com



About Her Business:

CEO/Founder, Women of Influence, Inc. She is the founder of Women of Influence Inc., an organization dedicated to the personal and professional development of women worldwide. As Chief emPOWERment Officer of the LIFE EMPOWERMENT INSTITUTE, Renee is dedicated to training men, women, boys and girls by using practical and biblical principles empowering them to live a fulfilled and enriched life.

CEO, Destiny Empowerment Enterprises, Inc. - Committed Community Engagement. Founder of Destiny Academy Early Childhood Development Center providing care for ages 0-5, along with before/after school programs, specializing in year-round programs for "at-risk" youth. Partnering with initiatives and programs that are attacking the "no child hungry" initiative in America by consistently providing 7 meals a day annually. *Providing Summer Educational Camps, Year-round Mentoring Programs aimed at empowering the lives of youths with character development and leadership skills. From food programs, to the early childhood development center to the performing arts conservatory and more, DEE is a much-needed answer to prayer and fills voids in the DFW community.*

Founder/President, Rachel's House and Destiny Ranch. For over 15 years serving the community by providing sustainable housing, as well as life development programming for residents including counseling, career guidance, financial education and practical life skills for those in transition.

Why we selected Renee Hornbuckle to be one of Success Sisters Big 50?

Renee challenges and inspires people everywhere to maximize their potential and realize their God-appointed destiny. Whether in the church or the marketplace, she motivates average people to become extraordinary people. As a motivational speaker, she speaks to marketplace and ministry leaders, as well as women, men and youth. Renee

also specifically targets those that have experienced crisis or trauma helping them to rise above their crisis and continue moving forward toward total fulfillment of LIFE as overcomers.

www.reneehornbucklemin.com

Follow on: Instagram: @reneedenisefowler
Facebook: @dreeneenisefowler



Carolyn Witte & Felicity Yost

Founders, Tia Clinic

Why we selected Carolyn Witte & Felicity Yost to be one of Success Sisters Big 50?

Carolyn Witte realized from her personal experience how much the health-care system lacked when it comes to addressing the health concerns and needs of women.

Determined to change that, Carolyn partnered with her college friend Felicity Yost to help other women have a more seamless experience with doctors and health-care providers. Together they created Tia innovative health-care platform, which Witte describes as an “ecosystem of products, tools and services designed for the distinct needs of women.”

Tia started as a digital platform with a pre-and post-doctor's office tool, and has evolved into something more comprehensive. Last year, Tia launched its first physical clinic in New York, which now includes 15 physicians, physician assistants, registered nurses, therapists, and other treatment providers. Since the pandemic, Tia has very quickly pivoted into telehealth and virtual services

About Their Business:

Tia Clinic is an innovative health care platform of products, tools and services for the needs of women.

www.asktia.com



About Her Business:

- **Novella Skincare**
- **Nicole Murphy Fitness**
- **Flp By Nicole Murphy Jewelry**

Nicole Murphy

Founder : Nicole Murphy Enterprises

Follow : @Nicole Murphy

www.nicolemurphyenterprises.com

Why we selected Nicole Murphy to be one of Success Sisters Big 50?

Most of us know Nicole Murphy the celebrity, the fashion model and TV personality. We see her as a business mogul to watch. Who doesn't want to look as amazing as she does at just about any age! What I love is that she was smart enough to realize that notion and turned it into a profitable empire!

The Flp jewelry collection consists of beautiful handcrafted beads and jewels made of precious metals & stones. She has also added apparel to the collection as well.

Nicole Murphy's fitness program is just a click away, loaded with everything you need to build a fitness plan inside out. Get advice, workout plans, programs, exercise routines, tutorials to stay healthy, weight loss plans.



Her Novella products are innovative and amazing! We love her products because they've said goodbye to unnecessary skincare ingredients found in most products only including the most effective ingredients in their products, maximizing the potency and efficiency of their formulations. If that's not impressive enough, all Novella by NM products are made with all-natural ingredients that have been sourced right here in the United States! Nicole Murphy products are free of fillers, synthetic dyes, and artificial fragrances, are not tested on animals, and are made with environmental and paraben-free!

And for the women who have mild to moderate signs of aging, her anti-aging products are your new BFF and the price point is absolutely respectful! We look forward to seeing what she launches in 2021!





Amber Griffin

Founder, Model Prep

About Model Prep

Model Prep was founded by professional international model Amber Griffin to help girls become the best they can be, inside and out.

She personally developed the Model Prep program to teach the importance of self-confidence and personal strength, as well as to bring awareness to appropriate make-up and fashion to fit each young girl's personal style. The dynamic and inspiring Model Prep program helps girls achieve greater self-confidence, inner strength, appropriate and beautiful makeup, personal fashion, how to walk the modeling runway, and life etiquette – from the dining table to social media. Amber and her professional team coach Model Prep girls through each personal growth class as their mentor.



Why we selected Amber Griffin to be one of Success Sisters Big 50?

Amber started Model Prep four years ago with a strong passion to help as many girls as possible between the ages of 11-17 build a strong inner strength. A lot of the girls that participated in the Model Prep Program had previously struggled with not feeling like they fit in or that they are good enough. Having experienced that too when she was a young girl, she relates and reaches each student in a special way. Amber and her team teach good posture, etiquette, styling techniques, runway skills, makeup, and pho-

tography. These skills have proven to help girls build the self-confidence they will need to be their absolute best!

Currently because of Covid, she has turned her classes virtual and girls all over the country are loving it! Now young ladies all over the world can have access to the world of model training from the convenience of home!

www.modelprep.com

Follow on: IG: @model_prep FB: ModelPrep



Susan Posnick

Susan Posnick Cosmetics Inc

www.susanposnick.com

About Her Business:

Susan Posnick , the owner of Susan Posnick Cosmetics, Inc.. develops healthy, clean cosmetics in multipurpose packaging that easily become a part of your busy life.

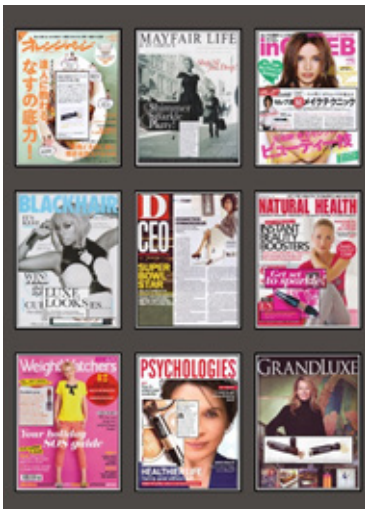
Why we selected Susan Posnick to be one of Success Sisters Big 50?

As a longtime celebrity makeup artist who developed skin cancer, Susan became passionate about developing products containing natural ingredients, to protect others from both the sun and environmental pollutants.

Susan received an International Humanitarian Award at a Ball in Vienna, Austria for the development of her portable sun protection products, and for continuing her global education efforts with regard to the prevention of skin cancer and unhealthy aging. Susan also received the Fashion Group International award as a Rising Star among 12 women honored in January 2020 for overcoming

adversity and continuing to grow in their personal and professional lives. Locally she supports many charitable causes and has received accolades for her philanthropic and mentoring efforts.

Looking forward to 2021, she has a solid timeline to greatly increase awareness and sales of her all-inclusive cosmetic line, emphasizing the social media campaign she began in January 2020. She says happily that although COVID slowed things down for a while, she is grateful that with a few pivots along the way, her business is once again thriving. Her cosmetics sell internationally in Spas, Medspa, Salons, and Specialty Retail. She is happy to be mom to her 29 year old happily married daughter.





Monica Morton

President And Ceo Of K.N.O.W. LLC
Sports & Entertainment Group

www.knowllc.net

About The Business:

Monica is a 25 year licensed Private Detective and Certified Covid-19.

Compliance Officer for the TV and Film Industry whom as an Investigator has conducted over 5,000 investigations and over 1,000 surveillance's as President and CEO of K.N.O.W. LLC Sports & Entertainment Group providing concierge investigation services, cyber security, executive protection, business due-diligence, business development, branding and marketing services to the NFL, NBA, A-list celebrities, dignitaries, corporations and the entertainment community.

In addition, Ms. Morton is owner of Vanguard Int'l, a Risk Management Insurance Fraud Investigation firm providing services to national and global insurance companies such as MetLife, State Farm, Nationwide, Permanent General, Gainsco, USAA, Safeco, Aetna, Cigna, Allstate, Embark General, Tokyo Marine to name a few and numerous Local, City, State, National and Government Agencies, Risk Management Divisions and Corporations.

Why we selected Monica Morton to be one of Success Sisters Big 50?

Monica is a dynamic, unstoppable force that is committed to excellence and inspiring, motivating and empowering people to do and be there best !! She is a magnetic sought after speaker lecturing in New York, Los Angeles, Chicago, Miami, Dallas, Denver, Seattle, Toronto, London, Dubai and Vancouver to name a few.

Currently, Monica is a Crime Expert Commentator for Jupiter Entertainments "Sins of the City" on TV One. In addition she is a ground-breaker as the first "Black Female Private Detective" to be featured in a new investigative TV series debuting in 2021 about her life and work as a 20 plus year private detective and celebrity fixer.

She is also currently working with officials in her county to build a Community development Center to provide the much needed education, services and financial resources to assist the homeless, in-transition and victims of human trafficking in the third largest County in Georgia.



About The Company:

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The app already includes templates for users to use. The platform is free to use and offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality.

Melanie Perkins

Co-Founder of Canva
www.canva.com

Why we selected Melanie Perkins to be one of Success Sisters Big 50?

You know that amazing marketing tool that helps you make flyers, posters and all types of graphical content that you can schedule out to your social media at the same time...for free? Yes, I'm talking about Canva! Canva is an entrepreneur's best friend! This tool makes publishing easy, fast, affordable, and very user friendly. Well let me introduce you to the Co-Founder of Canva, Melanie Perkins!

Melanie is the stunning beauty that raised one of Australia's largest early-stage investment rounds as CEO of Canva, a disruptive online

design and publishing tool. Canva has been growing rapidly since its launch in August 2013 and is now empowering millions of people across from every corner of the globe to create great designs and reach their goals, whether that is landing a job with a stylish resume, getting their business off the ground by creating great marketing materials or connecting with their community by designing great social media graphics.

Previously, Melanie also founded her first company, Fusion Books, an online design system for schools to create their yearbooks. Fusion Books is now the largest yearbook publisher in Australia and recently expanded to France and New Zealand. With her track record of making our lives as entrepreneurs a lot simpler, one can only anticipate what she has in mind for 2021! I'm watching!



D'Andra Simmons Lock

RHOD STAR

Founder, Hard Night Good Morning

www.hardnightgoodmorning.com

Why we selected D'Andra Simmons to be one of Success Sisters Big 50?

About The Business:

Hard Night Good Morning® is an innovative, high-quality, affordable, aloe vera based skincare line with naturally derived & scientifically proven ingredients sourced from around the globe.

Ultimate Living® nutritional products are supplements formulated to strengthen and maintain a healthy immune system, plus contribute to overall health and wellness.

If you're a fan of the Real Housewives of Dallas, you know that D'Andra & Momma Dee are fan favorites. But you will find no favoritism here just pure facts! Both D'Andra and Momma Dee are both bonifide successful entrepreneurs. We've watched on national television as Momma Dee passed the mantle to D'Andra who took her mother's place as the President and CEO of Ultimate Living International with the same passion and mission to heal the world, one person at a time, starting from the inside and radiating out!

D'Andra continues to grow her business by maintaining high quality products and standards. We love how Hard Night Good Morning works hard to keep their products free of parabens, sulfates, phosphates, and phthalates.

They never test on animals and the entire line is gluten-free. Almost all of their botanically-based products are also vegan. All their products are formulated and produced in the U.S. Sounds like a good morning to me!





Tatianna Francesconi

Founder of Tru-FX Studio & Sugar Hill Farm LLC.

About Her Business:

Tatianna Francesconi, owner of Tru-FX Studios. Tatianna, a makeup artist for film, didn't want to risk her employees getting COVID and learned that not many movies were being filmed during the shutdown, so she temporarily closed her makeup/bath boutiques in Dallas and Arlington, TX.

Sugar Hill Farms LLC is a registered, certified an organic farm

Why we selected Tatianna Francesconi to be one of Success Sisters Big 50?

After losing her Tru-FX studio do to COVID, Tatianna communed with other business owners in similar situations in group chats and blogs. Often hearing that families were worried about how they were going to feed themselves since their businesses were closing shook her to her core.

It concerned her that food was now a real issue for herself and families that she knew. In March she immediately planted some vegetables with the thought that she could expect a small harvest in as quick as 60 days. Growing her own food was the sure thing she needed to help take the burden of affording and acquiring quality food for her family away.

Little did she know that this decision would change her life. She dove into the farming world, researching and learning not just how to grow but also the health benefits and demand for organic food in her area.

"It shocked me to learn how much of a food desert we really lived in and how expensive quality food was. This was most clear to me during the pandemic. ~Tatianna"

In early May 2020, she had a small harvest of micro green and herbs and was hooked. She quickly put together a plan to expand her

plots enough to feed her family and the communities that inspired her. On a strict budget she started a Go Fund me campaign, propagated many plants from seeds and other small gardens and committed to transforming her home into an organic farm large enough to feed as many as she could. Now registered, Sugar Hill Farms LLC is born.

Her first season she planted over 600 plants of 20 different varieties. Throughout the month she shares her growth and the next farm project she is working on through her social media outlets. She currently has 3 acres that she is cultivating to hold enough produce to deter you from your local grocery store on any day of the year. She wants to be your "sure thing" resource for affordable quality food during normal or abnormal times.

There are plans to expand the pond on the property to stock fresh fish varieties. She has 15 fruit trees and a 96 ft commercial greenhouse contracted for build in 2021. She has certified the property as an organic farm that happens to be the only black owned organic farm in Tarrant and Jackson county. She clearly is securing her roots onto the property and the community can't wait to see it.





Kathleen Yu

Founder And Ceo Rumarocket
www.rumarocket.com



About The Company:

Rumarocket is an artificial intelligence tool that helps you IDENTIFY, OPTIMIZE and RETAIN the right talent for the right positions to meet the right needs at your company at the right time. We help you get the best out of the people you have.

Why we selected Kathleen Yu to be one of Success Sisters Big 50?

Kathleen is one of the youngest innovators on our list of the top female entrepreneurs to watch in 2021. At the very young age of 23, Yu had the idea to create her own technology business. She creatively used machine learning and artificial intelligence to assist Human Resources (HR) with a more efficient talent recruitment strategy, helping companies to find the skilled individuals that they needed.

Rumarocket offers open system, data mining, and machine learning as their services to companies. Their open system service integrates Rumarocket to a company's existing HR tools and software. While their data mining service organizes and synthesizes a company's data from hiring up to employment, helping them make actionable conclusions on their talent, as opposed to being drowned in meaningless data. Lastly, their machine learning service provides better and better conclusions on evaluating the right talent over time.

With Kathleen at the helm as the company's CEO, Rumarocket talent management platform is now incredibly successful, currently worth around \$8 million supporting clients all across the globe.



Lady Jambalaya Christine Odegbare

Founder, Wild Cajun Meals

www.wildcajunrestaurant.com



About The Business:

Wild Cajun Meals LLC specializes in the manufacturing of ready to eat Cajun meals .

We currently have two product lines, Cajun Gumbo and Jambalaya, with additional items such Shrimp and Crawfish Etouffee , Cajun Red and white beans coming soon. Our Products are currently been sold at all Dallas area Cash Saver locations, all Jerry Supermarket Locations and all Saver Cost plus locations also in Dallas. Current Product offerings are available frozen and are sold in 32 , 16, and 12 oz. container sizes.

Why we selected Lady Jambalaya Christine Odegbare to be one of Success Sisters Big 50?

By the age of five, Lady Jambalaya began showing interest in cooking; she followed Madea around the kitchen as she prepared meals for her large family. By the time she turned seven, Madea gave Lady Jambalaya her first chance at the stove of course, under Madea's close supervision.

Lady Jambalaya began to ask God for a blessing and a vision because she was sick of corporate America. God gave her that vision with tears running down her eyes on interstate 75. She turned in her two weeks notice and began to walk out on faith. God blessed her to become a vendor on Amazon.

Three years later Lady Jambalaya got into her first store location in February 2020. Less than three weeks within that month she got into 3 more store locations. Less than 3 months Lady Jambalaya got into another 8 stores. November 2020 she got into another 148 grocery stores and is on the platform of Walmart.com



Bridget Oneal

Founder, First Choice Social Services

www.Firstchoicesocialservices.org

About The Business:

First Choice Social Services First Choice Social Services is a 501(c)(3) Non -Profit Organization.

In 2013, a group of colleagues from diverse backgrounds decided to build an agency that will address the needs of their community. First Choice Social Services collaborates with other agencies to help fulfill its mission.

Why we selected Bridget Oneal to be one of Success Sisters Big 50?

Bridget Vinson-O'Neal as its Founder/ Executive Director. Mrs. Vinson-O'Neal is a Licensed Social Worker and earned a Master's Degree of Sciences in Human Services from Capella University. Mrs. Vinson-O'Neal has 27 years of experience working with diverse populations with her expertise in domestic violence, sexual assault, teen dating violence. First Choice Social Services provides three service areas: Domestic Violence treatment to offenders, Substance Abuse Outpatient services, Residential Services to teens that are aging out of foster care.

First Choice Social Services supports those clients that inspire to empower and serve their community. In 2021 Bridget plans to launch phase one of the First Choice Social Services Small Business Program. This program will provide mentorship to those clients who have shown a genuine interest in giving back to their community. By opening their own small business, these clients will enrich the financial growth and stability of their community.



Jennifer Kushell

Ceo, Exploring Your Potential

www.exploringyourpotential.com

About Her Business:

Why we selected Jennifer Kushell to be one of Success Sisters Big 50?

Jennifer Kushell is a New York Times Bestseller, called the “Career Doctor” by Cosmopolitan and a “guru” of her generation by US News & World Report, Jennifer has worked with tens of thousands of young people in over 100 countries for more than 15 years. As of CEO EYP Ventures, Jennifer has been on a mission to impact the lives and futures of young people globally for the over two decades. Her creative concept, Exploring Your Potential (EYP) the revolutionary career planning online platform, Kushell aims to dramatically change how we prepare the next generation for the world of work and successful, happy lives.

Exploring Your Potential™ (EYP) is a career readiness program that inspires young adults to take control of their future today by crafting a life and career that’s personally customized to them.

This groundbreaking program is organized into four courses in which students identify their talents, passions, and goals; create a value proposition that reflects who they are; learn how to market themselves; and put their career plan into action. Students are motivated to think outside the box and create their own definition of success.



Iman Abuzeid

Founder, Incredible Health

www.incrediblehealth.com

Why we selected Iman Abuzeid to be one of Success Sisters Big 50?

Iman Abuzeid has created the fastest-growing career marketplace for health care workers.

She was able to see what was wrong with the employment market for nurses and decided to do something about it. With her knowledge from her MD, then as a management consultant working in hospital operations and strategy, Iman understood the impact of the nursing shortage. On a mission to create change, Iman raised \$17 million to build a platform that lets employers apply to nurses, rather than the other way around. The platform works like this: nurses create a profile, and then sit back and decide whether to accept interview requests. Incredible Health automatically vets and screens nurses, helping to match them to specific employers. Incredible Health works with more than 200 hospitals nationwide, including academic medical centers such as Cedars-Sinai Medical Center and Stanford Health Care. There are more than 150,000 nurses on the platform--a number that is growing by 15 percent each month.

About The Business:

On Incredible Health, hospitals connect with nurses and other high shortage healthcare professionals to dramatically speed up the hiring process.

Using the latest in automation, data and recruiting technology, we're able to provide a fantastic experience for both sides, while addressing our customers' mission-critical needs—having enough exceptional staff to deliver top-quality care to patients, while also driving revenue and reducing costs.



Noelle Randall

Founder, Noelle Randall
Coaching

www.noellerandall.com

About The Business:

As CEO of Noelle Randall Coaching, Noelle offers business opportunities for other entrepreneurs, allowing hundreds to create wealth and financial independence through her mentorship.

She has also created the opportunity to become an owner of properties across the country and obtain passive income with her company Nuurez Inc. Through her work in Nuurez, Noelle is taking the home-sharing economy to the next level! Noelle is the founder and president of FDR Horizon Enterprises, a private real estate equity firm and brand manager. The company owns a diverse portfolio of real estate and has created numerous profitable and top-selling brands, including her signature product Tea More Skinny (TeaMoreSkinny.com). Noelle is the co-founder of Bella J Hair (BellaJHair.com) the premier virgin hair extension brand and international hair and wig distributor. She is also the Executive Director of the Marley Simms Foundation, a public non-profit organization dedicated to promoting children's literacy and whose mission is to advance the diversity of thought in children by providing access and awareness to books from diverse authors and discuss diverse topics.

Why we selected Noelle Randall to be one of Success Sisters Big 50?

Noelle is a serial entrepreneur. She is one of the top real estate investors in the U.S. - having contracted over 200+ real estate deals and now owning well over 20 properties in her current portfolio. She built her business from scratch - having started her entrepreneurial journey from her parent's basement in her real estate ventures and getting out of bankruptcy to now a multi-millionaire. Just this year she was named as one of the top female leaders in real estate in the U.S. and is continually expanding her portfolio and presence. She has specifically taken this time to help individuals on their real estate investment journey as an alternative source of income during COVID19. Additionally, because of her efforts of teaching others how to invest in real estate (even if you're in debt and low income), her Youtube channel has reached well over 100K subscribers and is climbing. She's truly influential in her field. Noelle is definitely the one to watch as she expands her rental properties from Texas to Florida to other territories, while continuing to teach others how to build generational wealth and passive income using real estate as their assets. Additionally, the successful revenue-generating businesses that she runs, Tea More Skinny and Bella J Hair are just a testament to her entrepreneurial spirit and drive.



Sara Schaer

Co-founder & CEO
of Kango

www.kangoapp.com

Why we selected Sara Schaer to be one of Success Sisters Big 50?

About The Business:

Kango is an award-winning, app-based youth rideshare and childcare service for families and schools. Schaer is a Silicon Valley veteran who helped grow the Snapfish.com global product team from a team of two product managers through the company's acquisition by HP in 2005.

What Sara has done as a mother of two and a former HP tech executive is taken the complexities of parenting juggling work, home life and offered an amazing solution. The Kango App Sara and Co founder Kaliyuga Sivakumar (aka Siva) developed, helps busy families do more by taking transportation off their plates. This innovative rideshare and childcare app has garnered the attention of Uber and Lyft executives, the country's leading school transportation company National Express, and families across the West Coast.

How it works, you can Schedule a ride, childcare, or both! All the participants are background checked, fingerprinted caregivers who are trained to transport children. You can also track (in real time) on your mobile device the exact driver location. They even have booster or car seats available! This technology is a God-send for many parents and after receiving last year 3.6 million in funding, we will see the expansion of this company and service in 2021.



Chenese Lewis

Chenese Lewis
Productions LLC

www.cheneselewis.com

About The Business:

Chenese Lewis Productions, LLC is a media company established in 2007.

The company has produced a television pilot, numerous events, and body positive products. The company also handles Chenese's bookings as a national personality, host, and speaker. The Chenese Lewis Show, launched in 2008, is also managed by the company. The Chenese Lewis Show is the #1 podcast for plus size women! Established in 2008, the iconic, live podcast features in-depth interviews with a wide range of industry experts, including plus size influencers and national brands. In 2019, the show was featured in the Podcast Business Journal as a successful podcast in a niche market and was quoted in the Chicago Tribune. The brand's mission is to empower every person, especially women, to have healthy body image and self-esteem.

Why we selected Chenese Lewis to be one of Success Sisters Big 50?

Chenese Lewis is an influential trailblazer in her industry that has a remarkably consistent track record of accomplishments that spans decades. She has strong leadership skills, great at networking, and enjoy being philanthropic with charitable organizations in the community. For 20 year her devotion to "positive body image" has remained strong, as her audience expanded. This year she was featured in Forbes Magazine and continues to get accolades from mainstream media. Her #1 podcast show for plus size women lets us know Chenese is a force to be reckoned with and there is so much more to come!



Tammany Stern

Owner, Founder BestOfGuide

Why we selected Tammany to be one of Success Sisters Big 50?

Tammany has been active in the restaurant and hospitality industry for the past 25 years. As National Director of Marketing for Passbook Clubs of America, she helped her family grow the local discount company into a national powerhouse distributed through thousands of corporations and organizations across the country. In 1993, Tammany founded BestOfGuide.com to meet the constantly changing needs of the Dallas advertising market.

BestOfGuide is a vertically integrated direct marketing publication that is distributed to a very specific demographically qualified consumer. They consistently increase operating profits with trackable results. Currently, BestOfGuide.com reaches well over 300,000 consumers in the greater Dallas marketplace including the Season ticketholders of the Dallas Mavericks, CEO's of Fortune 500 Companies, and a six figure BOG targeted demographic audience. They connect high end consumers with the finest merchants. Being part of Best-ofguide means you are the BEST in our City. Tammany is hoping to expand her services nationwide in 2021.

I love her pandemic proof BOGRewards App which provides a wealth of information to aid in selecting the right restaurant for whatever my taste buds desires! If that's not enough, most of the participating restaurants have coupons that you can use on the spot right from the app! Download the BOGRewards App now! You'll thank me later.

Website: www.Bestofguide.com

Instagram: [Bogrewards](https://www.instagram.com/Bogrewards)

Facebook: www.facebook.com/Bestofguide

Twitter: [@Bestofguide](https://twitter.com/Bestofguide)

About The Business:

Bestofguide.com pioneered print ad direct marketing in the DFW area to a high-end database inclusive of The Dallas Mavericks Season Boxholders in a measurable format.

We also offer digital SMS text messaging, email marketing, internet, Social media marketing, and our BogRewards App representing our Cities Best Restaurants, Retailers, Events, and Travel. We connect the dots and do all the networking so Business Owners can focus on running their businesses.

We have a unique concept because we utilize many marketing platforms with measurable results for all of our clients.





Savonia Wade

SAVVYMANE Haircare Products

www.savvymane.com



About The Business:

Savonia Wade is the owner of Savonia Hair Studio and a hairstylist for more than 2 decades. Through her experience she's emerged herself into her field to understand and discover the needs of her clients. This journey led her to create a fantastic SAVVY MANE haircare line!

Why we selected Savonia Wade to be one of Success Sisters Big 50?

If you're like many women who have suffered from hair loss as a result of tension from too many weaves, lacefront glue, chemical process, etc., you can appreciate any product that will help you retain the hairs that remain! Well, Savonia has created a product line the aids in the prevention of hair loss and promotes healthy hair.

SAVVY MANE products work so well because they're all natural and cleanse the scalp so that the hair follicles would have a fresh and clear state. It also removes dead cells that tend to clog the scalp. The success of SAVVY MANE products did so well that she is now working on an entire Haircare line for hair grooming for 2021. We look forward to what's coming next for SAVVY MANE!



Carlyn Ray

Founder of Carlyn Ray Designs

www.carlynraydesigns.com



About The Business:

Artist Carlyn Ray and team share creativity through custom glass art and site-specific installations.

At a young age, Carlyn discovered her unrelenting passion for glassblowing, public art, and the creation of large scale installations. During her first ten years of training, she worked under various master glass artists around the world, including Dale Chihuly. She has come full circle to build a multi-talented team with a focus on custom art and projects for and with the community. Carlyn's signature designs include unique glass weavings, bespoke chandeliers, hand-blown vessels, and lit fused glass panels. Carlyn Ray Designs operates at Carlyn's Dallas Glass Art studio and gallery. Dallas Glass Art is open to the public and offers hot glass demonstrations, classes, and private



events. Carlyn also founded non-profit Art Reaching Out (ARO) which works with underserved and at-risk students, especially young women, and teaches them STEAM

through glass. "I love what I do and I love my journey so far," she said. "My purpose is to share creativity and spark the imagination. It's what connects us to God, to a higher power, to the universe and it makes me really happy. I love sharing what brings me joy."

Why we selected Carlyn Ray to be one of Success Sisters Big 50?

Carlyn Ray has really created a niche in Dallas through her design line Carlyn Ray Designs. Her lit wall pieces, sculptures, and chandeliers are growing in size, scale, and complexity. She is gaining momentum and becoming a renowned female glass artist by creating large-scale site specific installations. While creating her designs, Carlyn and her

team continue to open people's eyes to the magic of glass and this 'little hidden gem of a studio' in the Dallas Design District is becoming quite the hot spot to go to experience glass or create a custom installation with Carlyn. There are several large commissions on her horizon. The sky is the limit with this artist and creator as she soars into 2021.



Therez Fleetwood

CEO, Luxury Romance Concierge



EMAIL: info@luxuryromanceconcierge.com
WEBSITE: www.luxuryromanceconcierge.com

About The Business:

Luxury Romance Concierge is a service that caters to couples who desire a deeper connection and a lasting sense of adventure.

It is an exclusive and innovative concierge service that's changing the way couples look at date nights with carefully designed intimate nights of romance that allows couples the opportunity to talk, touch, teach and explore. The company's goal is to create deeper intimacy and lasting connection for couples with curated, custom-designed experiences.

Why we selected Therez Fleetwood to be one of uccess Sisters Big 50?

We love Therez and her INTO-ME-SEE cards! Reflect on the love that brought you and your partner together and begin your date night sharing your love with intimate conversation. The INTO-ME-SEE™ Card Game, designed by Luxury Romance Concierge, offers couples the opportunity to exchange open and intimate dialogue as you playfully discover or re-discover what they love about each other. The game provides couples with key questions designed to initiate intimate conversations about life, love, sex, and romance. This way of communicating is designed to deepen your relationship and give you a better understanding of one another.

Therez Fleetwood, also known as The Bedroom Whisper, creates unconventional and intimate experiences for couples. She is the unconventional, dynamic, and endearing founder of Luxury Romance Concierge™ with a new vision for how to inspire relationships for the long term.



Caprice Burrell

ALTER EGO POLE FITNESS

www.alteregopolefitness.com

Why we selected Caprice Burrell be one of Success Sisters Big 50?

Let's just look at her Studio Stats: -She's hosted over 17,000 pole party visitors since our opening-Over 10,000 students have trained with us since our opening-Over 1000 private sessions taught since our opening-Over 160 Home Pole Parties given since our opening -Over 35 outreach events since our opening-Over 60 request for guest performers for photoshoots, music videos, etc. from our students and instructors since our opening (including back in 2014 having one of our instructors teach pole for a month in Nigeria).

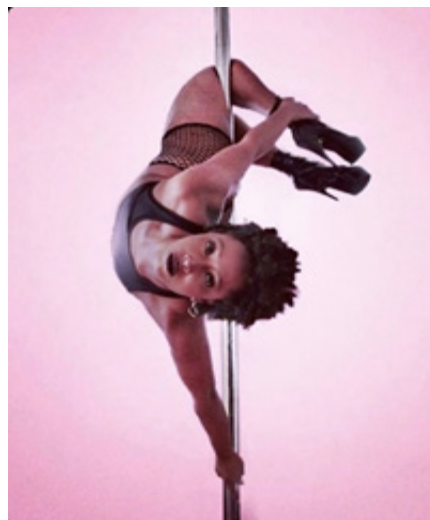
We love that her business fulfills a great cause of uplifting women thru the unique application of pole dance/pole fitness.

Her studio has brought together so many women from different walks of life. Even during this pandemic, women are virtually working out from home with Caprice and her team reach more women looking to get fit in unconventional ways. Pole dance is definitely a game changer when it comes down to the fitness aspect of it Alteregopolefitness.com

About The Business:

Alter Ego Pole Fitness & Wellness Studio promotes self-esteem, fitness and overall wellness among our clients.

Our studio is dedicated to beginners who want to learn the basic art of pole dancing, get fit, meet new friends and have some sexy fun! Exotic fitness is a new form of exercise that is highly enjoyable, a great way to get in shape and an even greater way to build self confidence.





Yvette Grove

Creator & Founder, My Deliciously Different World

www.mydeliciouslydifferentworld.com

YvetteGrove@me.com

About Her Business:

Lily is a children's book series, based on accepting who we are—and in turn, who others are—is the foundation for self-esteem, kindness, compassion and choosing life. Yvette is also a National Speaker

Why we selected Yvette Grove to be one of Success Sisters Big 50?

Yvette's Deliciously Different by Design is a great inspiration to not just children but to all of us. Her books remind us that the world doesn't work if we are the same (nor is it as fun). Lily's Deliciously Different Day shows children how Lily is really in all of us.

Always with a heart for children and adults, Yvette sought to embrace and celebrate in her collection, each person's unique gifts and the diversity of others. Bullying, suicide, racism, all weighed heavy on her heart. 2017 brought high profile suicides, BLM, another school shooting, Me Too, consequences of climate change and a spirit of dissension. Yvette realized while writing book two that not only did Lily need to be in schools but decided to create a platform that engaged families into a conversation through play and creativity that lead to understanding and valuing ALL of creation.

In 2021 Yvette will be releasing book two Desi's



Terribly Terrific Tea Party a Deliciously Different by Design Curriculum, online membership and creating a movement of connectivity across all borders, race, religion, cultures, special needs, economies through creativity and community.

Join the movement!



Atiyana Bostock

Founder,
Madame Monae Designs

www.madamemonae.com

Why we selected Atiyana Bostock to be one of Success Sisters Big 50?

This 26 year old fashion designer started her own business in the midst of a global pandemic and it is taking off like wildfire! She sketched out a vision for something funky, stylish, different, yet comfortable then turned it into a reality. Atiyana signature Madame Monae Hybrid street style is going viral because its stylish and caters to all body types. Streetwear you can dress up or dress down and makes you feel like a baddie no matter what your style is. We're looking to see a lot from her in 2021!





Jessica Rector

NATIONAL SPEAKER

www.jessicarector.com

About The Business:

My business is designed to help others fire up their thinking, extinguish burnout, and ignite others, while having a lot more fun.

Organizations and companies hire me for events, conferences, and meetings to encourage, inspire, and empower people to be their best selves, believe in themselves, and take action to create the change in their lives they've been wanting. I teach participants my five step system to turn negative thoughts into positive action, prevent and break through burnout, or how to build their confidence.

Why we selected Jessica Rector to be one of Success Sisters Big 50?

Burnout is at an all-time high across industries, and it's not going anywhere any time soon. Mental Health and burnout are at the front of modern organizations. What does this mean for your organization and people? If you're not addressing these issues, you'll be quickly left behind in business. Your people will disengage, do less, and experience a decline in attitude, impacting your customers and clients. Jessica uses custom analytics about your audience to specifically tailor her presentations to them. Her ground-breaking and innovative insight demonstrates how your audience performs and what gets in their way of increased productivity, focus, and health.

Why we selected Zondra Evans be one of Success Sisters Big 50?

Zondra is a Dynamic Powerhouse—always striving to encourage, mentor, guide, and develop anyone that comes into her path to "Be The Best They Can Be" She is a Strong In Faith Christian who is all about "Leading by Example" and "Walking the Talk"! Her services of Coaching, Executive Producers, The B-Train of Small Business Training, Creator of the Exclusive Incubator Program, to name a few and of course her latest venture creating "Sponsorship Packages" to help Small Businesses Stay in business far supersedes the true meaning of "Making a Difference"!

So many business owners believe that social media sites are the only platform to broaden your reach. The truth is you do need social media, but there is so much more to consider if you are focused on scaling and growing your business. Videos are a valuable, powerful way to tell your brand's story, to showcase your product or service, and to engage with your target audience. We're not talking just infomercials here, we're talking about compelling, interesting, and emotionally engaging storytelling that can make your business come to life on TV. Many small businesses have felt budget constraints when it comes to public access beyond social media. That's why we love ZondraTV Network! They help small businesses on limited budgets, DREAM again and make a global impact.



Zondra Evans

Founder of Zondra TV

www.zondratv.com

About The Business:

ZondraTV Network was designed specifically for small business entrepreneurs and solopreneurs.

The team at the network is passionate about providing an affordable platform for small businesses to scale and grow their business locally, nationally and globally.

Vision Create Cost Effective Platform for Small Business owners and be known as the preferred digital solution in Small Business Development, Brand Awareness Marketing & Advertising, & Educational Platform. Mission Strengthen Entrepreneurs Digital Footprint by providing greater accessibility to global digital production.



Kate Ryder

Founder, Maven Clinic

www.mavenclinic.com

About The Business:

Maven is the largest telemedicine provider for family health and women, who control 80% of healthcare decisions in a \$3.5 trillion healthcare industry.

Maven is the only global family benefit that integrates care advocacy, telehealth, educational content, payments, and breast milk shipping in one vertical solution that supports all paths to parenthood.

Maven Clinic connects workers with OB-GYNs, nutritionists, lactation consultants, and other specialists via video chat or messaging to empower women to advocate for themselves. Since our founding in 2014, we have led the category in member engagement, satisfaction, and clinical outcomes.

Why we selected Kate Ryderto be one of Success Sisters Big 50?

Every good business idea solves a problem. Prior to the creation of ClassPass, Payal ran Indian dance company part time and while searching for a ballet class, the vast sea of confusing computer tabs caused her to realize there had to be a better way. She had an idea: create the Open Table of the fitness industry – a search engine where users could sign up for classes in one streamlined place.

When that idea didn't go how she planned, Payal shifted gears, eventually landing on the subscription service ClassPass. Today, ClassPass connects users to hundreds of thousands of fitness classes around the world. It was valued at \$1 billion earlier this year, but when the pandemic hit, it flattened the fitness industry, forcing Classpass to pivot yet again.



Gina Grant

Founder & CEO, Women That Soar

www.womenthatsoar.com

Why we selected Gina Grant to be one of Success Sisters Big 50?

About The Business

Women That Soar: A Dallas-based media and content development company. WTS produces enriching online content, hosts live events, and provides community outreach via their four-tier platform.

Dare2Soar Foundation: is an organization created to empower 7th to 12th grade female students to strive to reach the pinnacle of success in their personal lives as they endeavor to pursue secondary education and professional careers. Dare2Soar carries out its mission using the acronym SOAR, (S) Stronger Voices (O) Overcome (A) Achieve (R) Rise. In addition to advocating for youth empowerment; the Dare2Soar Foundation will provide a powerful message of inclusion, unity and will demonstrate a devoted commitment to the development, advancement, and empowerment of young women through scholarship, mentorship and internships.



Gina Grant, is a petite African American woman with a fiery spirit and the focus to match it, whom many of you may know as CEO of Women That Soar, defied expectations when she managed to get every racial and economic demographic out to her WTS Awards in the first years despite being told a black woman couldn't bring an interracial event successfully together that still attracted the wealthy and powerful. Then, she defied the odds again when she turned a social event into the first interracial televised awards show for women and based it all here in Dallas....again despite many telling her it would be impossible. But what her naysayers didn't know is that she had learned to reinvent herself decades ago when after spending her youth and university years training to be a professional ballet dancer performing with the Dallas Black Dance Theater, she'd had to lose everything she'd worked for when fibromyalgia refused to let her body continue. Can you imagine years of crushing feet in toe shoes, hours upon hours of training to leap high off the ground, cultivating your stamina to the extreme, sacrificing experiences other teenage and twenty somethings had in order to work yourself literally to the bone to earn the right to leap across the stage in one of the most premier American dance troupes, only to one day have your body betray you? Then, while forging a new life having to embrace things like frying catfish to sell in order to afford to raise a child with severe life threatening medical issues? If you can imagine any of that, or if you've lived any one part of it, then you can understand the source of undaunted determination behind her eyes. It's with that determination that she has tackled 2020, re-inventing her company, Women That Soar, to adapt to the current times



Tania Arrayales

Ceo, Green Habitat Developments

About The Business

Green Habitat Developments has offices in USA, Mexico and Canada

**International Non-Profit Organization
“Green Habitat Preservation Project”**

In previous years her passion for sports lead her to create “Proforma GYM” a membership base health club in addition to a business in the trade industry with Asia as Co-Founder of “Evo Formance” an LED International brand.

Why we selected Tania Arrayales to be one of Success Sisters Big 50?

Tania is a self-made serial social entrepreneur, architect and CEO of Green Habitat Developments, an ecodevelopment company currently building a hotel in Belize, condos in Mexico’s Yucatan, consulting on eco-development projects from India to the USA and which led to her being made an advisor to both the Yucatan’s local government and The University of Texas’ McCombs School of Business MBA program. She is also an international speaker and an advocate for Hispanic immigration rights. An avid traveler, she has visited more than 36 countries and divides her time between Austin and Mexico.

Taking inspiration from Japanese gardens, Tania uses that knowledge to preserve the ancient chalk based Mayan road on her development as well as to hire biologists to identify and protect endangered plants and animals in her project. Her development philosophy has led her to be credited as one of the most innovative ethical developers in the region.

As a new mom during a pandemic and CEO of

her company she had to do all in her power to secure the cash flow to support her workers and their families. For Tania, every day was a challenge, she had to work extra time to reassure trust in investors and to prepare the company for a re-opening post quarantine following all the protocols given to construction companies. This experience made her think and act faster, to innovate for quick and flexible solutions.

Throughout this COVID 19 experience Tania found herself to be more resilient. Tania says, (she pauses while feeding her baby girl, Maya Luna, and we both know this is exactly how she has had to oversee her international interests for months now) before continuing, “I strongly believe that my faith and spiritual practices made me stay in my positive thinking and with an open heart, share positive feelings while talking to my baby girl and breast feeding her, I knew that I had a responsibility to help the new generation to be strong and help humanity during and after this pandemic.”



Crystal Chatmon

Crystal Chatmon Photography

Why we selected Crystal Chatmon to be one of Success Sisters Big 50?

I believe Crystal is a great candidate because of all the obstacles she has overcome to run a successful photography business. Born with learning disabilities, during her elementary years most teachers did not think she would be able to work a professional job as adult. Her mom spent years trying to find something she would be passionate about. Finally in the 5th grade, Crystal took photography class in and loved it! Determined to master her craft she took classes at two high schools because one had courses in movie media & photography. Her dedicat-

ed mom sacrificed and bought her first camera, a Samsung. Her mom continued reaching until she found a collage accepting students with learning disabilities and give support. The first college to accept was HBU Prairie View A&M, second university was Texas A&M Commerce. And the rest is history! She's photographed celebrities like Helen Hunt the late Bill Paxton and Diana Ross concert performance to name a few. As Crystal continues to expand her photography skills, we will certainly be watching to see what's next!

About The Business:

A highly talented and creative Photographer with background in outdoor photography, indoor photography, real estate photography, fashion photography, maternity photography, commercial photography, and portraiture.

Skilled in portraiture, conceptual, fashion and special event photography. Strong eye for fashion, knowledgeable in latest trends and styles. Detail oriented, adept at reviewing, analyzing, and selecting prints. Artistic and gifted, with a great approach to subject matter. Hard working and detail oriented, with the follow direction, multi-task in fast paced and excellent communication skills.





Michele Maynard MacArthur

Founder & CEO of MacArthur Accommodations

www.macarthuraccommodations.com

Follow on Instagram: @mmacarthur58

About The Business:

Throughout the last 30+ year of her career, Michele has worked in the Health & Wellness and Hospitality industry.

In Health & Wellness her role assists patient health-care needs to achieve superior wellness. Specializing to Create "IMMUNITY FOR LIFE" Founder & CEO of MacArthur Accommodations - They are Health, Wellness, & Hospitality Coaching & Consulting Advisors that Specializes in Overall Optimal Health & Wellness Worldwide with INNOVATIONS to Reflect Recharge & Renew YOURSELF! She is also the President of Holistic Herbal Health, Inc. - Clinic & Dispensary of Herbal Healthcare, Products, International Quality Teas, and World-Class Aromatherapies. She provides healing programs designed to Restore Vitality, Renew Energy, Improve Physical Stamina, Enhance Focus, Mental Clarity, Anti Aging, Stress Reduction to name a few... Our Consultations employ a unique virtual diagnostic technique for evaluating the body sys

Why we selected Michele Maynard MacArthur to be one of Success Sisters Big 50?

Michele MacArthur is a leading Hospitality Management, Coach and Consultant. What sets Michele apart in addition to her specialized knowledge and in-depth experience in the field of Hospitality, Management, Health & Wellness is her authentic Servant Leadership! She has walked a rather unique journey and one that has survived more trials than tribulations but her one constant has been her faith which had guided in crossing her many barriers and she is all about paying it forward. She is a Philanthropist raising awareness, advocating causes passionately and building a better future for Women and Society. She is an ardent NetWeaver, an intentional and selfless connector bringing people and passion together (with no strings attached), in turn growing stronger communities. She is truly a woman of faith who embodies "What's in it for You" vs. "What's in it for me"! If you are seeking a genuine Herbal Wellness Specialist, Hospitality coach and consultant, rest assured Michele is your Subject Matter Expert who always puts your wellness and well-being at the forefront in all her endeavors.



Tracey Jacobson

Artist/Owner: Canvas Rocket

Why we selected Tracey Jacobson to be one of Success Sisters Big 50?

Tracey has turned her passion for art into a successful, viable, lucrative business! Her highly sought-after work can be found in offices all over the country. In 2021 she will be releasing a coffee table book as well as short episode for television. Art is a gamble, its similar to perfume you love it, or it stinks. So, an artist takes a huge risk in making no money whereas you could work for fortune 500 companies and be making money. We are glad Tracey continues to take creative risks

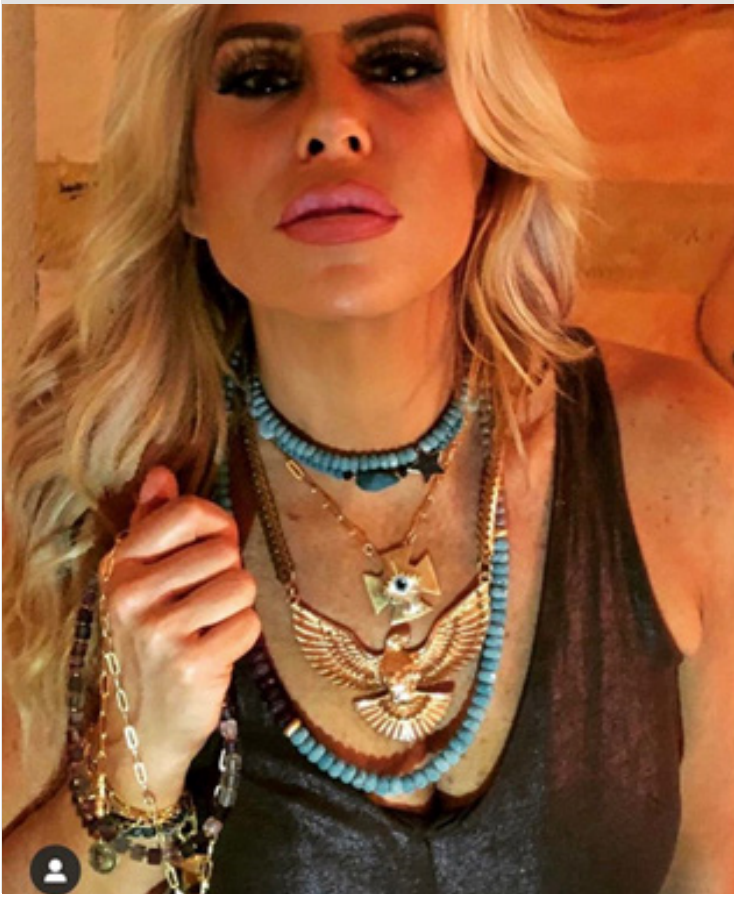
About The Business:

My business is art. I sell commercial art to office buildings apartments, designers.

As well as loan my art out for a fee for staging purposes only. I also do art for more personal needs such as custom commission pieces for homes and or faces (portraits) of adults, children, and animals. I own the copyright to all my art designs and I reproduce them on clothes, rugs ,purses and several items on demand.

www.canvasrocket.com





Andrea Reich

Founder, Diadem Jewelry

www.Diademjewelry.com

Follow @Diademjewelry

Why we selected Andrea Reich to be one of Success Sisters Big 50?

Diadem Jewelry has survived the COVID lockdown and is looking forward to some very exciting new developments for 2021! On the digital forefront; Diadem has partnered with vanguard social media app developer Skylab. Andrea has been working to connect Diadem clients and fans into a community using a unique platform that highly engages users. In 2021 we can expect the new app launch! Diadem has also partnered with the new Virgin Hotel in Dallas' Design District to bring you monthly Pop-up shop events in the lively Funny Library space. Expect new collections every month as well as local guest vendors! We're looking forward to seeing lots of creativity from Andrea and Diadem jewelry in 2021!

About The Business:

Owner/designer **Andrea Reich** is an artist, philanthropist and mother who resides in Dallas, Texas, when she's not traveling the world seeking inspiration and stones. In 2008, she established Diadem Jewelry.

Andrea was always drawn to the mystery and beauty of precious and semi-precious stones. They spoke to her of creation and eternity; inspiring her one day to make a few pieces simply for friends to wear. It wasn't long though before word of her unique style spread. Catalyzing a full line of jewelry highlighted by her sought-after collections.





Irum Jones

Founder : Electrician On Call

www.electricianoncall.com

Why we selected Irum Jones to be one of Success Sisters Big 50?

About The Business:

Irum manages her family's flagship business as the Chief Operating Officer for Electrician On Call & On Call Service Pros in addition to leading internships, job shadowing programs, and training initiatives to help sharpen skills for students entering the construction industry.

While managing her 5 star award-winning local businesses, she also serves as the Chief Social Impact Officer for over a thousand SMBs in the construction & home services industry by connecting local businesses to local nonprofits to improve local communities.

Irum is an Author, Advocate, Activist, Educator, Entrepreneur, Podcaster, Philanthropist, Professional and Speaker (need I say more?). However, she didn't get to manage a multi-million dollar business without and adversity. At a young age, it was through faith, perseverance, and resilience, she was able to survive homelessness, foster care and all sorts of challenges to become this beautiful powerhouse. Pakistani by birth, of South Asian descent, she was from two different worlds — Jeddah in the East and New York City in the West — Irum did her best to avoid abuse and child exploitation in the New York City foster care system.

Early on she understood that education would be her ticket to success. So Irum excelled in school, even though she was sleeping in her only pair of shoes and ready to run when danger would approach. "For a young teen girl to runaway from a group home or foster home is indicative that the environment wasn't meeting the basic needs of security, food & shelter. [Being homeless] is often the only choice for teens when the foster system fails to protect them due to basic needs not being met."

Today, we see her hard work has paid off. Irum, runs a multi-million dollar business in the home services, construction, and technology industries and serves on multiple advisory panels, nonprofit boards and leadership councils advocating for programs to support families. She has also won several awards, including the Junior League Woman of the Year Award and two Presidential Gold Awards for Volunteer Service by President Trump.



Dr. Cynthia Mickens Ross

CEO, Cynthia Mickens
Enterprises (CME), LLC

www.drcynthiamickensross.com

About The Business:

CME is a self-development company.

**We provide essential resources to help individuals
to live the life they are created to live.**

Why we selected Dr. Cynthia Mickens Ross to be one of Success Sisters Big 50?

Although this powerhouse entrepreneur has been successfully in business for over 20yrs, she is just getting started! As CEO of Cynthia Mickens Ministries (CMM), Inc. she is committed to their mission: Transforming Lives to Transform Communities. Her company provides free safe supportive housing to single mothers with young children who need housing while they pursue self-sufficiency is dear to our hearts. They also provide free learning support to children who are failing in the virtual education system along with a free summer learning and feeding program that included two hot healthy meals, coding and website development classes, theater arts classes, Lacrosse lessons to name a few of the offerings. CMM partnered with the Momentous Institute

to provide free mental health resources to those in need. As a sort after speaker, she's passionate about pouring positive message into people to help them stay or get on the right track. Cynthia has authored and teaches the Path~Way to Purpose(PWP) course for almost 20 years. The PWP course is 12-week on the discovery of purpose, Phase II, My Life Strategic Plan, and Phase III, Practical Tools to Starting Your Business. This program is a resounding success with 98% of graduates lives changed and 38% started new businesses and 18% employed by their business full-time. Cynthia's resume reflects 30 plus years of service to the community through boards, commissions, senior corporate positions, community organizations and grassroots efforts.



Ginger Johnson

Owner/Operator of McDonalds Restaurants

www.renovoequine.com

About The Business:

We manufacture and distribute the newest regenerative therapy for Sport horses and have K9 slated to come out end of 1Q 2021.

Why we selected Ginger Johnson to be one of Success Sisters Big 50?

Ginger has been an entrepreneur for 33 years, from being the first Chiropractic Neurologist in Arkansas, Owner/Operator of McDonalds restaurants to founding the worldwide distribution of the revolutionary equine tissue allograft. Mom to 4 beautiful daughters, 2 grandchildren and 2 on the way.





Kim Bizer

Founder, Kween Bee's Sugar Scrub
www.kweenbeesugarscrub.com

About The Business:

Our 100% all-natural body scrubs & products are handmade, using the freshest ingredients, Kween Bee's Sugar Scrub combines the finest essential oils that easily penetrate the underlying layers of the skin, promoting regeneration and rejuvenation of skin cells. Using pure, organic sugar, this unique collection of scrubs provides a delightful experience for the body, mind, and soul.

Why we selected Kim Bizer to be one of Success Sisters Big 50?

Kween Bee's Sugar Scrub was cultivated by Kim after years of work before family and friends. After going through a battle of breast cancer with her mom, Kimberly Bizer Tolbert vowed to be the best version of herself mentally, spiritually, emotionally and physically. "It's important to practice daily self-care and love on ourselves," says Kimberly. We all play vital roles – engineering families, designing children blueprints and leading change within communities.

Self-care is often the furthest thing often from our minds. Each breath we take offers us another chance to develop the wisdom and courage to love ourselves and to do the work necessary to create the self and future we want. Kimberly wants us to take time to practice self care. Her Kween Bee's Sugar Scrub represents luxuriating, all-natural, refreshing love and natural care for your skin. In 2021 we are going to take Kimberly's advice and be kinder to ourselves!

Chance Cessna

AUTHOR & ENTREPRENEUR

www.chancecessna.com

Why we selected Chance Cessna to be one of Success Sisters Big 50?

Chance is one of the trailblazers of this generation making big strides. Already featured in the Forbes 30 under 30, she is a renowned speaker, TV host, producer, author, and serial entrepreneur from Chicago, IL. Some of her accolades include gracing the TEDx stage and has been featured on ABC, TV One, Essence, NBC, Lifetime, BET and much more.

On interviewing Chance, I asked what would she advise young entrepreneurs and she said, “find your niche, stay in their lane, and be consistent. I say that because I spent a lot of time before this bouncing around trying different things. It wasn’t until I focused on my niche and provided resources to people that needed what I had the most, is when everything begin to change. You must commit daily to building your dream last and show up even when you don’t feel like it.” She also added, “all of my streams of income are mostly automated. What does that mean? I make money online and even while I sleep. The days of working for a hourly rate are over. It just never added up for me. So I advise people to figure out what online business(s) they can start to make money from home. I teach how you can create at least seven streams of income with your personal brand in my business course “Instagram Rich”.

We can see why some say she’s “the voice” of our time. We will be watching Chance in 2021!

About The Business:

Chancecessna.com has a variety of self-help business programs that lead to wealth.

With the Instagram Rich Course you can learn my secrets to how I grew my Instagram page from 0-50,000 followers in only 3 months. In this course I will teach you how to find your niche, monetize your Instagram, increase your engagement, and build followers. Learn how to set up the perfect home-based business and make money from home. New to investing? Learn everything you need to know and learn how to invest starting with as little as \$1.



Make **GOD** Your Business Partner and Watch What Happens to the **FUTURE** of Your **BUSINESS**

I remember my very first personal training client. I was 17 years old and he was a high profile attorney in New Jersey. I asked him his goals and he said to drive a Mercedes SL. I looked at him confused asking how I was supposed to help him achieve that and he said, “I can afford it. I can’t fit behind the wheel”.

I realized early on that the value of physical health is even greater than financial wealth. Jim Carey said he wished everyone could be rich and famous because then they would see that was not the answer to happiness and success.

Don’t get me wrong, I am all for and actively pursue financial abundance and being successful professionally, however never at the cost of spiritual, mental or physical health. If you want to know the future of your business, look at your current relational, physical, professional, mental, emotional and most importantly spiritual health.

Most people don't veer too far from their current trajectory of growth unless there is some significant outside force or inner change. 2020's pandemic served as a significant outside force. Some businesses thrived and many folded, even in the same industry. What was the difference? Healthy people are behind healthy businesses. They are resilient and resourceful.

Having physical health means less time, energy and resources are exhausted on doctor appointments, missed time from work, the stress of making medical decisions, chronic or acute pain, inflammation, having tests, the side effects of medicine, exorbitant bills, mental and emotional strain and lower quality of life that sickness brings. Let's face it ladies, there's even a huge cost to standing in our closet each morning trying to find clothes to look good on a body we have not taken care of.

Those with physical health are happier, earn more money, have better brain health, have more energy, strength, endurance, age more youthfully, sleep better and are more confident. The benefits of being fit to your business and life far outweigh any costs. Prioritizing physical health can significantly improve your wealth!

Physical health also has far reaching effects on your mental health. People who are physically fit tend to eat more nutritious foods, have healthy habits, are interested in personal development, are more disciplined, are good decision makers, can calm themselves down, manage stress and have improved memory! All of that is vital for business growth. Entrepreneurs need the mental capacity to think well, study, learn, make wise decisions, handle mental stressors and be strategic. Mental strain and illness can cost you your business and certainly takes any joy away from running it.

While few businesses will thrive without the leadership having above average physical and mental health, spiritual health trumps the others in the success and impact a business can make to you, your

family, your customers and community.

Without spiritual health it's easy to quickly fall into feeling defeated. Even the best business leaders will begin to compare, stress, strive, get off course, be gluttonous, hire the wrong people, waste resources, make costly mistakes and even quit.

Many years ago, a friend and mentor told me he formally made God his business partner. He simply considered God in all business decisions and prayed before making major and even minor moves. God cares about the birds of the air and he knows every hair on our head. Don't you think he cares about your business?

Jesus said, "I came to do my fathers business". Money and business were talked about more than any other subject in the bible. God wants to be in our business. He has a plan and a purpose for our lives here on earth and they are good plans to prosper and not harm us.

You can talk to God like a friend. Ask him which building you should rent, the colors of your logo, who you should hire, to provide the resources to grow, to open a door, to close a door, to bring customers and more.

No, God is not a genie and faith is not about getting what you want, but God is good. He is near. He is powerful. He is a jealous God. He is pursuing you. His ways are not ours. He can act suddenly, silently or slowly. He can use every situation for good even when we can't see it.

We have a part to do and God has a part to do. He wants to be involved in your business. He wants you to take care of your body and your mind. He wants you healthy and to prosper even as your soul prospers.

Companies like Chick Fil-A, Hobby Lobby, In-N-Out Burger, Forever 21, Marriott, Jet Blue, Mary Kay, H.E.B., Timberland, Whole Foods and many others are built on Godly values. Having God as your foundation is a solid place to build

your business. One of the fastest ways to grow a business is to be someone and a company people can trust. There is speed and great favor on your business when trust is there.

God is not going to tell you every move to make in your business. He puts you in places he can trust you, in places you have talents and will tend to things well. The better you do with small things, then you can expect more responsibility and more rewards.

Rewards come in many forms. You can do more with God than without him. Having God as your business partner does not guarantee worldly success necessarily, but kingdom success. The fruit from your business may look like money or a ministry or both. You are guaranteed to grow spiritually, be more creative and not let obstacles stand in your way. God says not to grow weary in doing well.

Having God as your business partner will include pruning where dead old stuff is cut off and pruning can hurt. When that happens it makes room for new and bigger growth with beautiful flowers or delicious fruit. God says those who remain in me, and I in them, will produce much fruit. Apart from me you can do nothing. John 15:5

Ultimately God wants to use us through our professional work to reach his people. In that process, expect for your character to be built. Expect to have more peace, joy and love with God as your business partner.

Oh and about my client, about 4 months later he called me to come outside of the health club and pulled around in a new Mercedes SL with the top down. Not only was he able to fit behind the wheel, he was able to get in and out with ease. He reported that his kids, wife and even employees liked him better. He was happier, felt less stressed and had good a report at the cardiologist. He also started going to Temple again and had better work, life balance.

You can not disconnect the body, mind and spirit. I suggest you start with the spirit, asking God to be your business partner and to comfort and guide you one day at a time. Ask Him for any needs you have in both your physical and mental health. He's a God of miracles. God says he's your refuge and ever-present help. Rely on Him and get into a flow in your business. With God as your partner, the future of your business is divine.

Kelli Calabrese has been a health coach for 34 years. She's a speaker, author and 3 time Amazon best-selling author of *Success Habits of Super Achievers*, *Mom & Dadpreneurs* and *Passionista's*. She is the founder of *Intentionally Fabulous*, a company designed to help women fearlessly pursue what sets their souls on fire by getting them free from the past, understanding their purpose and imagining an extraordinary future. She takes a spirit, mind body approach to helping women going through separation and divorce to heal and thrive.



Releasing BLOCKS to SUCCESS

By: Dr. Robin Perry Braun

As a holistic energy practitioner, I have worked for years with people who are aware they are blocked in various areas of their lives. Frequently I find people are feeling blocked in their careers or businesses. My approach is very different than most business coaches. To understand this, you will need some background.

We are all made up of atoms. We are basically pure energy. Quantum Physics is the study of energy and its smallest components. While energy is hard to see, it is possible to measure it. We see energy measurements in our everyday lives. When we turn to radio stations, tv channels, use our cell phone or Wi-Fi, we are using principles of quantum physics. When instruments play in harmony, we listen to music, or sit in a board meeting, principles

of quantum physics are in operation. Basically 24/7 we are in the midst and participating in energetic communication.

All atoms vibrate or have a frequency and are measurable. Your bones, organs, skin, eyes all have a measurable vibration. Your thoughts, emotions and intentions have a measurable vibration and they are always being broadcast from your body. The truth is we cannot lie. Our thoughts and intentions are broadcast through our energy field and pineal gland to the surrounding world. This range can go beyond the 5-10 ft radius of our body. Quantum principles are not bound by space or time.

The next important principle is called the “law of attraction” or “like attracts like”. Basically, whatever frequencies we are emitting will attract like frequencies in a magnetic way. This principle is explained using quantum

science principles. The nutshell of all this science says, “we will attract in our lives what we believe” The problem becomes the fact that we are like icebergs. Icebergs only have about 5% of their mass above the surface. Like them, our subconscious mind is about 95% of our thoughts and beliefs. We think 60,000 thoughts a day or more and we are only aware of a small percentage of those thoughts. We operate as if they are true without ever challenging or questioning them. Most of these beliefs we created in states of heightened emotion. Once a magnetic emotion is wired to an electrical thought, it creates an electromagnetic belief. These beliefs are truly magnetic, and they attract repetition. Thus, we attract what we believe. The trapped emotion is a strong glue to make the belief feel very true.

So how is this related to blocks to success? The best way to answer this question is to give you several case studies from real clients that will exemplify the answer. My technique involves muscle-testing or using applied kinesiology to communicate with that iceberg subconscious in another person. My toolbox allows me to find those beliefs and the events that caused them.

I had a 50-year-old man from Norway who contacted me. He recognized he had a block to success. He believed he was sabotaging his financial investments somehow. He wanted to make money in order to start a ministry of low-income housing. I began to ask his subconscious for events that were creating blocks to success. I'll share two events. First was an event when he was 14. He was promoted to the A team in his sport while all his friends remained on the B-team. His friends were mad that he was better than them and, as a result, they excluded him. He felt rejected. Another situation involved his purchase of a condo. He got an extremely good deal. Two years later his brother purchased a condo in the same complex but did not get a great deal. His brother was mad at him. He felt rejected. A few other similar events exemplified his belief, “When I excel above my peers, they are angry, and they reject me.” If he were to be successful more than his peers, he would get rejected. Let's add one more factor, Norway is a socialist country. It is not

acceptable to excel above others. This cultural belief reinforced his individual one.

So, energetically, my client was repelling success because it was attached to rejection. Our subconscious is stronger than our conscious mind and our emotions dominate our thoughts. So, no matter what his conscious chose, he did not really want to be successful because it would result in rejection. We remedied this situation by reprogramming this belief after removing these trapped emotions of rejection.

A second example is a client who had been wealthy several times in her life. Every time she was wealthy, something would happen, and she would be betrayed and stolen from. This happened several times in her life. So, truthfully, she did not really want to be wealthy. Wealth brought great heartache and pain. We released this past emotion and reprogrammed this belief.

Another lady had a very competitive agency and was very successful even though her competitors were ruthless with her and she could not trust anyone. Then she became sick and she had to let her agency go. She could not bring herself to want to be successful as it triggered fear of becoming sick.

A fourth example was a man who at one time was working very long days to climb the ladder of promotion. He missed his family and felt guilty he was not there – he was not happy. He left corporate America. I helped him redefine success as freedom to enjoy life and the relationships he loved.

People believe they want whatever they define as success. They believe success will make them happy. What people really want is to be happy. Our brains are actually wired for pleasure and joy. If the thoughts of success are identified with anything painful, fearful or negative in any way, they will block success because it will bring the opposite of happy.

A block can be anything that is a negative association with a behavior. “What fires together wires together”. This is true in every area of our life: love and relationships, money, family, friends, etc. Ultimately the avoidance of pain, if it is trapped deep in the subconscious will trump the desire for success.

Other blocks can be animosity towards wealthy people. Childhood experiences where one was bullied, excluded or left out because of being of lower income, left them feeling inferior and resentful of the bratty spoiled rich kids. Vowing to never be like that, they block wealth from their lives. If I believe wealth or success attaches to negative personality traits like greed, narcissism, selfishness or superiority, I could repel it for fear of becoming that person.

Blocks can be generational iniquities. Things ancestors did that brought curses of poverty. This principle is not just Biblical but also a result of the law of reciprocity in Quantum Physics. The average person would recognize this as karma. Ancestors who stole or cheated others can bring down a block to their descendants. In my practice, I address generational issues every day – they are an untapped source of hidden issues that people have operating in their lives and cannot identify the sources.

Hidden beliefs may also include: “People won’t treat me with respect”, “I don’t like having attention focused on me because it makes me feel embarrassed”, “I will lose motivation and sabotage it because I don’t deserve it”, “I’m not good enough”, “The universe is against me and just when I get my hopes up I’ll be disappointed”, “It will be too hard and it will be stolen from me”, etc.

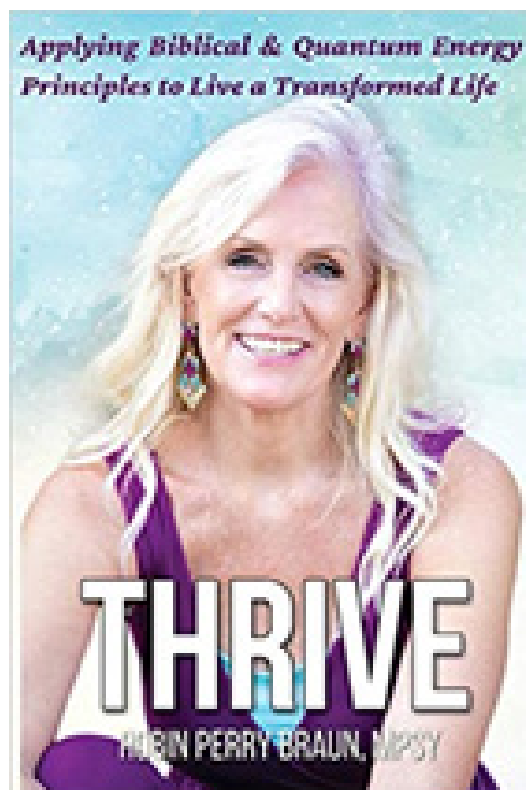
It can be difficult to identify our blocks to success. They are usually hidden, and they are the little voices that whisper negative thoughts from our subconscious. The events that created them may not seem to be the most traumatic in our lives, but the emotions were negative enough to glue those beliefs in place. They may seem like minor objections, but they dictate the frequency we emit, what we attract and what we repel.

When I look at people who feel they are successful, I see people who feel they are successful and believe they could be successful, and they attract success. They

may have worked hard, but the negative beliefs were not more powerful than the positive ones. Success is a quality of abundance, of thriving and it is measured by the individual.

Decide how you want to define success. Success embodies, mental, emotional, physical and spiritual health and valued relationships. It is not one-dimensional. It is measured by a deep sense of purpose, contentment, passion, joy and peace.

To learn more about releasing blocks and living a life of thriving, Read *Thrive: Applying Biblical and Quantum Energy principles to live a transformed life* by Dr. Robin Perry Braun. To learn more about holistic energy medicine or to schedule sessions to overcoming blocks, visit integratedlifestrategies.com.



www.integratedlifestrategies.com

The *Wealth* Concept

By: Jill Taylor Gordon

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Man's core need is self-preservation. According to Merriam-Webster self-preservation is defined as "a natural or instinctive tendency to act so as to preserve one's own existence." One needs water, food, shelter, financial resources etc. to continue to preserve life. This core need causes some people with a limited perspective to believe that to have enough or a surplus for themselves, they must take from others. This is a poverty mindset to think that wealth and resources are limited and finite. Instead, wealth, which is an abundance of valuable material possessions or resources is continuously created and produced.

An example of increasing wealth and resources is found in the Bible in 2 Kings 4:1-7, where the woman owed a debt, and the creditor was coming to enslave her two sons to pay the debt off. She heard and followed Prophet Elijah's word to take the oil she already had, borrow jars from neighbors and to gather a lot of containers. After they shut the door, she and her sons continued to pour oil into each jar until all the jars were full. They sold the oil, paid off their debt and lived on the wealth produced. The oil stopped flowing when all the jars were full. The widow was only limited by the capacity of the jars which she had borrowed not by the amount of available oil. If there had been more jars, the flow of oil would have continued. For anyone to suggest that this

story is not relevant today because it happened in the Old Testament of the Bible, Hebrews 13:8 shares that “Jesus Christ is the same yesterday, today and forever.” Since God filled up all the jars with oil in the past, He can do it now and in the future. What are you doing with the current resources you have been entrusted with?

From a Kingdom of God perspective, everything belongs to the Lord God as He is our creator and He created the earth, the planets, the solar systems, man, and everything in it. In Genesis 1:1, “In the beginning God created the heaven and the earth.” Further, since God created everything, it all belongs to Him as Psalm 24:1 says,

The earth is the LORD’s, and all its fullness,
The world and those who dwell therein.

Since everything belongs to God Almighty, we are simply the custodians of His resources and assets that He entrusts us with. We are to manage, maintain, guard, and multiply kingdom resources on behalf of our Lord God. Since the resources belong to God, we need to trust Him to provide the necessary resources to repair and maintain rather than take on the ownership of the resource and the associated financial responsibility of maintenance and repair. Ownership determines whose responsibility it is to finance the maintenance, repair, and protection of the assets or resources. We as custodians simply oversee the resources and assets.

In Matthew 25:14-29, The Parable of the Talents, many kingdom principles are revealed. First, the talents were the Lord’s property not the servant’s, and he was entrusting each servant to properly manage his resources until he returned. Not every servant was given the same number of talents, each servant was given talents according to their own ability, without any instructions.

Even though in Matthew 25, there are no

instructions given to the servants, a servant should know and seek to please the Master based on their relationship. When we know a person such as a spouse or child, we know their likes and dislikes. We desire to please them when we select a gift for them.

Continuing with The Parables of the Talents, five talents were given to the first servant, two talents to the next servant and one talent to third servant. The first two servants with the five and two talents respectively gained an additional five and two talents respectively for the master. The servant with one talent, in fear, hid the talent in the ground and did nothing to bring increase. His talent was taken from him and given to the one with ten talents who proved himself faithful and the most profitable. Therefore, we should not seek the approval of man, but to please God. (Galatians 1:10)

This story illustrates that Jesus has returned to heaven and will return to earth one day. We know His reward is with Him and He will give each person according to what they have done. (Revelation 22:12) We are to carry on as servants of God and manage and increase His kingdom assets. Will we be found faithful stewards when He returns?

Often financial wealth is associated with money, stock, bonds, material possessions, and net worth. In Revelation 3:14-22, the church of the Laodiceans is rebuked or corrected for being lukewarm and neither cold nor hot. This passage is speaking directly to the church. Here, the church thinks because of its wealth and riches that they need nothing. However, in verse 17 they “do not know that you are wretched, miserable, poor, blind, and naked.” They were deceived by their wealth and riches and did not even know their true standing with God. Laodiceans were known for their thriving garment trade specifically black wool garments and for their effective eye salve. So being found naked and blind speaks directly to the foolishness of seeking material wealth instead of seeking first a

relationship with God who is the source of their wealth. Sin is blinding. In Matthew 6:33, we are told, “But seek first the kingdom of God and His righteousness, and all these things shall be added to you.” The Church in Laodicea sought things over a personal relationship with God Almighty. They have it all backwards. In their wrong thinking, they mistook the wealth they had as God’s stamp of approval, when nothing could be further from the truth.

In the Parable of the Sower in Matthew 13:1-23, we learn in verse 22 that the “cares of this world and the deceitfulness of riches choke the word, and he becomes unfruitful.” How many people in Hollywood have sold themselves for riches, wealth, and fame? “For what will it profit a man if he gains the whole world, and loses his own soul?” (Mark 8:36)

In Deuteronomy 8:18, we are told, “And you shall remember the LORD your God, for it is He who gives you power to get wealth, that He may establish His covenant which He swore to your fathers, as it is this day.” It is through a relationship with God through Jesus Christ, we enter a covenant with God and receive the ability to produce, create and multiply wealth some a hundredfold, some sixty, some thirty. We partner with God through His Holy Spirit to give us the wisdom, knowledge and understanding to create wealth. James 1:5 is one of my favorite scriptures that I constantly pray, “If any of you lacks wisdom, let him ask of God, who gives to all liberally and without reproach, and it will be given to him.” Our Creator is all-powerful (Omnipotent), all-knowing (Omniscient), present everywhere (Omnipresent) and never changes (Immutable). God Almighty is the best source for guidance and wisdom concerning all things. We must always remember that God is our source and our provider.

Speaking of the wisdom of God, I am going to share some personal revelations that you can pray and consider for yourselves. On the morning of October 2019, I had the same exact warning dream two times, consecutively. In dream interpretation, two often means confirmed witness or established. In the dream, I am in my car behind a very long line of cars that circle around a city block. All of us were trying to gain access to the bank. No one was moving.

In the past failing banks were bailed out by the government. Now under Dodd-Frank, banks can confiscate your saving or checking accounts at the bank including pensions to maintain solvency. You, the depositor, become a creditor and your money is now an unsecured debt. Technically, if the bank becomes insolvent, you receive an “IOU” of bank stock. This is called a “bail-in”. Sadly, you, the depositor, are second in line to derivatives which are highly leveraged assets. FDIC would likely not be able to stave off failure of such magnitude. For more information, here is a link to an article: [Dodd Frank](#)

An alternative asset class not subject to third party confiscation is personally stored physical gold and silver coins and bullion. Consider utilizing my “Be Your Own Bank” strategy as follows. Reduce your exposure in the bank to only one month of cash reserves in the bank. Maintain the balance of your cash reserves in your possession including small bills and change in a fireproof lock box. After you have reached the desired level of cash reserves in paper money, then purchase physical gold and silver coins. Retain all precious metals in your possession. I am available for a FREE consultation regarding purchasing precious metals.

Your Modern Holistic Path with Quynh Chau Stone

There is a lot to be said about the benefits of traditional medicine. Traditional medicine, as defined by the World Health Organization, is the total of the knowledge, skills, and practices based on the theories, beliefs, and experiences indigenous to different cultures, whether explicable or not, used in the maintenance of health as well as in the prevention, diagnosis, improvement, or treatment of physical and mental illness.

A good example is cupping therapy. Cupping is one of the oldest forms of holistic healing, with documented use dating as far back as 1550 B.C. by the Egyptian culture. However, cupping is referred to as Traditional Chinese medicine in today's society. Cupping is, in fact, one of the most widely used forms of traditional and natural healing. Cupping has been used successfully for centuries by the Egyptians, Arabic and Islamic countries, Jewish communities, Greeks, Latin American cultures, Japan, China, Tibet, Korea, Vietnam, Malaysia, India, and Southeast Asia.

In our modern society and quest for a quick fix mentality, we have adopted many bad habits as a norm, from consuming prepackaged foods with little to no nutritional value, taking dietary supplements that promise to fix everything, to cover the use of synthetic medicines that help with one problem but create a host of other underlying health issues.

Should we throw out the modern and go back to only the older, more traditional? NOT AT ALL!!! There must be a balance between the use of conventional medicine and modern medicine. Traditional medicine excels in medicine's prevention and improvement de-



partment by focusing on the body as a whole system. In contrast, modern medicine excels in the treatment and repair of the individual body parts or system.

Being born in Vietnam, I was thoroughly trained in Eastern holistic medicine from a very young age, where I studied under master herbalists of Natural homeopathic and traditional Eastern medicine doctors in Vietnam, Thailand, and Malaysia. I also received more formal training from international institutes such as the Matis Paris Institute in Paris, France, and exclusive aesthetic skin care clinics in New York City, Chicago, and Dallas. I have been a global educator, speaker, and master practitioner of holistic health and wellness for more than 30 years.

At Stone International Wellness Center, my staff and I are dedicated to being your Modern Holistic Path for better health and wellness. Our foremost priority for our clients is to detox the body deeply, ridding the body of excess lymph and fluid buildup. This deep detox is achieved by using traditional techniques with modern modalities that are natural to the body. Our natural holistic approach to wellness aids



the body in rebuilding its own natural defenses and improves its ability to heal itself.

Our goals at Stone International Wellness Center are to focus on the body's internal health and wellbeing before focusing on outward appearance. By cleansing the body internally, my staff and I can improve the function of the body's circulatory system, interstitial fluid, and lymphatic system, resulting in better health that promotes a healthier outward appearance. At Stone International Wellness Center, we use state-of-the-art equipment infused with our vast knowledge and experience in traditional Eastern medicine and have created over 100 different advanced treatments that can be tailored to each client's needs.

During my time of practice of Holistic medicine here in the United States, I have witnessed a progression in acknowledging more traditional medicinal practice. Before the 1990s, western society's approach to medicine was primarily

to try and fix a person's health after something had gone wrong. However, since the 1990s, with a better understanding of the body and its health as a whole, the philosophy of prevention and improvement for one's health has become more mainstream. As the old saying goes, "An ounce of prevention is worth a pound of cure."

At Stone International, we specialize in medical cupping. What do we mean by medical cupping? Before we answer, let us step back and define how cupping is used mostly in the USA. We all remember the iconic 2016 USA Olympic Swim Team and Michael Phelps sporting the circular marks caused by cupping. The swim team then and most cupping practitioners today use cupping to help loosen muscle restriction and promote muscle relaxation by placing a few cups over the area of tight muscle tension.

However, over the centuries, cupping was used to achieve much more positive health benefits in traditional medicinal practices. Armed with in-depth knowledge of the body's meridian points and lymphatic system, a medical cupping practitioner can promote better health and wellbeing at a cellular level. To better understand medical cupping's health benefits, we need to look at the circulation of fluids in the body.

When people think of circulation, most think of the circulatory system. However, here at Stone International Wellness Center, we consider the circulation of the bodily fluids as a whole system.

For example, our bodily fluids can be divided into two main types, Intracellular and Extracellular. Intracellular fluid is the fluid contained within the individual cells of the body. An average person has altogether about 78 trillion cells containing approximately 28 liters of water. The intracellular fluid function is to move oxygen and nutrients within the cells to nourish them and move waste by-products created by the cells' metabolic cycle out.

Extracellular fluids include the intravascular fluid (blood in the blood vessels), interstitial fluid (the fluid that surrounds all the individual cells), and lymph (fluid within the lymph vessels, lymph nodes, and lymph ducts). An average person

has about 5 liters of blood coursing through their body, 3 liters of which is water, and the remaining 2 liters being blood cells, plasma proteins, and other proteins. The body also contains, on average, about 11 liters of interstitial fluid that is mostly water and around 2 to 3 liters of lymph fluid.

Now let us take a trip through the body. We eat food and drink fluids daily. The food and drinks are digested releasing nutrients and water that are absorbed into the bloodstream, where they can be carried throughout the body along with oxygen absorbed from the lungs. The circulation of blood is the result of a living pump, our heart. As the nutrients pass through our smallest blood vessels, i.e., the capillaries, the absorbed nutrients and oxygen are moved through the capillary walls and the spaces between the capillaries' epithelial cells into the interstitial fluid that surrounds the individual cells. Once the nutrients and oxygen are in the interstitial fluid, they are readily available to be absorbed by the cells. In return, the cells pass their waste by-products into the interstitial fluid. The interstitial fluid is partially reabsorbed into the capillaries and transported to the liver, spleen, and kidneys, where the waste products can be filtered out and removed from the body.

The bloodstream reabsorbs only 90% of the fluid from the bloodstream. The remaining 10% of the fluid must be moved into the lymphatic system and our lymph nodes. Inside our lymph nodes is a network of collagen fibers that helps slow fluids. Our lymph nodes also contain white blood cells, lymphocytes, and macrophages, that detect and kill harmful bacteria and viruses found in the lymph fluid before being transported back to the large blood veins to be carried to the liver, spleen, and kidneys.

This continuous flow of fluid is moved through the body by hydrostatic pressure created by the pumping of the heart and osmotic pressure, which is caused by the difference in the fluid concentration. Fluid flows towards

the areas with less pressure or less concentration and away from areas of greater pressure or greater concentration.

In short, when the body's fluids circulate correctly, everything is good. But when the body's fluid circulation slows and becomes stagnant, nutrients and oxygen do not reach the cells sufficiently. Excess fluid that contains the cells' waste by-products, dead cells, malignant cells, harmful bacteria, and viruses cannot be expelled.

So how does medical cupping help circulation? By placing the cups properly along the body's meridian and acupuncture points along with the correct lymph node positions, the medical cupping practitioner can manipulate the different pressures being exerted upon and within the body's fluid systems. This pressure causes bodily fluids to move naturally, bringing fresh nutrients and oxygen to the cells. This movement of the bodily fluids, especially in the interstitial fluid (the fluid that bathes each cell within the body), aids the body in removing toxins and harmful waste by-products. This helps prevent the body's own natural defenses from being overwhelmed, allowing the body to heal naturally.

"As a teenager and a young adult in my twenties, I suffered from allergies. It seemed I constantly had to deal with sinus congestion, fatigue, brain fog, and an overall feeling of "just blah." If that wasn't enough, I would suffer severe allergy attacks two or three times a year to the point of being bedridden for multiple days with flu like symptoms and migraine headaches. My doctor prescribed two types of allergy medications that I had to take each day simultaneously. The medications helped in the beginning, but as I got older, they became less effective.

After a few years of marriage and loving dedication of my wife, who had been thoroughly trained in Eastern holistic medicine from a very young age, she finally broke through my Western mentality. She convinced me to take cupping and Eastern holistic medicine seriously. Since then, I no longer take allergy medication,

with regular preventative treatments, and I am now virtually allergy free, only having mild sinus symptoms occasionally.

My family history has been plagued with liver, kidney, and diabetes problems. My father passed away at age 49 due to kidney failure. However, at age 50, I have been free of any chronic health problems. My blood pressure, weight, cholesterol, and sugar levels stay in check, leading to a joyful and active lifestyle.” said Wesley, my loving husband of 27 years.

So many of our clients at Stone International Wellness Center have gained similar life-changing results. Clients are completely blown away after receiving improved medical checkups when they have battled with blood pressure, weight, cholesterol, and sugar level problems most of their adult life. Many of these clients have reduced the number of medications they had to take and even eliminated some medications.

As with any western medical treatments or medications, cupping and other reliable traditional medicine therapies are not a one-time magical bullet. Lifestyle changes are necessary, such as proper nutrition, regular exercise, plenty of rest, stress reduction, etc. But with proper lifestyle changes, regular preventive type treatments, and enhancing the natural health of the body, good health and a better quality of life are obtainable.

As women we wear many hats... faith follower, daughter, sister, wife, mother, a mentor, a philanthropist and an entrepreneur.... and it's ok, you can wear them all. Sacrifices will be made and we must pick our battles. I have to remind myself that you don't have to stay balanced, but you do have to be faithful in everything you do and surround yourself with a strong supportive system. If you don't have this, now is the time to create that support system so you can move forward. If you focus on how you can pursue your purpose, that's when you will see your calling. There are strategies, policies, and methods in everything we do. No matter what, we must have integrity, loyalty, commitment, and dedication for all this hard work to pay off.

We feel anxiety, insecurities, and we know failure. STOP and remember to ask yourself: when was the last time you did self-care, got your nails done, your hair cut and styled, and had a relaxing massage? How about deep detoxification? Because if you self-care, your productivity will improve so much. Sometimes in order to move forward you must retreat.

For me it is not hard to de-stress. I am grateful for the thing that surrounds me, my support system. Take a deep breath and create a complete program of self-care weekly at Stone International Wellness Center, especially at a time when businesses are facing new challenges and people are feeling isolated. At our foundation, The Source of Hope & Stone IWC, we can leverage global resources and panel discussions to help mentor businesses from shut down to open. The goal is to bring in meaningful dialogue to share ideas and best practices for navigating the COVID-19 pandemic, ranging from authentic Facebook live sessions to effective treatment protocols. Did you know in Texas alone there are over 250,000 licensees who have struggled and been shut down?

Most importantly I am so grateful to be involved in this billion-dollar spa industry and trillion-dollar wellness industry. Just like everyone we have our challenges. I'm finding so much hope in knowing that 2021 is just around the corner, and that we will all come out of this better and stronger. Realizing that our health is our wealth, I'm hoping this lengthy article will help inspire you, regardless of what type of business you are in. No matter where you are in your life just remember that life is too short, so please be the source of hope to yourself and the people around you by making your Modern Holistic Path your priority.

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