



SUCCESS SISTERS

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Magazine

HOW
SUCCESS SISTERS
FOUNDER
JORDI B.
IS CHANGING
THE GAME
FOR ENTREPRENEURS
ONE SISTER
AT A TIME!

STILL
WINNING!
EMERGING FROM COVID-19

PHOTO BY: Roland Pollard



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Jordi Bostock

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WE'RE BETTER Together

Global Covid 19 Pandemic. National outcry and rioting due to the death of George Floyd at the hands of police officers. If there was any time in our lives that we need each other, I think we can all agree it's now! Starting, managing, or growing a business is already a daunting task but who in the world could have predicted the challenges of a worldwide pandemic?!

Although, I'm not a parent, it doesn't take a rocket scientist to understand the amount of stress heaped upon a woman running her business from home and home schooling... I simply cannot imagine. Regardless if I understand or not this is a reality for countless Mompreneurs.

How about the women who were expecting to receive help from the government to keep their business afloat and did not receive any monies while they watch major business get it? What do you do when you already was struggling to keep your business going and now you have to close your doors, not due to your own negligence but to something you were completely sideswiped by?

I do not have all the answers. What I do know is that we are better together! My vision in starting the Success Sisters Foundation, is to create a platform for women of all ethnicities, from all over the world to work together and help each other. Every business is unique but there are foundational principals, information and insight that will work in just about every situation. With the help of our experienced mentors, we aim to support our Success Sisters with knowledge that can assist them in their business endeavors. Also, our Success Sisters Billionaire Mindset podcast series will provide valuable information and motivation from high profile entrepreneurs who have achieved massive success. They will share inside secrets, stories, and tips on how to be successful.

In addition to our mentor directory, I've created

a Barter Club page. When you start a business or even if you are established, there may be time when the budget is too tight to make the necessary moves or to purchase much needed supplies. Bartering products and services is an effective way to help fill in the gaps and get the job done. You must have a innovative mind and resilience to be able to persevere through any situation. Trust me, I've been there! Bartering has helped me achieve hundreds of thousands of dollars worth of work without using cash and you can too!

In my experience as an entrepreneur, there are times that I've had innovative ideas or questions about a particular venture and shared it with my circle, only to end up with blank stares and scratching heads. I know I am not alone in this, I'm sure this has happened to you. You can only grow as big as the most successful in your group and even with that it does not guarantee anything. Sometimes you must leave your circle. That notion inspired me to create the Success Sisters Forum. On that platform you can post questions, ideas or share thoughts with other Success Sisters from around the world! Get support, help, meet a friend and most of all, learn something new!

Money, on the other hand, (especially in this volatile climate) is a precious commodity! Some women (like my friend who did not get the government funding) are in desperate need of support. With that in mind, I've created the Success Sisters Go Fund Her program where every week we select a business that is in financial need and raise money to help her. Here is where we can collectively make a huge difference in our sister's life and business.

I started my first business at the age of 19 and have been a consummate entrepreneur ever since. Like many of you, the road has been rough, but I persevered! It was only through my faith in God, mentorship, finances, and support from loved ones that I have been able to endure and thrive. We need God and we need each other! We are better together, and the Success Sisters Foundation is here for you!

THE SKY'S THE LIMIT!

Interview with Acting Coach Kinnik Sky



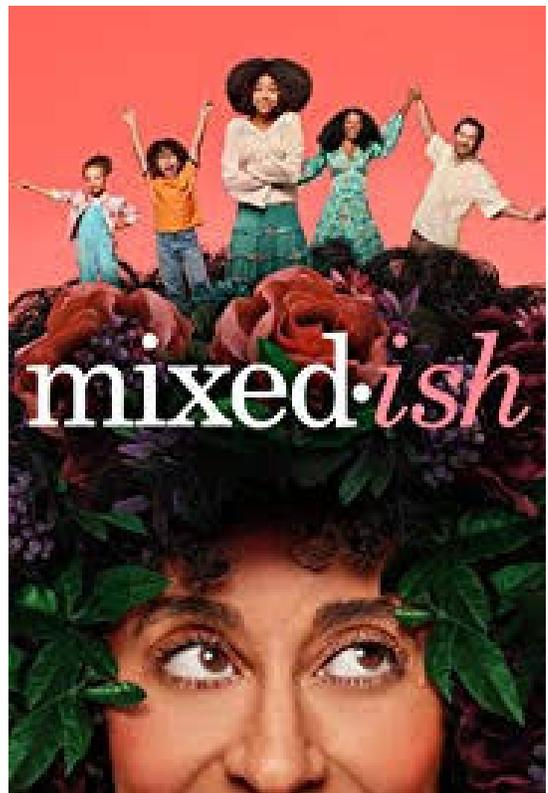
Kinnik (Ken-NEEK) Sky is a writer, producer, director and actress. She is a former finalist on American Idol and a veteran stage performer. She is the CEO of the production company Dazzal Mi (Dazzle Me) Entertainment which has garnered 11 NAACP Theatre Nominations and 7 wins. Most notable, a win for Best Female Lead Actress and nomination for Best Playwright. She is also the founder of The Sky Academy, a non-profit organization created to introduce at risk youth to off camera career opportunities in the entertainment business. Currently she is a private acting coach and the Dialogue Coach for ABC's number one new comedy Mixed-ish.

Q: Your Private acting coach business has been taking Hollywood by storm, what is the secret to your success in such a competitive field and market?

Private coaching is something that I stumbled on. I was encouraged by crew members on the set of Mixed-ish that watched me work and said you should have your own students. I never advertised initially but word got around and I started getting students before I was really structured. Since then it has grown consistently, and I am so grateful.

What made you decide to diversify your talents by taking the leap of faith to go into coaching? Was the transition hard for you?

I never thought of coaching, but I love directing and creating. From the productions that I produced and starred in my name was given to the producers of the Ish series. I initially interviewed to be the coach on Grown-ish. I did not get the position, but I decided that I wanted to shadow the person who did get the job to learn what I was “missing.” She was awesome and I stayed in touch with her not knowing that a new show (Mixed-ish) was being created. When that opportunity became available the coach from Grown-ish recommended that I be interviewed and the rest is history. It’s a newly discovered gift that I truly enjoy.



Everyone knows that Hollywood is a white male dominated business. How as a black woman, were you able to navigate through the system to build and differentiate your business?

I just create my own opportunities. I've never waited to be validated or handed anything. I just work hard and CREATE and that has continued to pave the way for me.

Tell us about your experience as an acting coach for the television show Mixed-ish?

My experience on Mixed-ish has been nothing short of a complete joy. The children that I coach are the stars of the show and they are awesome to work with. They are talented, humble, and easily directed. This is their first major opportunity as a series regular on network TV and they are always energetic and ready to work.

Are kids harder to coach?

Kids are not harder to coach because they are usually not stuck in their ways and thoughts. I actually find it easier to coach them.

You've worked with some of the biggest names in the business like, Tyler Perry and Robert Townsend, did they inspire you to become an entrepreneur?

If not them, then whom? Mr. Townsend was definitely someone who encouraged me to write and create. He was producing a show of made vignettes and gave me my first opportunity to try my hand at writing. That was where the seed was planted when I was still in Atlanta and obviously carried over into



my journey into Hollywood. The path that Mr. Perry has created for himself lets me know that there are no limits.

So how does it work, do you find the artist, or do they find you?

My students find me. I've received a lot of new clients coming from word of mouth although I do now advertise on social media. The majority of my students come from people who are familiar with my work.

Let's talk about the elephant in the room...

you're gorgeous, smart and single...is that on purpose?! Is there love on the horizon?

Do you even have time for love? Thank-you and Yes! I love so when given the opportunity I make time for love. I have a "friend" and he is also in the business. I have always stated that I never wanted to date in the business but it just kind of happened. We've been truly just friends for many years and have had the opportunity to work together quite a bit. Recently we've become closer so we will see what God has in store! Say a prayer for your girl! She Ready! LOL!

What's the future looking like for Kinnik, anymore plays or movie productions?

Yes! There are definitely more films and plays in my future. I had some pretty big plans for this year and obviously for the moment they have been put on hold. But I am extremely excited about the opportunity to produce again! Big things are definitely coming!



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HOW COVID KILLED My Business



D My name is Tatianna. I am a self-taught visual artist and owner of Tru-FX Studios. I started my career in the Arts as an acrylic canvas painter in 2010. Painting has always played a therapeutic role to my life's hardships. You can find examples of my work on display at the Frederick Douglass Human Services and Justice Center (Dallas), the Faith Cooperative Federal Credit Union (Dallas) and various commercial locations.

In 2010, I branched into face painting for Kellogg's. The skills I learned there caught the eye of Blue Star LLC who hired me as a featured face painter in a nationally traveled dinosaur exhibit. I still occasionally work on the touring show in a similar capacity, painting on average, 400-500 faces in a 2-day show.

Face painting lead me to body painting and practical special effects. I studied mold castings and prosthetics, as I grew, my sculpting skills did also from various projects. All of the projects helped brand my work and name as Tru-FX. As a result I have 9 films in distribution and dozens of play credits as a practical special effects makeup artist under the name Tru-FX.

In 2016, I created Tru-FX Studios. A house

of various pre-production focused studios, including a consignment shop and skin boutique with in-house natural soaps and sundries. We also offered makeup up application and classes in all spectrums of makeup, wedding to fantasy, earning sponsorship from Kryolan and Mehron makeups.

Tru-FX Studios was something to be proud of for it was a community of entrepreneurs through the consignment shop and taught the community with the many classes we offered. Our most popular classes were skill care & Bath bombs and our Makeup classes. As we grew, we were able to add on private suites for other service members to establish their business. This helped create jobs and opportunities for others in our area.

Unfortunately, Tru-FX Studios met some adversity when the roof of the original location collapsed twice between 2016 – 2019 forcing us to move to a new location in Oct 2019. After an expensive move to Arlington, Texas the company was excited about reopening to a larger audience. We launched at the new Arlington location January 2020, missing the holiday season for retailers. I invested in marketing and a new humble staff of 5. We prepared for a strong Spring presence and experience for our new neighborhood. Sales were slow our first couple of months as expected with a new location but by March we were faced with the city closing all businesses as a result of the shutdown to prevent the spread of Covid-19.

I, like many small business owners, faced so many hard decisions at this time. Initially, there was a period of about 2 weeks where I had to decide on my own if we were going to remain open. Many members of our team including myself have pre-existing auto immune conditions and didn't want to risk our own lives in addition to our customer's lives by remaining open, yet the threat of financial ruin was a quick possible reality if I did make some type of income soon. I decided to allow my team to work from home part time as I ran the store to cut expenses. I assumed I was an essential business because we made and sold soap and bath products and continued to push those products. In spite of a hard push on the essential items we sold we didn't have any customers. It was a ghost town as the public was informed to stay home.

I temporarily closed our doors in March as news of the SBA stimulus options were being rolled out under the Cares Act. I was also in touch with the owner of the building where my business was and kept an open dialog with him as I applied for both of the disaster loans. During this time, I still was required to pay full rent, salaries, electricity, internet services and insurances. Only a few companies were offering assistance and I was not an affiliate of any that had a relief action for my service. With no sales or anyone renting out our suites, with no income, I was paying for all expenses out of pocket. With every pay period that passed from March to June I depleted more of my savings bringing me closer to financial ruin. Such unnerving times, waiting for a response from the SBA, watching the news every hour for guidance and taking the gamble to not pull out because of

everything you have invested and because there was a promise that assistance was on its way.

I finally did get a response to the first loan. The Economic Injury Disaster Loan (EIDL) which I was denied due to my personal credit score. I was in shock. My credit isn't horrible but why is it based on my credit at all when it's a disaster relief loan and when the President is saying that the loans would be forgiven. I also applied to the Payroll Protection Program (PPP) and was denied twice. I called the banks I applied through and others to get information to why I was being denied. All of which replied that they themselves had so little information that they could not tell me what the problem was.

Shortly after, I received an email from the city to cease all business. I reach out to the city of Arlington to see if we would be allowed to stay open as an essential business. I was told that when I originally registered my business I did so as an art beauty location and they were going off of those criteria. I immediately reached out to the owner of the building and discussed the situation with him. I tried to negotiate a temporary lower rent and or to extend my lease if he waived a month or two of rent. He stated that he was only able to split one full month's rent into 2 payments that were due by the 15th.

Before long years of saving were gone in a few months. I had no choice but to close the business and sell everything online and at a loss through liquidation sales. Trying to stay strong and organized, I informed my team and family, but feel that the worst part of this is that I don't have the means to reopen. I basically lost the last 4 years of my life.

A couple of weeks have passed, and I know God is still with me. I have my health and I have my family. At the end of the day I am a mother of 3 children who also are experiencing the changes of the shutdown through their schools and through the public unrest they see around them and they need me. I am light spirited because I am able to be with my family more. I continue to share what I learned from my experience with others and am gaining more and more support from my community to reopen for we are seen as an essential business. People want to help which is Amazing. So our story is not over but to be continued for the line to success is not a straight one.



DELICIOUSLY INNOVATIVE!

With Chef **Nikki Phinyawatana**



Doing these unprecedented times, we had to come up with a creative way to continue to feed souls in the best way possible.

Why?

We believe that our community gets their souls fed through beautiful, healthy hot meals and in turn, they can go and contribute to the world in the way that they were meant to.

Goals! THE CHEF MINT KIT

The goal was to create a kit that will create a meal for 2 to 4 people where they can cook and feel good about

creating something that has always comforted their souls. We know that people who cook together peacefully will stay together and we took out the hard steps. When keeping it simple, we created the meal packs that would take less than 15 minutes per item to complete. We decided to pack each dish components where they would stay together, you can see through easily once refrigerated, as we want you to feel and experience the freshness of the ingredients and want to cook it.

How?

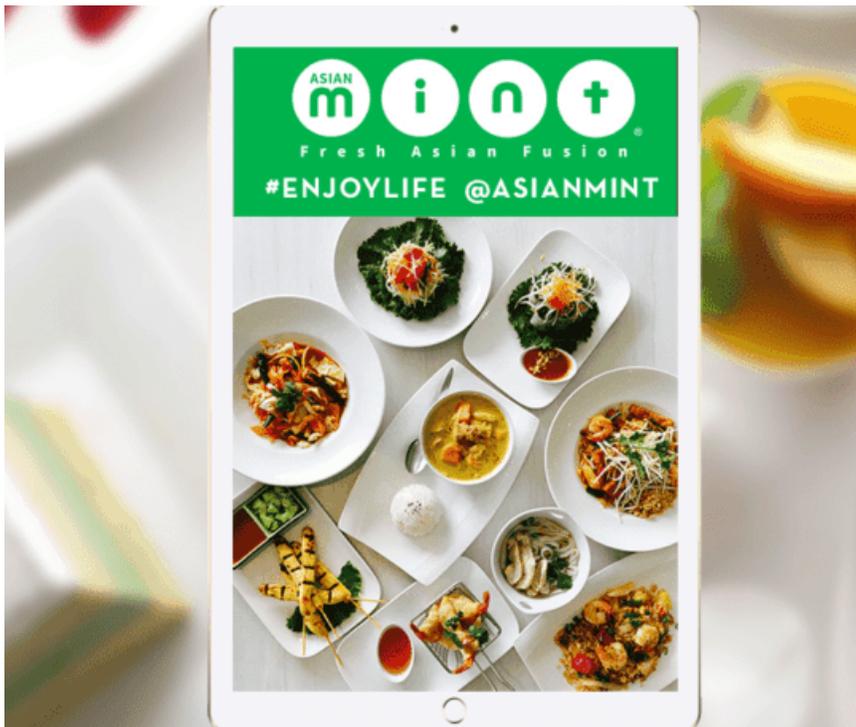
As we have been doing cooking classes for more than 12 years with Asian and Thai cuisine, We have learned what people are willing and not willing to do and what keeps it light and fun and at the same time to create soul comforting dishes.



The response!

We were gratefully surprised by the response of our creative idea. We were thinking that we would do around 10 to 20 kits to start but the inaugural support started us off at 47 kits! For the inaugural kit we included how to make crispy dumplings, Pad Thai, and Tom Yum soup and jasmine rice. You could also get dessert kits of our chocolate flourless cake or our mango and sticky rice, Thai tea, dramaqueen crispy chilli, and alcoholic drinks with wines at \$20-25. We have also included a line of our

bottled sauce knowing that these Mint fanatics are chefs at heart and can start to experiment and play around with our sauces. We have bottled our Pad Thai sauce, fried rice, Pad Kee Mow, Sweet & Sour, and hot sauce. Each sauce is actually a base sauce that you can use to marinate as well as make more than 10 dishes from. I will be demonstrating on how to use these sauces online and these meal kits through my YouTube channel and other social media outlets at @Nikkyfeedingsouls so that we can feed each other's souls together. These kits have brought more joy and connection to a lot of our Mint fanatic's and they have been sharing their creations online which feeds my soul and my team every day and it keeps us going during these unprecedented times as we are working on purpose to feed souls.



HOW TO FIND US:

Nikky Feeding Souls

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IS IT A GOOD TIME TO START A BUSINESS?

Written by: EISHA IFTIKHA

The COVID-19 has emerged as a new threat to the world. It has affected almost every continent of the world. The Covid-19 pandemic has shaken the global economy to its core, shutting down paths of activity and crushing stock markets. While markets may appear inaccessible right now, and it seems hard to look past the lockdown, many small businesses are feeling particularly vulnerable right now.

Many people around the world have lost their jobs, many businesses have closed their doors and many countries are likely entering a period of economic recession.

2020 is not going well for investors. Specific sectors and stocks have suffered an even sharper fall and many industries are facing a terrible few months as extensive isolation shaken major economies. An era of wonderful growth and strength has made it appear easy to make money from the stock market, while an increase in cheap tracker funds and digital investment platforms has opened investing up to a broader audience than ever before. It might seem counterintuitive that a global pandemic or economic downturn would be a good time to start a business, but economic downturns and periods of great challenge can create opportunity for entrepreneurs and small business.



FOUR OF THE BIGGEST BRANDS THAT STARTED IN A RECESSION

1. Burger King

In the 1950s, after the Korean War laid the US economy low, two brothers in Louisiana recognized the need for fast affordable food. Already running their own burger joint, they maximized on the public appetite for their product by selling franchises of their business. The rest is delicious history

2. FedEx

A real startup success story, FedEx began as a university project for Fred Smith during the 1969-71 depression and turned into a business with almost \$70 billion revenue.

3. Microsoft

This global tech giant started in 1975, in a period of high unemployment, rising inflation and stagnant GDP in America. You might have heard of the founder, billionaire Bill Gates?

4. General Motors

Showing a lot of business-savvy, GM didn't start during a recession but really used it as a boost. In the early 1900s, the founder used economic uncertainty to buy up smaller struggling manufactures and expand their empire.

What are the best small businesses to start in a recession?

They say necessity is the mother of invention and that is especially true during a financial downturn. Recessions cause problems that people need solutions to. And Coronavirus has caused a very specific set of problems that startups are clamoring to cure.

According to the National Federation of Independent Business (NFIB), as of March 30 still early in the crisis, 92% of small businesses said they had suffered negative effects as a result of the pandemic. Just 5% of small-business owners said they had experienced no effects at all.

The current pandemic has seen a flurry of innovation, with small businesses filling gaps left by bigger businesses (like local food deliveries when supermarkets can't meet demand) and innovating to offer new services (like online course).

Best businesses to start during Coronavirus

- Food delivery
- Delivery gigs
- Deliverable gifts and luxuries
- Online tutoring
- Online sales

It might seem counterintuitive, but economic uncertainty creates a great environment to seek funding. Interest rates are lower, means loans are more affordable. And savvy investors use a downturn to get more for their money by investing in cash-strapped startups. interest rates are currently at very low levels. Loans or other debt can be a good way to fund a new business and this source of finance may be particularly attractive at the moment.

There is no doubt that many things are cheaper right now. Many small and large businesses are providing discounts to encourage customers to continue buying during this time. This means the cost of buying what you need to start your own business is probably lower.

With many businesses actively looking for new custom, now is a good time to negotiate for better terms and lower prices. If you're in a positive cash position yourself, now could also be a time to buy up other businesses or their assets, if they've decided to stop trading.

If you are starting a business, chances are you will need to start it from home. Buying a domain name, starting a website, creating a logo, ordering business cards can all be done online from the comfort of your home, and it's never been easier or cheaper to do so.

Many businesses will find themselves with less competition as competitors struggle to restart after the pandemic. Because of the challenging and uncertain times, there may be less competition for your new business should you choose to start one. As a result, if you can start a business now, there's a good chance you will have less competition and for those that are able to innovate or borrow to survive the storm, this can be an advantage when they re-enter the marketplace. If you have a business idea, it may be feel scary to start now but it may be the perfect time.

MOMPREENEUR OF THE WEEK!
Rosa Bostock



Hi I'm **Rosa Bostock**, wife to an amazing Husband Milton Bostock who is a Personal Trainer & Essential worker for Metropolitan Transportation Authority (MTA). I'm a mother of three beautiful children Kye my 12 year old son, Merci my 3 year old star and last but not least my 1 year old Gracie pie.

As a massage therapist for 11 plus years, I'm able to help people by bringing them relief through stress reducing massage techniques & releasing bound muscles that cause major aches and pain. As much as I love being a Massage Therapist my family was growing and so were my responsibilities. I found myself working less and less and my husband was holding everything together. My third time on maternity leave was a struggle financially because I am an Independent Contractor which means you only get paid when you're working. I knew I couldn't continue this lifestyle especially with a growing family and so searching for ways to increase my income was challenging until I was introduced to a Wellness company called TAVA (which means ark in Hebrew) Ark! Yes, as in Noah's ark, see the CEO of this company Kenny Lloyd believed that he could create a safe place for people to maximize gifts and talents and find refuge from Financial troubles which is where I was.

January 2020, I started this Home Based Business with an investment of \$99 Dollars. I've been able to change my life and others by creating a healthier lifestyle for myself after having my kids I gained weight that was hard to get off. This has motivated me to be more active and exercising, choosing healthier meals and showing other people how to do the same. We have three amazing products. KAI detox tea, Vale30 32 ounce liquid vitamin, Vida plus an organic Energy booster. The products are amazing and most importantly they WORK! Lol, My clients / customers love their transformation and are happy with their results. One of the main reasons I've invested in this company is that I am able to make money while I'm home with my kids. That's the start of freedom for me. Not only have I found a way to make an extra stream of income, but I've also been able to lose weight from these products. The Detox Tea cleanses your body on a cellular level and removes waste from your intestines. I'm already down 30 pounds and have been able to keep the weight off



especially during this Covid 19 Pandemic where we are literally not able to leave our homes unless it is essential.

Nevertheless, I am able to reach people through social media platforms to educate them about how they can incorporate Tava products into their daily regimen to boost their health goals. In a little over six months, I was promoted to Director and I was able to build a team of like-minded people who needed extra income.

Social media has provided me the opportunity to reach people all around the world which has expanded my business & team. I find that running a home based business takes a lot of work and by that I mean discipline, energy, time management and structure especially with family. Planning my business responsibilities around my daily life has helped me execute what I need to run my business. It is challenging at times when life happens, however it is very rewarding to know that I'm spending time with my kids and still being able to provide for them all from the comfort of my home. What a blessing.

My WHY! is my Family and that has helped me keep my motivation and focus towards my goals. I believe as women, as mothers, as wives we can have a business that we love and still manage a family life. We can do it All! As we can see there's never a right time. I think it's important for women to step out on faith, trust GOD and invest in themselves and their dreams.



#iamher

STAY FIT, HEALTHY & SEXY

During Quarantine and beyond with Uti!

Learning ways to stay healthy, fit and beautiful without losing your mind during the pandemic with Uti!

Uti Middleton is an award-winning Personal Trainer, Group Fitness Instructor and Nutrition Coach dedicated to positively impacting lives through health and fitness for almost 20yrs! This dedicated wife and mother of two, is also the Co-founder of New Afya Group. Her company provides the best onsite (and now virtual) nutrition education, group exercise and wellness solutions for companies and organizations in order to empower their teams to take charge of their overall health, so they may create positive and lasting change for themselves and their loved ones. And with the world working from home during this quarantine...boy do we need her help!

Women are working from home...with children...AND husbands. How do we survive this new normal by staying fit and healthy? I cannot tell you how many trips to the refrigerator I make a day. Help!!!

It's definitely a challenge to navigate this new reality we suddenly find ourselves in. Because of the stress of figuring out how to work from home, home schooling kids, and sharing space with our significant others each day, finding time to focus on our health and fitness might be the last thing to be concerned about. But as a wellness professional, I can emphatically say that now is more important than ever to focus on a little self-care.

Some of the strategies that work for me are:

1. Schedule fitness and make it part of your daily routine. Although you may not have access to a gym anymore, if you had a schedule you followed before quarantine, try to stick to that same schedule. If that schedule no longer applies, then you may need to create a new schedule that you can consistently follow without any of the distractions of home.
2. Find online workouts that you enjoy doing. No one will stick to a fitness program they don't enjoy. There are so many apps and online trainers offering free home workouts with minimal equipment for many different fitness levels. Some you can do live or on your own time. There is something for everyone and with a little research a great workout is just a click away.
3. Create a fitness accountability group. Get with your friends or co-workers and join a fitness challenge or find some virtual workouts to do together. This not only makes the workouts more fun, but also provides accountability so you won't skip out or give partial effort. This also provides much needed socialization and team building during social isolation.
4. Find some alone time. When things get stressful at home sometimes you just need to find space to be alone. Create a quiet space in the home you can escape to, go for a long walk or jump in the car for a drive. Quiet time allows you to breathe deeply, quiet your mind, pray, meditate and just get your head in a more peaceful space.
5. Avoid mindless snacking. The pantry is so tempting when you're stuck at home all day. It's important to be mindful of your eating and snacking. Why are you snacking? Are you really hungry or just bored? If you're truly hungry eat a meal. If you're bored, go for a walk. Try to avoid reaching for the processed and packaged foods. Instead, load up with lots of fruits, veggies and healthier snack options that will help you feel good and satisfied.
6. Involve the whole family. It never works to try and be on a health and fitness program when everyone else in the house is eating junk and being lazy. Encourage the rest of the house to eat healthy foods, cook together, create new recipes with the kids, go on family walks and bike rides, and invite them to your workouts. If you are leading the charge, the rest will follow, and the whole house will be better for it.



Tell us about New Afya

“Afya” is a Swahili word that means “good health” or “state of being free of disease or malfunction”. I’m very passionate about helping people transform their health in a way that encompasses good nutritional habits, consistent exercise, and an overall sense of wellbeing, and New Afya was created with these three pillars of health in mind.

Our mission is to provide the best onsite (and now virtual) nutrition education, group exercise and wellness solutions for companies and organizations in order to empower their teams to take charge of their overall health, so they may create positive and lasting change for themselves and their loved ones.

In our first year, we have been blessed to work with several companies including Pathlight Property Management, World Ventures, The Village Apartments, Boys & Girls Clubs of Greater Dallas, Elements International, Publicis Media Group, Match, PWC, Teach for America, Girl2Girl Foundation and many other groups and organizations.

How have your business been affected by the Covid 19?

Covid has shown many companies, schools and small businesses that you have to have a virtual strategy that you can implement right away and we were able to quickly do that. It has definitely

been a learning process, and technology doesn’t always work in our favor, but the experience has been positive for us and the businesses we work with.

What adjustments have you made to keep your clients and business afloat?

The biggest adjustment has been to shift our programs so they can be presented using virtual platforms like Zoom and Microsoft Teams. April was Minority Health Month and Stress Awareness Month, and we had to quickly reorganize our presentations and team building workouts to be just as effective and engaging online as if we were in person.

Due to being quarantined, many people are home, sitting around more, eating more and that’s not good. What do you recommend to keep us (notice I said us) from not getting obese, sick or drift a million miles from our summer bodies?

We just finished a 6-week series for Minority Health Month that really dove into the health disparities in people of color. Now that corona virus is exposing all these health issues in the African American community, now is important as ever for people of color to take charge of their health.

MORNING IN MOTION
With **Uti Middleton**
Livestreaming Tue.
May 12th at 8 am CT.
#MoveMore

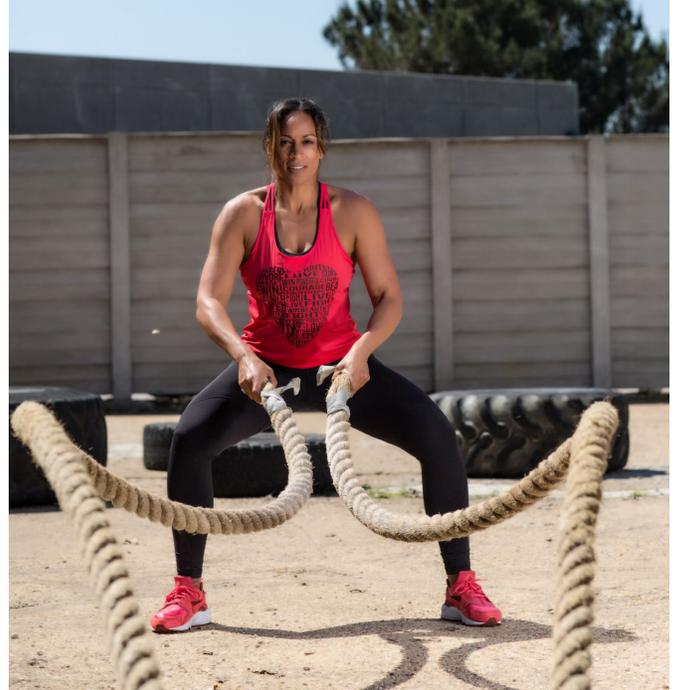
My advice is to not just do it for your Summer body, but to do it to feel good inside, to reduce stress, to sleep better, to be more productive during your day. Do it to have energy for the people who rely on you. Do it so you can be an example for the kids in your life who learn their lifestyle habits from their parents. Do it to show the rest of your loved ones that it's not too late to turn their health around. Figure out what your "why" is and use that to stay motivated during this "stay home" period.

You're also a mother, running her business from home. How do you manage it all?

I don't try to manage it all, I just try to manage what I can and still maintain some level of sanity. Some days I have to choose between my kids and work, some days I kill it and other days I barely get out of my pajamas, my house is a disaster and my kids eat cereal for dinner. It's called balance.

What advice would you give other entrepreneur mothers on managing work and maintaining a healthy diet for the family?

1. Stock up on quick, healthy, low sugar options for the kids to snack on while they are home during the day. Avoid sodas, heavily processed snacks loaded with sodium and ingredients that you don't recognize.
2. Cook your meals as much as possible. If you don't have time to cook each day, cook in bulk or prep cook once a week to save time.
3. Order your groceries online to save yourself from having to go to the grocery store. Most grocery stores deliver, and if not there are several delivery apps like InstaCart and Postmates to make it easy.
4. Stock up on healthy pre-made meals for the whole family that you can pop in the oven or take advantage of the many meal kit options that make it easy to prepare a fresh, home cooked meal for the family.
5. Delegate meal time to your significant other or older children if you can.
6. Order in. Delivery isn't just for pizza and Chinese food anymore. Uber Eats, Savor and Postmates are just a few apps that make it easy to order in from your favorite healthy restaurant.
7. Don't stress... Do you best.



Would you share with us some diet and fitness tips?

To maintain a healthy diet and feel your best, focus on eating food that's unprocessed and in its natural form. Eat lots of vegetables, greens, fruit. Eat a moderate amount of protein (sustainably sourced when possible). Eat heart healthy fats like nuts and seeds, avocado and cook with coconut oil, extra virgin olive oil and avocado oil. Go easy on your whole grains, rice, quinoa, corn, legumes, and beans. Drink half of your body weight in ounces of water per day. Avoid sugary soda, juices and sports drinks.

Schedule your exercise at a time that you have little distractions and can focus on yourself. Find a type of workout you enjoy doing. Make sure you are including some form of resistance training so you can increase lean muscle and burn more calories and lose body fat.



BREATHE TO RELIEVE:

How to gain control over your body to experience the freedom you deserve

By **Dr. Amy Novotny**



Breathing--it's something we do everyday without thinking about it. We take it for granted until our health deteriorates or we become ill. We don't realize that our breathing pattern changes as we age the same as other body functions change. How we walk now is different than how we walked as a child. The same holds true for our breath. Stresses in life and changes in our body position impact our breathing pattern over time.

Serendipitously COVID-19's global impact brings the topic of breathing front and center. The study of breathing and breathwork is more popular than ever before as we learn about the impact of breath on health. We understand the obvious—that breathing provides oxygen to survive—but it serves a bigger purpose. It helps remove carbon dioxide from the bloodstream, a gas that can be deadly when built up. Studies and anecdotal evidence have shown that

certain breathing techniques can reduce stress, anxiety, blood pressure, heart rate, and more.

Recently breathwork has been promoted to calm us from our “fight or flight” mode. This is the state when we feel tension in our body, pressure in our chest, and a racing mind.

In a time of ever increasing stress, anxiety and panic, the relevance has never been greater.

Our sympathetic nervous system drives the “fight or flight” mode. A critical system to protect us from danger, it's killing us by being activated 24/7. The parasympathetic (rest and digest mode) nervous system, on the other hand, is where our bodies are designed to be most of our waking and sleeping hours.

Every stressor in our lives (personal, relationship, work, financial, family, physical, etc) triggers the sympathetic nervous system.



This not only drives up inflammation in our body through increased cortisol levels (produced in the adrenal glands) but also increases muscle tension throughout our body.

If we don't have the awareness to get out of this state, we adjust to this "new normal" of high tension and it becomes our new baseline. When another stressor arrives, it bumps up the baseline to a higher level of tension. Eventually, we cross a threshold that leads to a health crisis: chronic pain, adrenal fatigue, chronic fatigue syndrome, anxiety attacks, etc.

The solution to restore our health and life is breath work. Why breathing? Besides helping the oxygen and carbon dioxide exchange, our diaphragm has the ability to help calm down that sympathetic fight or flight system. We know that the vagus nerve, which comes from the brainstem, plays an important role in allowing us to relax, sleep and digest. This nerve goes through the diaphragm and when the diaphragm is used effectively, it stimulates the nerve allowing us to relax.

Our task then is to learn how to use our diaphragm more when we breathe. Many forms of breathing techniques allow us to become more present in our bodies and help shift the mind from thoughts that stress us. Some, like box breathing (inhale 4 seconds, hold your breath 4 seconds, and

exhale 4 seconds), use rhythmical timing to develop a pattern that we can just follow as we breathe.

Another method, the Wim Hof method (perform short quick inhalations and exhalations through your mouth like you are hyperventilating and then exhale completely and hold your breath) works to stimulate our sympathetic "fight or flight" system into overdrive so when we stop the quick mouth breathing, we naturally relax, coming off the sympathetic threshold. This method is a great way to handle extreme conditions like ice baths or cold showers.

A new approach called the PABR ® method, uses our innate anatomy and physiology to enhance the use of our diaphragm so we can develop an awareness of how to relax the body and then learn to control it. This method has been used by thousands of people to reduce extreme stress and anxiety, eliminate chronic pain, cancel orthopedic surgeries, reduce medication use, improve sleep, increase flexibility and enhance strength and athletic performance. Once we put it into practice and make it a daily habit, the benefits are life changing.

Let's go through a little bit of the science before we discuss the basics of this breathing method. Do you remember hearing the phrase "sit up straight and tall, pull your shoulders back and suck up your gut"? We heard this as children and then continued to hear it in gym classes, performing arts, athletics, military, etc. This posture projects confidence and strength. Many of us want to have great success and perform well in our businesses and lives so we follow this "well-intentioned" advice. Unfortunately, this posture also affects our sympathetic nervous system and breathing pattern - and not necessarily in a good way.

I'd like you to try a little experiment. First, relax into a sitting position. Then sit up in your perfect posture and take note of what you feel. Did you feel your low back muscles kick in as you lifted up your chest and pulled your shoulders back? Did you feel tension in your body increase? What happened is we stimulated our fight or flight nervous system that lies in our back. We kicked it into high gear by contracting our back muscles. When we do this, our tension increases, and if we don't recognize this and



learn how to relax, it becomes our new norm just as we discussed above when we talked about stressors adding up.

What does this have to do with breathing? If you stay in that “perfect posture” position and breathe, you’ll feel how you have to lift your ribs to get air in. Guess what? That means you aren’t using your diaphragm effectively to get air in and had to rely on lifting your ribs.

In this scenario, your diaphragm didn’t have the correct support during inhalation to contract down and create space for air to flow into your lungs like a vacuum. When this process didn’t happen, you had to resort to using your back,

neck and shoulder muscles to lift up your ribs to create space for you to inhale air into your lungs. Furthermore, you’re losing the opportunity to stimulate the vagus nerve to calm you down.

If sucking in our gut, pulling our shoulders back, and sticking out our chest caused us to change our breathing pattern to one of fight or flight mode, that means we can change our body position back to help calm down our nervous

system and use the diaphragm. We know that our side abdominal muscles (transverse abs and obliques) help provide support to our diaphragm to allow it to work more effectively both during inhalation and exhalation. These muscles also help pull our ribs down into a neutral position. If we let our belly button relax and use our side abs to pull our ribs down and keep them engaged, then we can support the diaphragm during the breathing process.

Sometimes we want or need to be ramped up if we’re fleeing from someone or sprinting or fighting for our life. However, all these events surge cortisol and we don’t want excess cortisol levels in our body that increase inflammation. We also don’t want extra muscle tension that gradually builds up in our chest and creates pressure.

This background information is important for the current COVID-19 crisis. Given that this virus can lead to pneumonia in critical cases, we need to maximize the use of our diaphragm to get air into our lungs. If we are constantly

lifting up our ribs through accessory muscles in our shoulders, neck and back, we will overuse those muscles and eventually lift the ribs so far that they can't lift anymore. Fortunately, we can learn how to relax those muscles and use the diaphragm. This improves oxygen flow, reduces stress and anxiety and more. Furthermore, breathing in through the nose has many health benefits including filtering air, moisturizing air, warming air, improving oxygenation and enhancing nitric oxide production that can help us fight off bacteria and viruses.

LET'S GO THROUGH THE BASICS TO GET YOU STARTED:

- Please sit in a comfortable chair with a back to it. Relax your low back into the chair back and allow your tailbone to curl under you slightly. Plant your feet on the floor, making sure your knees are at the height of your hips or slightly higher.
- Let your belly button relax and place one hand on your chest and the other hand on your belly.
- Breathe in your nose gently and without much effort. Try not to use or lift your shoulders during the inhalation.
- Pause a second.
- Blow out through your mouth in a relaxed but slightly forceful manner, not pursing your lips or huffing the air out. Allow your chest to relax inward away from your hand and allow your belly to spill out into your other hand during the exhalation.
- Pause 3 seconds (say Mississippi in your mind)
- Inhale again through your nose gently working to keep your ribs down and repeat the cycle for 5-10 minutes until you get comfortable with this.
- Tip: As you exhale each time, focus on allowing your chest to melt away from your hand, releasing tension in the muscles around your breastbone and ribs.

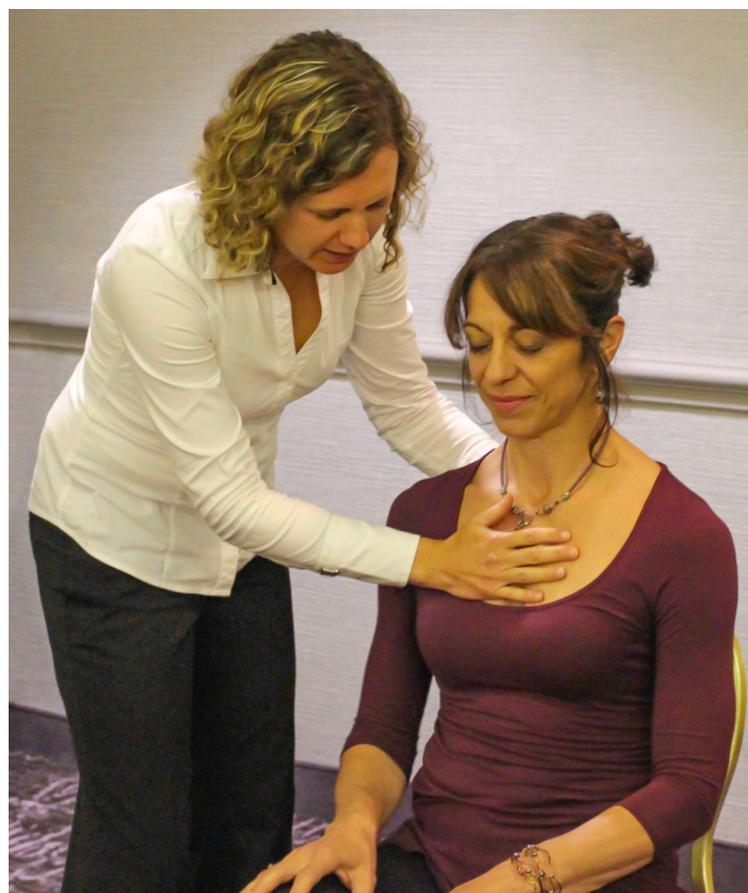
Many of us will feel changes and benefits from just these tips alone. You may need or want more as you start to feel relief. A simple practice of this type of breathing for 5 minutes, 3-5 times per day can start to give you control over your body, stress and mind again.

There is much more to learn for you to progress into various positions and incorporate the process into specific exercises to free up your body. Once you begin to feel freedom in your body, you begin to enjoy countless freedoms in your life. For example, you can get out of bed without thinking

about your body's aches, you can make daily decisions without fear of your body's or mind's abilities to handle them, you can move easier while walking, running or playing a sport, and so much more. The confidence you now project won't be based on how erect you stand but by how calm you are in front of a crowd, your coworkers, or your employers.

The mental focus and clarity will allow you to tackle hard tasks and plan events more efficiently, shifting time and energy to other aspects of your life. This simple art of breath was a natural part of our childhood but the stresses of life detrimentally changed us and our breathing pattern. We can return to that free flowing state when we put a little time and focus into it. Luckily, our bodies crave it. This breathing technique can be incorporated into any lifestyle and in any location.

Remember, as international personal development speaker, Jim Rohn said, "Take care of your body. It's the only place you have to live." The power to change how you feel and to heal is within you and your breath.







BREATHE TO RELIEVE

The PABR® method (Pain Awareness Breathing Relief) is a 4-step process to restoring your mobility, reducing stress and living a full life.

1. Relaxation to release abnormal muscle tension.
2. Restoration of body and sensory awareness.
3. Muscle activation training.
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Breathing and body repositioning techniques are taught by Dr. Amy Novotny and customized to you and your goals.

Virtual 1-on-1 sessions and workshops to:

- Reduce stress/anxiety
- Resolve headaches/migraines
- Improve focus/attention
- Reduce sleep deprivation
- Eliminate chronic pain/body aches



Clients who benefited

- Muriel:** Cancelled knee replacement surgery
- Joy:** Reduced anxiety attacks and stress
- Suneil:** Avoided ACL repair surgery
- Allen:** Resolved chronic low back pain
- Anita:** Cancelled neck disc herniation surgery
- Mahealani:** Cancelled rotator cuff repair surgery
- Newy:** Resolved sleep deprivation
- Tyler:** Improved memory and focus

**Call 800-963-3631 or email Dr. Amy at
amy@pabrinstitute.com for an initial
consultation or free 15 minute
discovery call!**

www.pabrinstitute.com



CRISTINPARKER

UNLOCKING FAMILY & TEAM POTENTIAL

Cristin Parker

Cristin Parker has a passion to help families thrive by understanding the unique identity of their family team. As a former Change Management Consultant for Perot Systems, specializing in communications and sponsorship for large-scale projects, she understands that high-functioning organizations (or families) require a strong core team with clear vision and objectives. Merging her corporate knowledge with her personal experience raising three children, she has developed a framework to help families achieve organizational health. As a result, the process unlocks the potential of each family member. Ultimately, each member is equipped to be an integral part of a greater team ... the family.

- The Family Institute - founder, consultant, family coach
- Urban Leadership Institute, youth leadership program – founder
- “Your Enneagram Coach” master certified coach & Brand New U certified coach
- Certified consultant for Personality ID and Career Direct Assessments
- Degree in Human & Organizational Development from Vanderbilt University
- Additional training in sponsorship, communications and change management
- Corporate Experience – Birdie, Clement Fluids, Inspirus, Proper & Key, Perot Systems, Lutheran Brotherhood, Immigration and Naturalization department of the UK, TXU Energy, Salvation Army, Nardos Designs
- Non-profit boards - Time to Revive, Council for Life, The Sentinel Group

Four Keys to a Productive, Proactive Pause

As schools, businesses, the global economy, and life in general is on hold we are living in a world none of us ever thought possible. We are experiencing a global pause that has taken the daily grind and shifted it to a grinding halt.

When the “Shut in Place” order first took effect, it was easy for me to see the silver lining. I started off strong, embracing it as an opportunity. My kids came home from college and my family was together. With no outside pressures or distractions, we were experiencing quality time, my love language. In spite of the many cancellations we were doing great and upholding a positive attitude, counting down the days and seeing the finish line thinking we were almost done. Then they announced an extension of up to four more weeks. It felt like the rug was being pulled out from under us. That’s when the entrepreneur in me rose up! It was at that moment I decided that instead



of letting quarantine get the best of me, I would emerge better than ever!

The word pause and entrepreneurship seem like an oxymoron. Pause means wait or even stop temporarily, which is counter to our nature as innovative go-getters. But our innovation makes us excellent at redefining convention. I determined that I would emerge from this pandemic with purpose, so I redefined it as a “productive, proactive pause.” Here are some of the strategic anchors that guided me.

Pivot with a low-cost probe: My first instinct when I got angry was to give. Give in my time of need! I immediately went online and offered free family coaching for a month. I didn’t pay for marketing, spend a lot of time thinking about how to get clients, or even offer my coaching repeatedly. I just reacted by offering my services not knowing how strategic it would be. It turned out to be a low-cost probe that helped shape the next season of my business. A low-cost probe is action that can inform the future without investing too much time or resources. I was pivoting without realizing it because my passion was to make the most of quarantine by meeting a need. With no barriers, I had people respond and soon discovered that the online coaching sessions gave me what I needed for my pivot, which is to turn my coaching into an online course.

Get Fresh Perspective: The successful low-cost probe provided a new lens to see future possibilities that I had not tapped into, and the pause gave me space to create. I enrolled in an online class to learn how to automate my genius zone and offer it to a wider audience. The free coaching sessions I offered gave me new understanding on what it was like to be in the trenches with my audience, and the class gave me new perspective on a method of delivery. The pause gave me time without distraction to invest in putting it together.

Personalize my Passion: Personalizing my passion was the toughest part for me. I saw many examples of people delivering and selling online courses, but I needed to embrace my own armor and not feel the pressure to do it like everyone else.

When David approached King Saul before he battled Goliath, Saul offered him his personal armor for the battle. That did not feel comfortable to David who refused it and instead took what he

was more comfortable with, his sling shot and some smooth stones.

I needed to take a step back to move forward. This pause allowed me to think through where I wanted to be in the future and process what I wanted my life to look like in relationship to business, 5-10 years from now. I revisited who I was by looking at my many personality assessments and considering my personal style and approach. To me, honoring your own personal style and gifting is the most critical part of the process. The success of others can certainly inform the journey, but you must make it your own.

Be Present: Futuristic is one of my top strengths so I have to work on being present and mindful. In addition, I can easily get locked into what I am doing, tune everyone out and lose track of time. In the excitement of a new vision and being around my family non-stop I have been more aware of the need to intentionally end my workday, be available to my family and set aside time for fun. I recently ordered the Michael Hyatt Full Focus Planner. It has helped me stay focused, productive and mindful of the different rhythms of my day. Mainly, it has helped me be more playful as I plan time with family and take advantage of our quality time together. The added bonus is that it is setting me up for success as I enter a new season as an empty nester.

At the heart of every entrepreneur is the ability to adapt and change. It isn’t a journey of precision, perfection or performance. It is a journey of imperfect action that leads to personal results birthed out of your passion. For me, this pause truly has been productive and proactive, and I do feel like I am emerging better than ever, which to me is success! In fact, this pause has gone so well, that next year I think I just might make it essential.

Cristin Parker is a business consultant turned family coach. She is passionate about helping families unlock their potential. Currently she is working on delivering her family framework in an online course called “Your Family Blueprint” so families can intentionally take advantage of their most important team. You can learn more about Cristin at www.cristinparker.com



HANGING ON BY A THREAD RUNNING A FASHION BUSINESS DURING COVID TIMES

*“My wedding has been postponed.
Please help!”*



This was one of a series of texts I got from several of my bridal customers in late March...and you can guess why!

As everyone in the world knows, the coronavirus pandemic has turned people’s lives upside down. Never-heard terms like lockdown, social distancing, self-quarantining, and deep-cleaning have become parts of our daily lexicon. Working from Home and Zoom calls have become the new norms.

These have not only impacted our lives, but our work and businesses too. Here are some ways we have been able to cope up and keep our business afloat for the last two and half months.

I am the founder of a Dallas-based design house called Silk Threads (www.SilkThreads.com). We design high-end custom dresses for men and women, and manufacture them in our facilities in India. The main reason for production in India is that we can incorporate traditional hand-embroideries and embellishments, which can only be done by artisans locally.

Over the last twenty years, we have mastered international trade logistics for our clients, including remote designing, taking and transmitting orders, checking designs and production, validating with clients before the garment is finalized, shipping and customs, and the final fitting and delivery. However, nothing had prepared us for that afternoon in late March, when a non-essential business like ours was shutdown.

At any given time, we have at least 25 to 50 open orders in various stages of production and shipping. The global COVID situation caused a shutdown in our Indian factories at the same time, which meant all the orders in production were paused. In addition, all international travel and shipping was stopped.

Here are some of the steps we took, both here and internationally to make sure Silk Threads was looking out for our staff and customers, while remaining financially viable:



- Protect our employees: What was foremost in our minds was not only physical protection of our employees, but also financial protection, as most of the work is done by hand by artisans, who come to the city from their villages. They have no other source of income and meagre savings – so we made sure we were paying them not only their salaries, but also partial advance pay, so they can survive. We also made sure our Studio and factories were sanitized, even though they were shut down.
- Empathize with your clients: No one wants to have a postponed or cancelled wedding, especially since you have been planning for it for over a year. We made sure we called all our brides to make sure they knew that their orders will be taken care of, and if the wedding had been postponed, we could hit the new timeline. We also offered to give them a similar dress from our inventory, just in case we could not deliver because of production and shipping issues.
- Understand Changing behavior: With limitations on large gatherings for all purposes, and a travel limitation, some of our clients opted to have smaller events, with social

distancing and face masks. As a new business opportunity, we started designing custom face masks for the event or the organization, which have just started going into production as our factories are reopening.

- Stay Liquid: As a business, keeping track of finances, especially when there is no revenue coming in, is very important. Our studio is in a leased space, so we had our lease reviewed and got in touch with our landlord to see if we can make any arrangements for deferring the rent. In addition, we looked at how we could operate in a lean fashion when we reopened, cutting down expenses wherever we could. We also took advantage of the PPP Loan offered by the Federal government, which even though was small, helped us to continue paying our employees.
- Technology to the rescue: Since we already had customers in over 30 States, we were already using technology like video conferencing to design and get approvals, both with our customers and our international office. We used the downtime to stay engaged with our clients using social media – and learnt new channels like TikTok in the process! I was already doing a podcast every other week – I increased the frequency to twice a week, inviting guests who could talk about the need of the hour for people stuck at home. Topics included cooking for families while working, mental health and counseling, and how to create small plates as small gatherings were allowed.



- Investment in inventory paid off: We were one of the few Studios in Dallas which has a ready inventory of high-end, “one of a kind” garments. As businesses started reopening, people were looking for ready pieces, as there was no guarantee for a timely delivery.

We were one of the few businesses which could cater to that need. In May, the Governor of Texas allowed non-essential businesses to open partially. We are happy to report that our staff was safe, and we are open for businesses. However, we are taking several precautions, like requiring masks, only allowing people to come in by appointment – up to three at a time only, limiting the number of outfits clients can try, and sanitizing between each client visit.



As Oprah Winfrey said, “Be thankful for what you have; you’ll end up having more. If you concentrate on what you don’t have, you will never, ever have enough”.

Factories in India are slowly opening this week, and production is resuming. International shipping is also being re-started, which means we can finish and deliver the bridal and menswear which had been paused. In addition, all our social media channels are doing well, and have seen an uptick in client engagement.

They say every cloud has a silver lining – in our case, we were lucky enough to take the right precautions, our staff was safe, we could launch a new line of business, and we could get closer to our clients.

As Oprah Winfrey said, "Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough".



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 Silk Threads by Ruby Bhandari

 [silkthreads_official](https://www.instagram.com/silkthreads_official)



The Cigar Queen!

Where there's fire, there's smoke! As the only Black Woman in America to own a cigar company, Nicole is not just blowing smoke! Nicole Barrett, is a true Southern Girl, who holds no punches, and has taken her share of them. Her amazing grit clothed in femininity has afforded her the crowning title of The Cigar Queen.

Born and raised in Dallas, Texas, Nicole always had what they call a 'spark', but she really blossomed as a Teen when she won the title Miss Texas Teen. Her love for Theater gained her a Theater Scholarship, from the late Actress, Greer Garson. But, Nicole was not limited. As a skilled Communicator, it made sense when she became Radio and TV Host of her own Talk Show, "The Nicole Barrett Show".

Not one to miss an opportunity, Nicole bought Kinky Friedman Cigars from Texas Legend and Country Singer, Kinky Friedman, with whom she has a longtime connection. Kinky Friedman remaining the Senior Adviser and Spokesman. According to market research, this transaction also makes Nicole Barrett, the only Black Woman in the U.S to be sole proprietor of a Cigar Company.

"Moving forward, the company will have a more sleek look without losing the original Kinky Friedman Texas Charm that made it popular. And the new company slogan, 'Become A Legend' says it all," according to Nicole Barrett. "I would also like to expand to more diverse consumer base, and of course, our Cigars will be available in Lounges, Restaurants, and Stores across America. Our online E-commerce Orders will continue to be essential."

Each Cigar features a Signature name as unique as it's Founder. The RABBI, is a popular stick, and The WILLIE named after Kinky Friedman's good friend, Willie Nelson, features a twist on the end and is the #1 seller of the Brand. Kinky Friedman Cigars are hand rolled in Nicaragua with mild to medium blends creating a rich smoke.

The 'LADIES FIRST' Series, created by Nicole Barrett, features

Premium flavored Cigars preferred by Lady Smokers. The Flavors include: Whiskey ('Steel Magnolia') and Cherry ('The First Lady'), Coffee Liqueur ('Ms. Nicole) and others.

"The company needed someone with the right enthusiasm, Social Media skills, and understanding of the market and the Brand, said Friedman. "Nicole has all of that. Along with my knowledge of good Cigars, Nicole can get Kinky Friedman Cigars on every shelf and in every Humidor in America."

The 'LADIES FIRST' shirt is from my new line of Sassy and Inspirational Tees! THANK YOU to my FRIENDS and new Customers for your orders! Get YOURS at <https://kfcigar.com/shop/ols/categories/legend-shirts> A portion of proceeds will benefit COVID-19 Victims! WE are in this TOGETHER!

Nicole Barrett

Kinky Friedman Cigars

KFCigar.com

NicoleBarrettShow msnicolebarrett

"Dream it...Believe it...Make it Happen !"

"Whatever It Takes"



ASK THE... *Romance* CONCIERGE

Enhancing Relationships One Couple at a Time

Therez Fleetwood



WHAT DOES A ROMANCE CONCIERGE DO?

You create intimate, erotic and adventurous date nights for couples. And what each date night entails is for couples to come together, reconnect, slow down, tune into each other in really intimate and loving ways.

WHAT ARE PRICES OF YOUR PACKAGES?

Your Classic date nights start at \$1499.

This package is perfectly designed for couples to play out their intimate date night fantasy. The Deluxe date night starts at \$2,499 and is for the ultimate romantic, the one who wants to tease and titillate their lover and build anticipation for the date night to come. And then there are the DIY (do-it-yourself) fantasy date night packages at \$499 designed for couples who want to create an intimate "love den" in the comfort of their own home.

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"I don't just provide a service, I provide an experience!"

THE BUSINESS OF ROMANCE

Tools for Connecting Sexually With Your Partner



Let's be real... being romantic takes a little bit of work. It's not always easy. This is one of the main reasons why couples, even though they want to plan a romantic rendezvous with their partners, fail to follow through. The first step to planning the ultimate night of romance is to make time to make date nights a priority in your relationship.

Taking the time to intentionally create romance in your relationship is paramount to creating a fulfilling love life. Sit down tonight with your partner and schedule time for an extraordinary night together. This one simple act of commitment will build the anticipation of being together and add a spark to your relationship.

Take turns planning your date nights. First think about what you would like to do with your partner. It doesn't have to be grandiose, it could be simply cooking together, massaging each other, playing adult games together or even playing out a sensual fantasy together. The most important thing is to change

your routine and commit to trying something new together. Be committed to the process of learning new things about each other.

We are in the mist of Covid 19 quarantine and many couples are spending more time alone inside their homes together. This is the perfect time for sexual play and exploration. And even though you are spending the majority of your time together, you can still build anticipation for an intimate evening. You just have to be intentional about connecting with each other.

As a Romance Concierge, I create date nights intimate, erotic and adventurous date nights for couples. And the three things that I have found most couples need to connect sexually with each other are; Authentic Communication, Physical Touch and Fantasy Play.

1. Authentic Communication

We live in a society where real, authentic communication is underrated, however, it is the most important thing couples must do to really connect sexually with each other. What I've discovered as a romance concierge is that couples sometimes find it challenging sometimes to communicate their wants, their needs and their desires. Let's face it, talking is one of the hardest things we will ever have to do and we have been socially conditioned not to talk about sex and intimacy.

Authentic communication can only happen when both of you agree to get out of your comfort zones and express what you want to create and experience with each other. There is no denying that strong relationships are built on strong communication, especially when it comes to romance and intimacy. Communicating your sexual needs, creates an intimate bond between the two of you and gets you in the mood for sex.

2. Physical Touch

Physical Touch is one of the most intimate acts couples can do to connect with each other. The human body craves to be touched. It is in our nature to want to be held, just for the sake of feeling close. Massaging, caressing, cuddling, hugging and kissing, get the endorphins flowing, which create a sense of caring and sensual pleasure. Take the time to explore each other's body and discover different areas that turn each other on. Massage and explore

each other's body with the intention of discovering pleasure zones. Hug your partner for three minutes and discuss the feelings and emotions that came up as you melt into each other's arms. Kiss each other in different places; on the forehead, the back of the neck and even the earlobes, find those sweet spots that enhance your partner's pleasure.

3. Fantasy Play

Sex should be fun, erotic and adventurous! So don't take it so seriously. Be playful and trying new things in the bedroom. Explore each other and create novelty in your sex life. Tease each other, flirt with each other and by all means, walk around butt-naked... even if it is just confined to your bedroom. Don't worry about your rolls, the extra weight, your cellulite, or love handles. Get comfortable in your own skin.

Play with each other's mind (sexually) as well as their body by talking dirty, be a tease, share your fantasies and role-play. Take turns blindfolding each other and give your partner sensual treats as you indulge in all of their senses; draw a feather across their naked body as they experience the pleasure of erotic touch; feed them strawberries or other aphrodisiac foods and let them feel the different textures on their tongue; burn a candle or aromatherapy oils to seduce their senses; touch, kiss, lick and suck their body in different places as you leave them in anticipation of what part of their body you will be heightening next.

Learning how to connect sexually is not just something that happens, it is a choice you make together. It is purposely creating a life of sexual intimacy; being open, being vulnerable, exploring all aspects of each other and having fun together. All couples have the capability of creating extraordinary sexual life together, you just have to make the choice to make it a priority in your relationship and marriage, and committing to the process.

Create the Ultimate Night of Romance

Build Anticipation throughout the day from the moment you wake up by making foreplay an all day event. It doesn't need to be limited to the bedroom. Whether it's sexy texts or talking dirty throughout the day. Be a tease with stolen kisses as you pass each other in the hallway or discreetly flashing your partner when you feel a little naughty. You also want to make sure to have all the key elements in place for the ultimate night of romance. These elements should include things that stimulate your senses. By



stimulating these senses you will experience a greater amount of pleasure as you increase your intimacy and arousal.

SIGHT - Romantic Setting and Apparel

Nothing says romance more than an intimate setting. Enhance your romantic night by creating an ambiance that exudes intimacy. Whether you choose to use candles or the dimmer on your lights, make sure to keep the lighting soft and sensual. Add flowers, plush pillows, soft throw rugs or luxurious sheets.

Dressing for your romantic evening is important too, even if you stay at home. Wear something your partner LOVES to see you in and something that makes you feel your best and most confident.

SOUND - Personalize your music selection

The sound of soft and sultry music is an important component for stimulating sensual, erotic emotions. If you're planning an Ultimate Night of Romance at home, download some intimate music on your ipod or turn on Pandora. Music always sets the mood for any occasion and you get to choose the songs that mean something to both of you.

SMELL - Aromatherapy Scents

Our sense of smell is very primal and sensual. Aromas are important to stimulate sensuality and erotic energy. They soothe, relax, energize and

arouse. Aromatic essential oils like musk, ylang-ylang, sandalwood, lavender and jasmine are scents that increase sensual desire. You can also add some fragrance with flowers and scented candles as well.

TASTE - Aphrodisiac Foods

Many people swear by the effects of certain foods as being aphrodisiacs, and there are some that really can boost your libido and put you in the mood for sex. Chocolates are the first types of foods couples think about when being romantic, however, it is not the only choice. There are several books on the market that have amazing sensual recipes including *The New INTERCOURSES*, an aphrodisiac cookbook by Martha Hopkins and Randall Lockridge.

Choosing a meal that stimulates your taste buds is a great pre-requisite to your intimate evening. Perhaps there is a favorite restaurant that the two of you enjoy and you want to make reservations or have a meal delivered, then plan ahead and do that. Or prepare some aphrodisiac appetizers that you can feed to each other, blindfolded if you like!

The bottom line to creating romance and building a relationship of oneness and intimacy, you and your partner must be committed to meeting each other's physical and emotional needs. You must keep those romantic fires burning strong and fortify the foundation of your partnership with a solid commitment of unconditional love.



THEREZ FLEETWOOD
Romance Concierge

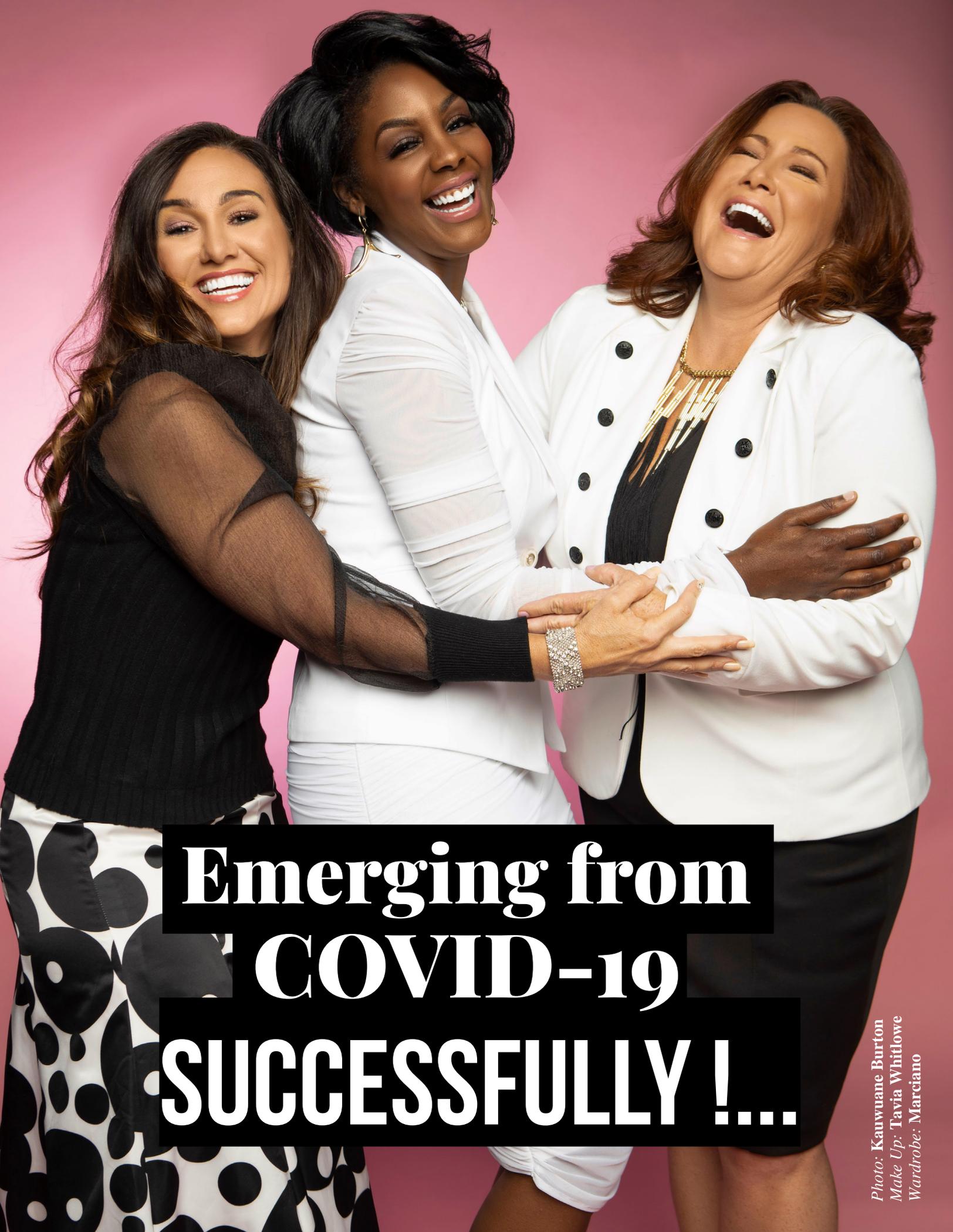
LuxuryRomanceConcierge.com



About **THEREZ FLEETWOOD**

“Thérèz Fleetwood, the founder of Luxury Romance Concierge™, has been working with couples for 20+ years as an event coordinator, adult toy educator and as a romance concierge. She is the author of *Men and Intimacy*, *Real Talk*, *Real Answers* and the creator of the *INTO-ME-SEE Game Cards™*. Thérèz has also worked as a life coach in the field of self-expression and leadership and is the former owner of Thérèz’s Playhouse, an adult game and toy company which provided couples various ways to rekindle the romance, intimacy, and bliss in their relationships”. She has a passion for helping couples keep the spark alive in their relationships and enhance their bond.





**Emerging from
COVID-19
SUCCESSFULLY !...**

*Photo: Kauwuane Burton
Make Up: Tavia Whitlowe
Wardrobe: Marciano*



When I was 13 I wrote in my diary that I would be an exercise therapist. I didn't fully know what that meant, I simply knew I was happiest when I was dancing, cheerleading, running, jumping, swimming and riding my bike. We do things to move towards pleasure and I wanted others to have the same endorphin rush. We also do things to move away from pain and mine was a strong family history of heart disease, alcoholism, smoking, cancer and obesity. I wanted to save my family and others from early disease and death.

Success Sister Advisory Board Member

KELLI CALABRESE

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I committed my life to helping others live in divine health! It's been a blessed career that officially started at the age of 17 when I became a certified fitness professional. I went on to earn 3 college degrees, acquire 27 fitness, nutrition, wellness & lifestyle coaching certifications and over the course of the past 34 years have had the opportunity to own and operate a chain of health clubs and manage corporate fitness centers for companies like Calvin Klein & BMW. I founded a school, preparing over 3,000 people to be fitness pro's, appeared live on all of the major networks, have written for and been interviewed by hundreds of media outlets, ran one of the countries largest fitness boot camps, became a top achiever in a nutrition network marketing company, have been the lead fitness expert for Montel Williams & eDiets, appeared in infomercials, edited our industries leading magazine, have done spokesperson work for fortune 500 companies, co-authored 2 best selling books, spoken on stages around the world and so on.

I say none of that to brag! My desire for people to be well was what got me up every morning excited, but it all came crumbling down. It happened in a moment, but truly it was a slow fade.

The moment was when my husband of 24 years came home and said, "My commitment to our marriage is zero" and he left. In a short amount of time he was engaged and remarried. Over the course of 2 years unreasonably difficult things continued to attack me daily. Some of the highlights were moving 4 times in 12 months, 4 car accidents between my kids and I, 3 trips to the emergency room for my daughter, my son moving cross country twice and changing schools 3 times, 2 house floods, injured pets, getting served divorce papers on my 49th birthday and the final papers on what would have been our 25th wedding anniversary, working for someone for 6 months as his CEO and not getting paid and the worst of it was dealing with my and my two teenagers broken hearts.

Everything I tried to do fell apart. People would ask me to work with them and then change their minds. I would get invited to speak and then they would cancel. Things that were normally effortless were blocked and the rejection came from every direction. I was in a deep grief cycle stuck in bitterness, sadness, anger, anxiety, severe brain fog and depression. Those were all things I had never experienced. I was the health coach. How could that happen to me?

I decided to take a year off and focus on

healing like it was my job. I went to divorce recovery classes, bible studies, prayer groups, prophetic summits, retreats, breathing therapy, energy therapy, read books, journaled, went to counseling, had support of wise friends and a lot of quiet time. What I found was that the things I identified with including being a wife, mom, at the top of my industry and the neighborhood I lived in were all stripped away. My ego was holding so tightly to those things that I felt like a huge failure. Day by day I got better. During this process, a new season emerged. It was timed with COVID-19 when the globe was sheltering in place. It was a great opportunity to be still and work on a new me, a new brand. I had been known as the Wellness Mompreneur for the past decade. Now I had a voice for women that I never had before - divorce. 54% of first marriages end in divorce and 64% of second marriages split. I never wanted this story but it gave me a reference for how to help women be their best despite the heartbreak and soul tearing a divorce can bring.

That's when Intentionally Fabulous immersed. Intentionally Fabulous is a movement. It's for every woman who knows she's designed for something extraordinary, for the ones on the verge of greatness in discovering her energy, beauty, worth, adventure, confidence, youthfulness and to uncover what sets her soul ablaze to fearlessly pursue it. Intentionally Fabulous takes you on a healing and reawakening journey from the life you have to the life you want, one that's fulfilling, stimulating, fun, free and yes fabulous.

I also committed to being an advisor for Success Sisters Foundation. Being a mentor and mentee is one of the highest honors and use of my time. Mentoring is part of leaving a legacy and being a difference maker in the life of someone you are ahead of. Being a mentee means being a humble life long learner who gleans off the wisdom of those who have gone before you. Surrounding myself with treasured mentors has been one of my highest assets and I want to pay it forward. Whatever season you find yourself in, know it's just that, it's a season. There will be valleys and mountain tops. Nothing on earth lasts forever. Be resilient. Look for the opportunity and beauty in the moment. Constantly pursue your purpose, passion and profit. Stay present and look for the joy in every situation. Fight for your peace. It's too expensive to give up. There's a good plan for your life. Discover the lessons in this moment, get stronger from it, laugh and be intentionally fabulous.

What a remarkable season we are in! Bursting with possibility and opportunities to create an entirely new version of ourselves. The earth and its people - literally groaning with the birthing pains of bringing forth new life. Don't ya see it -can't you sense it? This is the lens from which I choose to view our emergence from the world-shaking COVID19 season.



Success Sister Advisory Board Member

LINDA MULLIN

Founder, Inspired Leadership Group

Regardless of where you live, virtually every facet of life has been affected by this global pandemic. Yet, with all the staggering impacts of the virus; the deaths, and a disrupted world economy, fortunes are shifting. Right before us lay the literal keys to the kingdom. Yet the cry of the nations has been for a return to 'normal'-the peace and comfort of predictability. This, my friend, is not the typical cry of a lion-hearted entrepreneur.

As the founder of two successful start-ups, I see things quite differently. Like everyone, I cherish the American way of life and the luxuries and conveniences it brings us. And, while these things have been altered over the last many months, they haven't really gone away.

Instead, this strange, traumatic, explosive period has revealed new opportunities for growth and innovation. The question is - what will we do with it? The choice is ours.

This very loud and distinctive wake-up call to our long-held complacent way of life begs us to arise and *carpe diem!*

And that's what I've chosen - to embrace this window of opportunity to craft and shape my organization with multiple streams of revenue by first offering free online wellness webinars with integrative wellness professionals. Though the original business model was (and still is) to provide luxury integrative wellness retreats for leaders in exotic locations that included private sessions with concierge doctors and peak performance mental health coaches, I quickly pivoted to providing value to my potential clients by offering similar conversations online surrounding integrative wellness. My keen eye sees the overwhelming need for helping people that are stressed and exhausted to receive encouragement, refreshing and emotional & mental renewal.

If you look around and dig into the area of your expertise, I think you'll find some avenues for your new business venture, even in this unstable economy. After all, my first startup was launched in the spring of 2008, the beginning of a recession. It was that business, a boutique wellness retreat, that I grew to just under \$1,000,000 per year. I need to get busy - I have yet to reach my millionaire status!

My experience and research in the marketplace tells me that monetizing online webinars and programs is difficult now due to the barrage of meaningful content offered free of charge. Given this data, I've decided to offer my services free of charge in the form of "Well Webinars" as one of the channels of my marketing and business development portfolio.

While this activity is not income-producing, it is establishing and growing the brand awareness and driving leads. As a member of the Success Sisters Advisory Board, this is the type of innovation I encourage would-be Success Sisters to explore while the window of time is still open. The tools

are accessible to all with exceptionally low, if any, investment.

In fact, I built my business in 2008 using some of the platforms still available today that are incredibly budget-friendly. Fivver.com is one of those. It was actually Jordi Bostock, Founder of Success Sisters that shared with me even more tools available to create the level of branding and messaging worthy of a multi-million dollar business.

That simple fact alone speaks to what Success Sisters is all about. Sharing wisdom, insight and practical tools that get the job done more effectively and more cost efficiently. I am at absolute best when I have spent time with other sharp, business-minded women pouring into me. And it goes both ways - I love sharing my expertise with my girlfriends and women colleagues. This is no doubt part of God's plan for my life - to encourage and equip other women to be their best selves in business and in life.

I've been blessed with great ideas and a sharp business acumen. But the results are impacted and multiplied when I convene with other businesswomen from different industries and different walks of life. We hold Masterminds and strategy sessions where we each chime in with our insight based on our business, life experience and world view. Sometimes they are more formal meetings with agendas and sometimes they're just really good conversations over a glass of wine! Aristotle had it goin' on - the whole is greater than the sum of its parts. In other words, our collective wisdom trumps our own individual wisdom every time! That's what we get to enjoy at Success Sisters - synergy. We truly are, better together!

Though many men and women entrepreneurs have lost their businesses during the time of COVID, many have flourished. I sympathize with the losses, support them and genuinely feel their pain as an entrepreneur. Even with that happening to the left and right of us, we can and will be triumphant as we choose to take the risk, commit to a well thought-out plan of action, get advisors to weigh in, and make a move. A paraphrase from my favorite book to quote, the Bible, encourages us to 'step out of the boat'. Nothing happens until we do. At that point, our faith, our beliefs and our plans begin to take on life. Cheers to your success!



The New Phase

2020 was supposed to be New Year, new you. As usual, we're all excited about turning over a new leaf with all of our New Year Resolutions. Yet repetitively, year after year, we're unsuccessful at completing them. What is that? Why can't we seem to make it to the next level? One of the reasons we fail to progress consistently is

our inability or struggle to die to self. When you pray for more, your capacity to receive has to enlarge. Consequently, you will be broken, stretched and gutted out. Because the process is so painful, most people opt out before the phase is complete. Nothing had the chance to actually become new, because of the proclivity to default

to the old, thus remaining the same.

Some of you reading this right now have forfeited your next level for the comfort of the familiar, most of your lives. However, there is something strangely different about this year. It's as if you really are tired of being sick and tired. Really tired! So much so that you're ready to go to the next phase of life. In order to even consider such a thing you must understand the definition of the word phase.

Phase

A distinct period or stage in a process of change or forming part of something's development.

First, it's a distinct period. No matter what you've been, who you've been with or what you've done, it's all in the past. No matter if you've tried and failed before, that's behind you as well. You're fed up with your life like never before because it's a distinct time to change it!

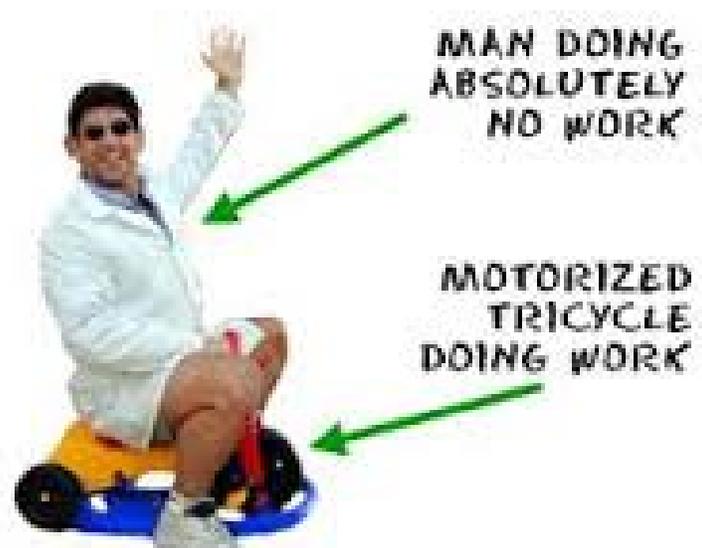
A phase is also a process of change. That means entering a new place and era in your life will be a process. Think about it, it took a lifetime to get where you are. Allow God the time to refine you to receive the blessings in store so that when you get it, you won't lose or destroy it.

It also says a phase is the forming part of something's development. This part of the process is generally painful. Here is where God puts you in front of the mirror of his word and if you don't look like him, he strips away the false image you call self. After he reveals to you who you really are, you will see life, people, places and things differently. This spiritual awakening is so important during your process. It will hurt to know how foolish you may have been. But don't dismay, whatever you were, you are no longer. Then your spiritual eye (the Holy Spirit) will expose people to you that no longer need to be in your life.

Second to God showing you, you, the most painful part is when God phases out relationships. That could mean family, friends, love and even business relationships. It doesn't matter if you've been friends for 30, 40yrs, sometimes God will phase them out because they're not conducive to your next level. It could be a partner you love with all of your heart. Same thing, God may phase them out. If God starts removing people, thank him and accept it. Sometimes, we don't really know people like we think we do. You never know if a person secretly desires for you to fail...not because they dislike you but because they envy your growth. Consequently, their spirit could be quenching your fire and delaying your new phase.

New anything for some people is very scary. They've been in the same neighborhood all of their lives, same friends, same circle. If God is bringing you into a new phase this year, don't be afraid...get excited! Your spirit is crying out for it! Leave your circle... it's a circle for crying out loud! Your spirit is probably dizzy with mild insanity because of the same ole same ole!

Finally my friends, in this new phase don't do it alone. Let God do the work. In physics, a force (this would be God) is said to do work if, when acting on a body (You), there is a displacement of the point of application in the direction of the force.



God never intended for you to manifest your hopes and dreams on your own. God is the force that empowers you to do so. We give God our faith and he does the work through you and for you! Have blessed NEW Year!

Written by **Jordi Bostock**,
author of the Best Selling Book,
Single on Purpose

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Like most entrepreneurs, I started off simply doing what I loved and in the beginning, the only payment I received was the joy I felt in my heart. In the beginning stages of my career as a life coach, I found myself living in a homeless shelter, but I hadn't given up or lost hope. Instead, I decided I wanted a career change and that I wanted to help people to transform their lives from within. In order to do that, they would have to take ownership and accountability for their lives. It was a free service I was offering at the time, which helped establish trust and eliminate any excuses my clients had for trying out my services.

Business, Entrepreneurship & Covid-19

CHEYENNE BOSTOCK - JUNE 2, 2020

In my opinion, offering your time, talent and service for free is the best way to start a business, by letting everyone know that it's not just about the money, but it's also about the joy you get from adding value to the lives of others. As a kid, I enjoyed being helpful and being rewarded with compliments for doing good work, whether it be at home, school or in the community. As an entrepreneur today, that's the equivalent of receiving a book review on Amazon, a testimonial on my website or a new follower on social media.

Often times, people misunderstand what it means to be in business. It's far more than the exchange of cash, products and services. The most important aspect is the relationship you build with the individuals you are serving. For example, knowing and referring to your customers by name is a great start, which humanizes the experience and makes the customer feel special. I mean, who wouldn't want to return to a place of business that makes them feel special?

For me, creating that experience comes from authenticity, and sharing my unique knowledge, expertise, talent and gift with the world. As a life coach and strategist, I use my personality, sense of humor, charisma and storytelling abilities to connect with people and convert them to clients. When you connect, you collect! Establishing the trust factor is the foundation of every long-lasting fruitful relationship.

In this moment where we are all grounded, social media can be a powerful tool. I can recall when I first began my career as a life coach, I relied on social media to market my services. Social media gave me the platform to be transparent about who I was and why I cared about helping others improve their lives. After establishing an authentic connection, professional opportunities found their way to me. The people wanted to know my story, and I told them for free.

Why did I do it for free? Because I needed to hear myself speak to them, not only so that others would be inspired, but also so that I would be inspired. With every new person I spoke to about becoming a better person and adding value to the world, I felt encouraged to do the same thing for myself. In exchange for helping hundreds of people for free, I was rewarded with hundreds of testimonials and referrals from individuals showing their gratitude for how I had helped them.

This is when I realized that in order for me to have the life I want, I couldn't wait for someone to give it to me. To get the life I want, I had to create it! If no one will give you a job, create the job. If no one will hire you, hire yourself. That's what I had to keep telling myself.

Since then and more than 10 years later, I have the life I want, doing the thing I love, creating my own schedule, earning the living I deserve, and having the flexibility to work anywhere in the world and spend more time with the people I love most. Covid-19 has shaken up the world for everyone, even entrepreneurs like myself who have flexibility and freedom. It has created an air of ambiguity, which is scary for a lot of people.

On the bright side, it gives people more time to spend with the people they love and to reflect on what's most important in life... love, family and community. With jobs being eliminated, transferred remotely and downsized, it's time we all start considering our options. One option being the one job you can never be fired from... entrepreneurship. Yes, it's challenging, yes it's hard work, and yes it will require you to come out of your comfort zone. But if you're doing something you love, it never feels like work.

We shouldn't take for granted the little things that we do with ease. It's usually these kinds of things that lead to big ideas. How many of our mothers and grandmothers were excellent cooks with amazing recipes, but have never opened a restaurant? How many talented singers do you know who have never stepped foot in a studio to record their voice and pursue a career? Your gifts and talents are your keys to financial freedom. Take time to notice what you enjoy doing and what you feel happy sharing with others. Is this something that can improve people's lives in some way? Is this something you can make profitable?

Not everyone is built for entrepreneurship, but we do have access to the information and resources to educate ourselves and create the life we want. During these times of quarantine, we are fortunate enough to have the space and time to seek out these educational tools and apply them. So far, I've discovered my abilities as a chef, a barber and an interior decorator, all from being inside my home, spending time with myself and the people I love. I hope you will be inspired to search and find what gifts are inside of you.

A portrait of Cheyenne Bostock, a man with a beard and short hair, wearing a dark long-sleeved shirt and a watch. He is looking slightly to the side with a thoughtful expression, resting his chin on his hand.

CHEYENNE BOSTOCK

LIFE & RELATIONSHIP EXPERT

Bio

Cheyenne is a God fearing man, life & relationship coach, author and speaker who advocates for true love, prosperity and abundance; he takes a no holds barred approach to helping men and women from all around the globe cultivate healthy relationships. He is the author of 4 best selling self-help books and is based in NYC.

Media

Cheyenne has been a featured expert on ABC, Fox, Essence Live, Arise TV, The Bill Cunningham Show, WBLS, The Huffington Post, The Baltimore Times, Bossip, Vibe, Sirius XM, Fusion and many more.

For interview requests or to book Cheyenne to speak at your next event, email info@cheyennebostock.com.



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