

# **WE** magazine for women

Winter 2008




**Meet  
Giselle Rufer,  
A Woman to  
“Watch”**

**Walking Away  
from BIG Bucks**

**Success Does Not  
Come in a Box**

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# Communication, Collaboration, Celebration



That's the theme for the Winter Issue of WE Magazine for Women.

And these are three things women are REALLY GOOD at!

**Communication:** We women love to share what we know with others. We want to make the world a better place, make it easier for one another to do things. Think about it. Women have been sharing since the beginning of time. First sharing husbands (when everyone had multiple wives), sharing the raising of families, sharing recipes and so much more. And we love to TALK! In fact, studies have shown that on average women speak about three times more than men. In the book *The Female Mind*, the author Dr Luan Brizendine says women devote more brain cells to talking than men. It goes on to say women also speak more quickly, devote more brainpower to chit-chat - and actually get a buzz out of hearing their own voices. That explains why I read my editorial aloud before actually publishing it. 😊

**Collaboration:** We women love to collaborate with others. We love the idea of us joining forces and making the sum of our talents work together to make new and wonderful things we could not make alone. Especially online. Think about some of the communities you are a part of. I am part of the [Women's eCommerce Association](#) and our members are always finding ways to work together to host events, co-author books, work on projects and more. We enthusiastically give referrals to benefit our own circles, we like to barter things we have for things we want and need, we mentor one another, share resources and we will even partner with men if it helps us each achieve our goals. When we women collaborate, the sky's the limit!

**Celebration:** We women love to celebrate. We celebrate just about anything. Holidays, weddings, divorce, birthdays, births, anniversaries, starting a business, selling a business, going to work, Mondays, Fridays, the weekends, our family and friends, citizenship, our countries, elections, each other, the perfect dress (or shoes) garage sales, getting organized, when our plants live, our first sale, our first client, losing weight, a good hair day, and more. We celebrate with chocolate, tea parties, martinis, new shoes, jewelry, a massage, a trip ... you name it! If it means something to us, we celebrate it.

This issue is filled with talented women who know how to communicate, collaborate and celebrate.

As the year ends and a new one begins, we honor and thank our editorial team, our new contributing authors, our Women on a Mission, our advertisers and most importantly our readers!

*Thank you for being one of us.  
Wishing each of you a wonderful, peaceful  
and prosperous New Year!*

*Heidi*

Heidi Richards Mooney - Publisher & Editor-in-Chief

PS. If you didn't receive the 7 GIFTS we sent out on December 23<sup>rd</sup>, [drop me a line](#) and I will send you the links!



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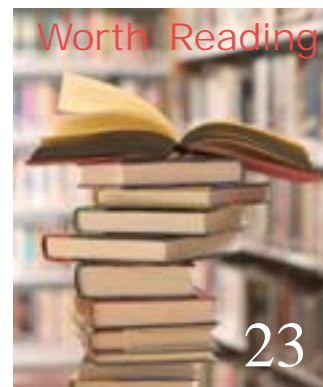
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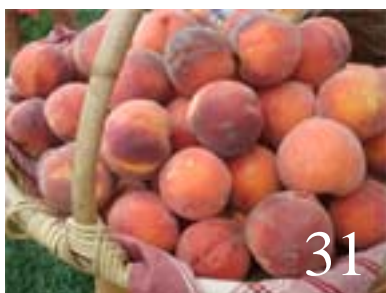


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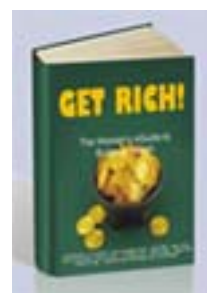
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# The Number One Reason Most People Remain Poor

## Wealth Secrets of Millionaires

By Loral Langemeier

Do you fantasize about winning the lottery or striking it rich on the Internet or in the stock market? You've probably heard the many stories of lottery winners who are dead broke within a couple of years. What makes you think you'd be any different? Would you even know what to do with ten million dollars?

Loral Langemeier, author of the popular book, *The Millionaire Maker*, suspects you'd do what most people do when they unexpectedly get a chunk of cash – spend most of it, and “invest” the rest in the stock market. Few people, she points out, know anything about making, or more importantly keeping money. Most, however, dream about becoming wealthy.

Loral makes millionaires. Literally. She does this by working with people on two levels: how they think about money; and, what they do with the money they earn. She's found that the number one obstacle to wealth creation isn't knowing what to do (this part is relatively easy, she says), but it's getting your head straight about money.

***It's your mind that matters.***

**What you think creates your reality. And what you think about money creates your financial reality.**

Your beliefs operate on two levels: the conscious, intellectual level and the subconscious, preconditioned level. With most people, these levels are opposed to one another in certain ways. And that's where the trouble begins.

“I'm going to be rich!” declares your conscious mind.

“You?” says your subconscious mind. “Give me a break. You'll never be to be one of those *rich* people.”

That's a typical example of a conscious vs. subconscious mind at war. Consciously, you probably want to be rich. But if deep down you don't really *believe* you can be, it's just not going to happen. Your first goal if you want to become wealthy is to identify and change those subconscious beliefs that have been preventing you from being wealthy.

**Instigating change**

**To change your financial situation, you need to reprogram your thinking.** There's a popular philosophy dictating that you must first change your thoughts before

your behavior will change. “I believe it's the other way around,” writes Loral. “I believe the behavior should change first, and then the changed thinking will naturally follow. It took you years to be conditioned the way you are, and that conditioning did not come from lectures and thought exercises; it came from behavior and practices.”

**To make millionaires, Loral uses a proprietary process she's developed that incorporates what she calls the Wealth Cycle™.** This is the same process millionaires use to build their wealth exponentially. It involves leadership and a structured balance between making money and investing your assets.

“With the Wealth Cycle process, you act the way you hope to be and let your brain catch up later.”

Let's face it – it's extremely difficult to change your beliefs simply by willing or thinking them into being. Experiencing something new or different is the best way to start believing that this new or different thing can really happen.

For instance, you want to increase your income as a dog groomer with a new marketing campaign. But in the past you had tried a poorly designed and poorly executed marketing

campaign that brought in zero customers. As a result, you may have developed the belief, “Marketing doesn't work for me.”

But this time around you enlist the help of a professional, formulate and execute an effective marketing plan, and the results are spectacular. That would probably be all it took to make you throw out your old belief and replace it with “Marketing yields incredible results.”

*“I believe it takes action to reconstruct and then reinforce thought, and that those who do it the opposite way, waiting for the belief to change in order to create the action, have a long wait,” says Loral.*

**What you think is what you get**

**Our beliefs about money typically come from our parents,** who inherited their beliefs from their parents. Unfortunately, most people grew up with negative and limited beliefs about money because of the particular circumstances they experienced. “These beliefs are ingrained,” says Loral, “and because they're usually subconscious, the cycles are continuous - until someone breaks them.”

**The subconscious mind is a powerful entity.** It attracts circumstances and situations that will reinforce its belief system. Have you ever noticed how women who believe in the adage “men are dogs” seem to keep meeting dog after dog? Even if their conscious minds want to meet a nice guy, their subconscious mind is directing them to jerks so as to reinforce this belief about men.

**It’s the same thing with money and wealth.** If on some level you believe that “money is dirty and bad,” then subconsciously you’ll do things that prevent it from coming into your life (because if it did come in, you’d be “dirty and bad” by association.)

Below are some popular limited and negative beliefs about money. Do you recognize any of these in your family members, friends or co-workers?

- Money is scarce.
- You have to work hard for your money.
- It’s hard enough just to survive, let alone thrive.
- Money is evil, dirty or bad.
- Money comes monthly.
- Money is not for me.
- I can never make enough money, no matter what I do.
- Money is a man thing.
- Money is always a menace.

### Breaking the cycle

So, you’re ready to become a millionaire and make a change. But where do you start? The process of breaking old beliefs and replacing them with new ones consists of several steps:

1. Decide and commit to change.
2. Take action.
3. Blast through the subconscious barriers

**1. Decide and commit to change.** It starts with a decision. Loral asks her soon-to-be millionaires “Are you willing to create and execute the Wealth Cycle process?” Rarely is the answer no.

**2. Take action.** A major part of the Wealth Cycle process involves the development of a plan. However, the key to success is to get into action *immediately*, even before you’ve figured out all the specifics of your plan. Over-planning can kill wealth creation. “Getting started just takes getting started.”

**3. Blast through the subconscious barriers.** Your action will put you face-to-face with your worst fears about money. The key is to identify these thoughts and beliefs, and then continue to take massive action. No waiting and no excuses. “Play to win, not to lose. Be decisive, not tentative,” Loral suggests. “Wealthy people are proactive and create the lives they want to live.” Remember, once you start doing something differently and experience different results, you can more rapidly develop new, wealth-supporting beliefs based on those results.”

### Common barriers and how to blast through them

1. That little voice that wants to mess with your plan. You know that voice. “There is a lot of noise in your brain,” Loral says. What happens, she shows, is that as you move forward, you turn off the noise of your brain.

2. Your actual behavior and what you want to believe about yourself start out very different. Don’t worry, Loral says. Keep saying your belief out loud, and stay in action. Soon enough your behavior will line up with your new beliefs.

3. Getting stuck in your own story. “I’ll never be rich” is a convenient story. It’s also created by experience. Make the decision to change, and then go into massive action. You’ll eventually get unstuck from your story.

4. There’s not enough to go around. “There’s enough for everyone. Replace competition with creation and bring balance back into your life,” says Loral.

5. It’s unhealthy to fantasize. Don’t fantasize, but have a vision. “Having a vision takes courage, and staying power, and commitment.” Quitting on the vision might be easier, but it’s what you absolutely have to do if you want to become wealthy.

### Money muscles

**If you want to be a millionaire, it’s time to get financially in shape.** This means consistently exercising your new belief-action money muscles so that your subconscious mind doesn’t cause you to fall into old patterns.

“As with all exercise programs, the first days are the most difficult,” says Loral. “You’ll be a little sore at first. It will take your brain a while to adjust to this new behavior of focusing on your finances and committing to a positive perception of money.”

The vision is yours. The journey is yours. Start now and take massive action to achieve your vision. Loral tells her clients, “You’ll have to be the leader of your own life if you want to make yourself a millionaire.”

*It takes action to reconstruct and then reinforce thought. Don’t put this off a moment longer. Dive into the Wealth Cycle, and watch yourself come out the other end a millionaire.*

Langemeier started her financial career by designing and implementing personal and organizational development plans for Fortune 100



companies; Chervon, Franklin Covey, Home Depot, Marriott, and DuPont. For more information on Loral and Live Out Loud visit <http://www.liveoutloud.com>

# Managing Your Finances During These Uncertain Times

By Stan Popovich

Many people are getting stressed out in managing their investment portfolios and their finances. Banks are closing, companies are going bankrupt, and people are losing money. The good news is that there are ways that a person can reduce their anxiety and stresses in taking care of their finances.

Get sound advice from a good financial professional. There are many financial professionals that can give you good advice on how to manage your finances. Listen to what they have to say and decide for yourself the best route you can take in terms of your investments and finances.

Budget your money properly and watch your expenses. It is important that you spend your money wisely so that you will stay afloat. During these tough economic times, buy only those things that you absolutely need. You never know when you will be short on cash so develop a sound budget which will prepare you for the short and long term future.

Instead of worrying about how you will get through the rest of the week, try to focus on today. Each day can provide us with different opportunities to learn new things and that includes learning how to deal with your business problems. You never know when the answers you are looking for will come to your doorstep.

Learn to manage your spending habits. The more you spend on things that you do not need, the less money you will have for the future.

There is nothing wrong with buying things that seem nice at the time, however it might be best to wait a few months until you get back on your feet. The point is that you need to be careful on your spending until things get back to normal.

Try to stay out of debt. Pay off your credit card bills on a regular basis so you do not have to pay a higher interest rate down the road. Make sure you continue to have health insurance. The last thing you need is for something to happen and you have to pay for medical expenses. There also many credit counselors you can talk to that will help you develop a plan to get out of debt. Instead of worrying about what may happen focus on what the professionals have to say and always do your homework.

These are some of the ways to manage your anxieties and stresses of dealing with your finances and investments during these uncertain economic times. Even if you do not make a lot of money, there are ways to reduce your expenses and develop a sound budget. The key is to knowing how to manage the money you do have.

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Stan Popovich is the author of "A Layman's Guide to Managing Fear Using Psychology, Christianity and Non Resistant Methods" - an easy to read book that presents a general overview of techniques that are effective in managing persistent fears and anxieties. For additional information go to: <http://www.managingfear.com/>



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# Who Do You Know?

## The Art & Science of Asking for Referrals

By Heidi Richards Mooney



*“Who do you know?”* A question many professionals forget to ask during the sales cycle. Sometimes it’s because we don’t remember to do it and sometimes it’s because we don’t feel comfortable asking, most often it is because we have not made asking for a referral a habit. A referral from a friend or business associate is a powerful way to introduce you to a prospective customer.

This year, I had the pleasure of attending a [WomanCertified™](#) Seminar presented by Delia Passi, President of Medelia Communications and the founder of the [Woman Certified™](#) program. To say it was wonderful would be an understatement. Getting certified and meeting other business owners and professionals who also had the desire to do so, fit my goals.

During her program, Delia talked about asking for referrals and posed the question of how many of us ask for the referral DURING the sales process. A few of us raised our hands. Then she asked *“how many of you ask for referrals once the transaction is complete?”* And more hands were raised. However, about a third of the room did not make it a habit. I thought, WOW, they are really missing out on a huge chunk of business. After all, my business is built on referrals and I know how important it is to ask my current customers who they know who could use my product; who has a special event coming up; anyone you know getting married that I should contact? And so forth. All good questions to ask.

I have found that a number of professionals will thank clients for referrals once they receive them, and even reward them. I do that too.

In fact, in my retail florist, whenever someone sends us a new customer, we send them [Daisy Dollars™](#). These [Daisy Dollars™](#) can be accumulated and used toward a purchase. My team and I designed the [Daisy Dollars Rewards™](#) using a “Point System”

Model that merchants use to get their clients to spend more money with them.

### The best way to encourage this type of referral is to ASK for it!

Of course, the best times to ask for a referral are after you’ve finalized a sale with a new client; when a potential client has decided not to use your services; but clearly respects what you have to offer; when you follow-up with a satisfied customer several weeks or a month after the sale; as well as anytime you talk with someone who might know someone else in need of your services.

### There’s no time like the present:

- When you first interact with a potential client if you don’t already know the answer, ask how she heard about you. Stress that your business is built on referrals and you want to be sure and thank the person who made the introduction. Sharing this information also plants a seed in the new client’s mind for a referral down the line.
- Ask for the referral during the buying process. Once you have established trust with the client, it is appropriate to ask for a referral. Not all prospects will turn into clients. They may not need your product or service right now, but they know someone who does. In fact, the prospect may feel bad that he cannot buy from you right now, but he knows someone who could use your service. This is a perfect time to ask.

When you ask a new client for a referral right away, and she hesitates or feels awkward, make it easy on her by asking her for a commitment to refer someone in her circle at a later date. This will take pressure off her to act now, when she has not had time to think about it. Be sure you follow up on the commitment by calling her at a later date. When you do follow up, make sure you rein-force the positive experience she had dealing with you

as your remind her of her commitment to give you a referral(s).

You can do this by saying something like: *“Jane, it has been a pleasure serving you, and I look forward to working with you again in the future. By the way, when speaking to your friends about (the experience, my products, my service....) be sure and ask them to let me know that they were referred by you. I want to give them the same great service you too have come to expect.”*


It’s also okay to ask for multiple referrals. After someone gives you the name and contact information of one person, simply ask, *“Do you know anyone else you could refer me to?”* You will be amazed at how often someone will think of two or three additional referrals. If you don’t ask, you will never know.

Use every meeting as your opportunity to ask for a referral. Make it a natural part of your conversation. Make it a habit to ask for a referral the way you ask for the business!

### Doing so will make your business soar!

©Heidi Richards Mooney - is a Professional Speaker, Business Coach and the Author of 7 books including: “Rose Marketing on a Daisy Budget ~ How to Grow Your Business Without Spending a Fortune.” She is also the Publisher of WE Magazine for Women. Stop by <http://www.speakingwithspirit.com> to get a FREE copy of YOUR Marketing Calendar today!





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# Don't **Bite** Off More Than You Can Chew

By Simone Kelly-Brown



## Live The Good Life On Zero Cash

Trading with others is loads of fun and an easy way to save your cash; from one-to-one barterers to offering your goods to thousands in a barter exchange. It's true that once you get the hang of it, you can become a bartering machine! But hey ... not so fast, Speedy Gonzalez, you might overload yourself if you're not careful. The goal is to create smart barterers with balance. Here are some simple tips, so you don't bite off more than you can chew!

Many people barter their services, from consulting, coaching, hairstyling, contracting, plumbing, you name it. We know that time is definitely valuable.

### So, before you say yes to a barter, ask yourself the following...

1. How much extra time can I REALISTICALLY offer each week or month without over-extending myself or cutting into my paying client's time?
2. What's my return looking like and when will it be delivered? You want to make sure this is clear. What if you spend five hours a week on a project and they don't fulfill your barter until two months from your date. Get it in writing first!
3. Is the service something that can be delegated to another team member, intern, or volunteer to save me time?

### Dig Up Some Products and Perks

Don't have the time? Search for some more buried treasures to offer up.

1. Do you have access to tickets, events, restaurant discounts etc, that your barter client might need instead?

2. Instead of getting you in the flesh, have you duplicated yourself in the form of a book, e-book, CD, DVD, or podcast? Informational products work wonders. You produce it one time and can reach thousands!

3. Do you have extra inventory on a product that you can offer up?

I remember when I first started bartering years ago, I was saying YES to a lot of things, because I wanted what they had. I also remember I went through a period of over-extending myself to the point of working overtime to fulfill the needs of cash-paying and barter paying clients. Remaining a person of my word means a lot to me.

Your reputation as a person who comes from a place of integrity can go a long way and also be a predictor for how long you'll be in business. Needless to say, I kept my word after learning that STRESSFUL lesson of over-doing it. If you learn anything from my mistake, only barter when you absolutely know you have the resources and time to fulfill that order. **Bartering should be fun, not a chore!**

## Keep Livin' Good

---

*Simone Kelly-Brown is the contributing editor for the MOLI Small Business Center. The Live the Good Life on Zero Cash column appears every Monday. She is also the founder of The Give 'N Take Network, a national business networking and bartering system for women business owners.*

# 10 Ways to Reject the Recession and Build a Thriving Business

By Stephanie Chandler

In a time when the lead news stories focus on business downsizing, the rising costs of gas and groceries and general economic turmoil, it is hard to avoid feeling the “recession depression.” But as business owners we have two choices: we can let the media send us into panic mode or we can view the economic downturn as an *opportunity*.

This is a time in the economy when millionaires are made. While some businesses are giving up and closing their doors, their competitors are seizing opportunities. Which side would you rather be on? Now is the time for you to rise above it—to stay a step ahead of your competition and Reject the Recession!

Here are ten ways to thrive in tough times:

**1. Keep the Marketing Wheels in Motion** Though your first instinct may be to cut costs, this is *the worst time* to cut back on marketing. Studies show that businesses that continue marketing through a slow economy are the ones that come out ahead when the economy begins to turn. Make sure you have a marketing plan and stick to it. If your current marketing efforts aren't producing results, try new strategies. When done correctly, marketing is an expense that should pay for itself. Find the strategies that work and then keep doing them.

**2. Don't Be Afraid to Discount** The reality is that consumers are holding on tighter to their wallets. The key to unlock their dollars is in discounts. Take a cue from the big department stores—they are holding incredible sales and offering more coupons than ever.

Reevaluate your pricing strategy and offer discounts off your most popular products and services. This may also be a good time to lower your prices across the board and then advertise your “New Lower Prices!” You can always raise them again later.

**3. Leverage the Internet** Are you selling products and services from your website? Can you expand your sales channels by selling on eBay or another online venue? Are you reaching your customers with e-mail marketing? Is your website optimized for the search engines? It doesn't have to cost a fortune to implement an online marketing and sales strategy. Even if you simply add gift certificate purchases to your website, you could uncover a whole new revenue stream. Seek out an online marketing expert and evaluate the opportunities.

**4. Form a Mastermind Group** Get together with your staff or assemble a small group of people who understand your business and brainstorm opportunities. When several people get together with a blank slate and some good energy, magic can happen. Ask for ideas—you might be surprised by the results.

**5. Tap into a New Niche** Is there a niche that you have been meaning to focus on? Can you uncover a new market that makes sense for your business? For example, a florist that specializes in weddings could pursue the corporate market, a residential real estate agent could go after the investor community or a virtual assistant could decide to specialize in serving the unique needs of financial planners. Pick a new market and then develop a plan of attack.

**6. Reach Out to Your Customer Base** One of the most overlooked business opportunities comes from your existing and past clients. The fact that they have already done business with you makes it far more likely that they will do business with you in the future. Make sure you are marketing to them, reaching out and reminding them that you are there. Ask them for referrals and offer a powerful incentive such as a cash reward or gift card for referrals. Never let a referral go unnoticed!

**7. Make Improvements** This is an ideal time to evaluate all of your policies and procedures. Do they make sense in this economy? Is your customer service team delivering up to your standards? Could your sales team benefit from some additional training? How can you help your company perform even better? What are steps you can take to improve customer loyalty? Look at your business through a magnifying glass and seize the opportunity to improve it across the board.

**8. Survey Your Customers** Much can be uncovered by reaching out to your customers and asking them for feedback. Develop a short list of questions that include ratings on your products, services and staff. Ask specific questions such as, “How can we improve your experience with us?” Tools such as [www.SurveyMonkey.com](http://www.SurveyMonkey.com) can help you accomplish this easily. Once you receive the survey results, evaluate them and take action to make improvements. You will undoubtedly find themes in the answers such as, “It takes too long to get a call back.”



Let your customers know that you heard them and share what improvements you are making as a result of their survey responses.

**9. Keep an Eye on Capital** What goes down must come up and the economy will rebound, though it may be awhile. If business is slower than usual, form a plan for getting through this period. You might need to open a line of credit, visit your bank and apply for a loan, seek private funding or even bring in a partner. Running out of capital can quickly kill a business. Make sure you assess how much you may need *before* you need it and have a plan for forging ahead.

**10. Get Help and Keep Your Eye on the Prize** Now is a great time to sharpen your own skills. Take classes, read books and network with others in your industry so you can learn from them. Get involved in your trade association and make sure you are on top of your game. Look for joint venture opportunities. Make yourself more efficient by outsourcing services that consume your valuable time. For example, if you are doing the bookkeeping for your business, hand that off to someone else so you can have more time to focus on what you do best. Also, determine your priorities. Where should you be spending your time? What can you do to make your company bigger, better and stronger? Leave the worrying to your competitors and instead seek out opportunities and stay positive. When you put the right energy and focus into your business—despite the economy—the results can be extraordinary.

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Stephanie Chandler is the author of several business and marketing books including *FROM ENTREPRENEUR TO INFOPRENEUR: MAKE MONEY WITH BOOKS, E-BOOKS AND INFORMATION PRODUCTS.*



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# What To Do When Sales Flop

By Marcella Glenn

This is, certainly, not the time to panic. Don't blame Jeff who handles customers unprofessionally, and no one took the time to address it. Try not to find fault with anyone, not even yourself.

For the survival of your business, do a health check on a regular basis.

"What does that mean?" You looked away.

Flip through your records. What products, services, most interest your customers? It's not too late to add new product lines, especially with the funds from the stimulus package.

Advertise products, services, customers like by explaining the benefits. How your brand is better, cost less, easy payment plan, and/or deferred payment. Allow customers, potential customers, to see the service you provide is competitive, the best.

If a product, service, has fallen asleep, out-lived its business life, replace it.

Equipment that cost more to repair than it's producing, screams for the updated version.

Search through operating expenses for waste. Ask questions. Would you spend less with new suppliers? Buying in bulk help? Think of other questions to stop the needless out-flow of cash.

Keep an eye on the well being of your business by checking over records. A business health check alerts you to matters that need your immediate attention.

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Marcella Glenn majored in business, has a degree in Business Administration. She has been freelance writing for most of her life. Her work dabbles in the world of poetry, as seen through her collection, entitled, *Piece Of Life*. Yet, she finds time to participate in the [blogosphere](#). She writes fiction as well.



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# Fat Loss Tips From Around the World

By Jatin Dhillon

Are you a diet pro? Tried grapefruits, cabbages, and lemonade? Think you've tried every diet under the sun? We took a trip around the world to bring you the best diets tips from other cultures – and a few you might want to add to your weight-loss resume.

## China

In China, there are two main aspects to weight loss – increasing the metabolism and balancing the body.

Accelerating the metabolism is something we all want to do – burn more calories and you'll lose more weight. The diet aisle in US stores are loaded with pills that claim to do just that – and if you look at the ingredients, most have at least one ingredient in common: Chinese green tea. Studies have shown that drinking two cups can improve heart health and help you get and stay slim. The polyphenols in green tea also increase your body's ability to quickly and effectively metabolize fat when consumed with meals.

Balancing the body is also important – and one of the most popular methods in China is acupuncture. Acupuncture works by pinpointing pressure points to release tension and built-up toxins. Research now shows that the stress-reduction and appetite suppression effects of acupuncture have a direct correlation to improved diet and lower body fat. Don't expect to reap the rewards of acupuncture after just one visit though – most practitioners say it can take 5-10 sessions before patients start seeing a difference in their bodies. The difference in overall wellbeing is noticeable right from the start.

## The Mediterranean

The term “Mediterranean Diet” has been thrown around a lot in recent years, but what does it actually mean?

The heart-healthy Mediterranean diet focuses on eating healthy fats found in olive oil, lots of fruits and vegetables, fish, nuts, red wine, and very little, if any, red meat. Common sense tells us that it's healthy, but does it work for weight loss?

Absolutely. Increasing your intake of veggies and fruits ups your fiber intake. Fiber helps you feel full sooner and stay that way longer. Fiber also helps flush toxins from the body. Diets rich in olive oil have also been shown to speed weight loss – it may seem counter-intuitive, but an increase in monounsaturated fat increases the body's ability to break down stored fat. Red wine also contains metabolism-boosting properties; flavonoid polyphenols, the chemicals in wine responsible for the deep red color, can offset the negative effects of a high-calorie diet – and help you lose weight on a healthy diet.

Another key component of living the long, healthy life promised by Mediterranean Diet proponents is walking. Walking burns calories and promotes weight loss, but also has other benefits. Walking after a meal aids in digestion and boosts metabolism, helping you increase the number of calories your body uses even when at rest. People who spend an hour walking every day have reported an increased sense of peace, a reduction in stress, and an improved ability to focus on the important things in life – a trick that can keep you from reaching for junk food when life gets tough.

## South America

Why do people experience dramatic weight loss on the ever-popular lemonade diet? Not eating is part of it – as are the unpleasant salt-water cleanses. But there's one element of the lemonade diet that can help your weight-loss efforts while you stick to a sensible eating plan – the secret is in the cayenne pepper, native to South America.

Chili peppers have some amazing properties – their heat increases your metabolism, curbs your appetite for sweet and fatty foods, and makes it easier for you to stick to your diet by adding flavor without sugar or fat. Chili peppers also make you feel good – scientists say that they can actually be addictive because they trigger the release of opiate-like chemicals in the brain to counteract the “pain” caused by the heat of the peppers. A general sense of well-being is one of the most powerful diet aids out there – and unlike the tube of cookie dough that you think might make you happy, peppers actually will!

## India

India has its own magic weight loss food – turmeric. Turmeric is a spice found in most Indian curries. It has long been used to heal wounds, fight inflammation, relieve pain, and ward off the ravages of diabetes on the body by balancing sugar and insulin levels in the bloodstream. Recent studies have also shown that curcumin, the active antioxidant found in Turmeric, is associated with a significant reduction in body fat.

India's other weight loss secret is a secret no more – so many Hollywood celebrities talk about the benefits of yoga that it's easy to forget that the practice originated halfway across the globe. The word “yoga” has many translations, but the most common is “uniting.” Yoga is a physical and mental practice that is designed to unite the body and mind through movement, breathing, and meditation. Yoga can be modified for any fitness-level, and regular practice will reshape your body – creating long, lean muscles, building a stronger core, and increasing flexibility – while improving mental health.

## Spain

Finally, just in case you were worried that Americans were alone in their passion for strange fad diets, we uncovered a new one in Spain, a country whose women are known for long, lean, curvy bodies. It's the sandwich diet! Spanish women who've tried the diet claim you can lose up to thirteen pounds just by substituting a sandwich for one meal a day. You get exactly two pieces of multi-grain bread and whatever you want in between them, but absolutely no side dishes – no chips, no pickles, no french fries.

Will it work for you? That depends on your current eating habits. If you usually eat a sandwich for lunch (much more common in the United States), then replacing your sandwich with a sandwich probably isn't going to help. But replacing your usual evening meal may yield surprising results – you're less likely to overeat when you have to fit your whole meal between two slices of bread.

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Jatin Dhillon is a freelance writer, web publisher and a fitness enthusiast. Don't forget to read his reviews on [www.the-idiotproofdiet.com](http://www.the-idiotproofdiet.com) [www.beyondcalorie.com](http://www.beyondcalorie.com)

# GET FIT

## without going to the gym!

### Here are 7 quick exercises you can do:

Here's a great exercise you can do when you get out of the shower: towel Tone-up: Hold onto towel (behind you) with both hands, while pulling and maintaining resistance starting at the hip, slowly inhale and lift towel up to shoulder level or above head. On the inhale work your way back down.

This one's better than **SWEEPING**... Grab a broom and hold it behind your back for 1 to 2 minutes (good for posture). Variation: while holding a broom, do deep knee bends 0 start with 10 then work your way up to 20 (good for upper thighs).

In your **CAR**: Do the Steering Wheel Squeeze – With your hands in the 9 o'clock and 3 o'clock position on the steering wheel, press your hands inward – hold for 3 counts and release (great for working chest muscles).

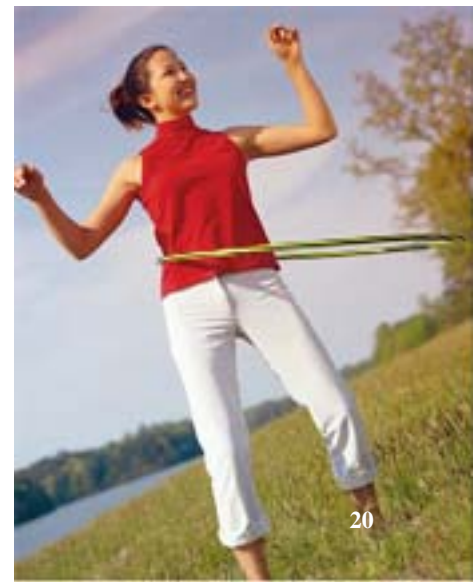
In your **KITCHEN** – Waiting for the water to boil? While facing your kitchen counter, lengthen leg out to the side – pause and hold. Swing leg back beyond the starting position to cross body (works the inner and outer thighs)

Work those **ABS** – contract your abs tight and breathe normally.

**PILLOWS** are for more than sleeping....use your pillow to work your inner thighs – How? Put pillow between your knees and squeeze for 3 to 5 counts. Release. Repeat.

And my favorite is the **HULA HOOP** for getting back those curves. Shortly before my 50<sup>th</sup> birthday I decided I wanted to learn how to Hula Hoop, something I could not do when I was young. I practiced every day until that hula hoop would go for a minute. Today I can do it for 15 minutes without tiring (and 15 minutes is my boredom threshold). This exercise alone has trimmed inches from my waist, hips and has strengthened my legs. It is my favorite exercise and now my seven year old grandson does it with me. Every Sunday we have a hula hoop contest to see who can go the longest!

I also recommend the article  
Exercise 101 at:  
[http://adam.about.com/reports/  
Exercise.htm](http://adam.about.com/reports/Exercise.htm)





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# Love the Skin You're In:

## Overcome Poor Body Image and Step into Self-Love

By Susan Liddy

Pop question: What did you do the last time someone complimented your appearance or figure?

(Did you do what most of us do, blush and talk about some other part of your body that you hate?)

When was the last time you came out of a department store dressing room really feeling good about what you saw in the mirror?

If you are like most of us, a lot of your negative self talk is focused on your body, right? How fat or skinny you are... how flat or endowed you are. And let's not even think about our daily wrinkle and grey hair inventory!

No matter our size or shape - long and lean, compact and curvy, top-heavy, pear-shaped... we all seem to have a negative perception of our bodies. Without going too much into why, let's briefly look at the culture we were brought up in. Television ads, magazines, radio, movies. Every day, we are bombarded with messages of what we **SHOULD** look like.

- Do you know that the majority of clothing line designers use sizing to manipulate us? That size four jean you purchased last year is likely considered size zero this year.
- Did you ever stop to think... that gorgeous model on the cover of Cosmo had her cleavage enhanced and her skin tone evened out by a neat trick they call air brushing?

### Reality Check

Remember that no body is perfect - not even the world's supermodels. We all have those parts of us that we love, and other areas we wish we could change.

Realize that you don't need to subscribe to all the disempowering messages our consumer-based society screams at you!

Walking through life with a negative body image perception creates a cycle of unfulfillment. This spills into all areas of your life:

- Your intimate relationships
- Your social life
- Adventures and vacations you want to take
- Invitations that you decline

What if instead of focusing on what you looked like, you could address those unmet needs that keep that negative self talk reel playing over and over in your mind? You know, those needs that you attempt to fulfill with a plethora of disempowering behaviors like:

- Over-eating
- Under-eating
- People-pleasing
- Complaining
- Making excuses
- Overspending
- Wearing clothes that are too big or too small
- Scouring magazines for the latest styles
- Drinking too much

Next time you catch yourself, ask why. Why am I behaving impulsively/self-destructively and what would really help me to lift my self-esteem?

Maybe instead of stocking up on larger sizes, then "drowning" our sorrows, or "eating" them away... we can realize that what we really want is to treat our bodies better, and to feel better. And maybe that begins with something as simple as taking a brisk walk every morning.

It's just a small step - but it's the difference between masking or escaping from our poor body image perception, and instead learning to appreciate, respect and nurture the body that you were given.

### Fearless Integration

Now, I'm not suggesting that you resort to wearing burlap sacks and ditch your cosmetic drawer. Being a girly girl myself, I love indulging in fun clothes and different hair styles. Being able to play up your features is a fun part of being a female! Yet, we don't have to indulge in these things to the point that we're trying to be someone else.

Really loving your body means working to bring out your inner beauty, your essence and wearing clothing that shows who you truly are.

Tips to overcome a negative body image:

1. Define your own version of beauty.
2. Engage in self care so you feel vibrant and alive.
3. Replace negative self talk with the truth of how well your body serves you.
4. Identify your unmet emotional needs and create empowering ways to meet them.
5. Realize that other people don't focus on your flaws the way that you do - because to them, the outer package holds a truly wonderful and beautiful gift - **YOU**.

**Today, make the choice to bring fulfillment into your life no matter what you look like. By taking action to feel whole and complete today, you'll create the energy and motivation that allows your outside to reflect your inside.**

Susan Liddy, MA, PCC, CPCC is the founder of [AspireLifeCoaching.org](http://AspireLifeCoaching.org), a women's coaching organization whose mission is to empower women to aspire fearlessly. Susan's unique and groundbreaking life coaching programs teach women how to break through the fear and disempowerment that block them from who they are and accomplishing their goals.



# Worth Reading

## The Author's Guide to Building an Online Platform: Leveraging the Internet to Sell More Books

By Stephanie Chandler



The buzz word in publishing houses and at writer s conferences these days is platform. As in, What is the author s platform? With more than 175,000 new titles published each year, publishers want to sign authors who are capable of helping to sell their book. The platform may be that the author is a widely syndicated columnist, is the internationally acclaimed expert in his field, or is a highly sought-after motivational speaker. Or perhaps the author is a New York City television news anchor. These types of platforms make a publisher s mouth water. But what about authors who aren,t widely known or acclaimed? How does the ordinary guy build a credible platform? The answer: the Internet. Today you can build an international platform right from your kitchen table even if your kitchen table is in Manhattan...Kansas



## PrimeTime Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders

By Marti Barletta

Baby boomers are the largest and wealthiest demographic and at the peak of their spending power. What marketing and sales professionals might not realize is that the majority of this spending power is wielded by women ages 50–75. They are the healthiest, wealthiest, most educated, active, and influential generation of women in history. Marti Barletta, the premier expert on marketing to women, calls them PrimeTime Women™ because not only are they in the prime of their lives, they also are the prime target for most marketers.

In her new book *PrimeTime Women™*, Marti Barletta provides the only comprehensive resource on the market for readers searching for practical applications to get into the minds, souls, hearts, and wallets of this influential demographic. This hands-on approach delivers strategic thinking and tactical ideas geared toward understanding and leveraging this enormously influential market.

## Color Alchemy: Self Mastery With Color

By Jami Lin

Unlock and awaken your greatest potential! Develop greater inner peace and outward joy! In this fascinating book you will discover a *Vitality - Creativity - Power - Love - Focus - Intuition - Bliss through color*. Color is energy. Energy is the movement of life and everything is “color coded.” Discover how the endless supply of color transforms your life. Instantly turn stress into calm enhance and balance your most important qualities of being human, grow your spirit through the colored light of The Creator, and forever transform sabotaging behavioral patterns into unlimited potential.



## Seducing the Boys Club - Uncensored tactics from a Woman at the Top

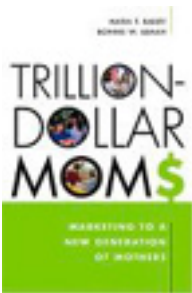
By Nina DiSesa



In *Seducing the Boys Club*, DiSesa shows you how S&M—seduction and manipulation—is the secret to winning over (and surpassing) the big guys. She asserts that women need to meld their “female” characteristics (nurturing, compassion, intuition) with “male” traits (decisiveness, focus, confidence, humor) to expand their professional horizons. DiSesa also shares her practical, outrageous, and even controversial maxims for making it.

## Trillion-Dollars Moms: Marketing to a New Generation of Mothers

By Maria Bailey and Bonnie Ullman



Mothers are the most powerful consumers in the United States today. But to obtain a portion of the \$17 trillion+ spent by moms, authors Maria Bailey and

Bonnie Ullman say marketers must recognize the power of mothers, appreciate the time they put into selecting a product, and understand what it means to be a mom today. Drawing on proprietary research, their experiential insights, and case studies of successful marketing initiatives, the pair will empower you to secure the spending of moms with strategies and tactics that include: •Initiating publicity campaigns that resonate with mothers •Developing powerful sampling programs with doctors and pediatricians •Creating advertising campaigns with relevant messaging •Hosting special events that appeal to the mom market and more. With *Trillion-Dollar Moms*, you'll have everything you need to act on and capture your share of this lucrative market.

## The Little Black Book of Party Games

By Ruth Cullen



This “Essential Guide to Grown-up Fun” provides wonderful ideas for hosting a great bash, and the scoop on the best games for every occasion. Includes icebreakers, drinking games, thinking games, physical games, naughty games and beyond. 144 pages; 4-1/4” wide x 5-3/4” high; concealed wire-o binding; book lies flat for ease of use; elastic band place holder.

# WOMEN'S MEDIA & PUBLIC RELATIONS AUDIO PROGRAM!

**Here is a sampling of the things covered  
by 16 Media, Marketing and PR Pros:**

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How to create web-optimized media releases

Developing your Media Platform

Getting on Internet Talk Radio

The Inside Scoop of Getting Inside a Major Magazine

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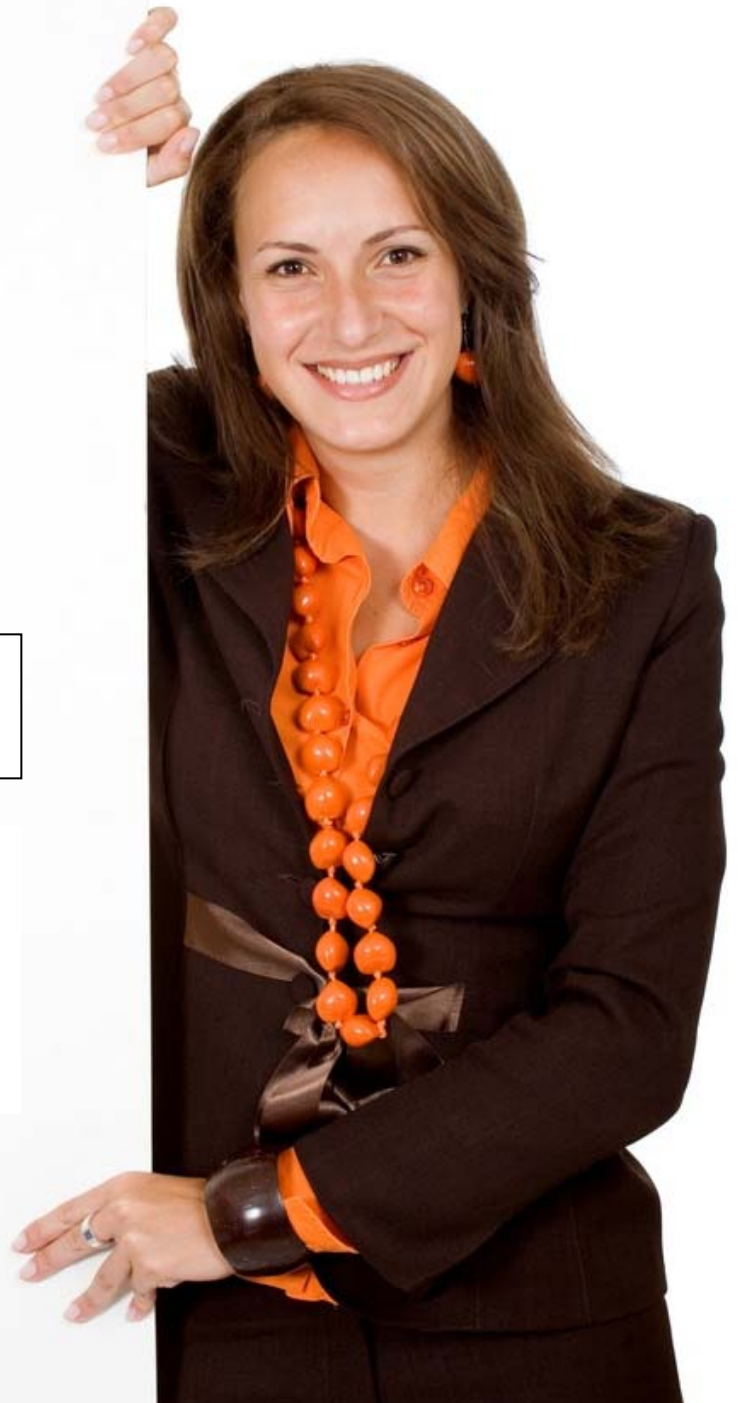
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*"I just got my registration materials for the event. WOW! The PDF workbook alone is worth the price of admission. It's beautiful in presentation and chock full of information and resources, as well as being an easy-to-read and follow guide to the presenters and their presentations. The five pages of resource links at the end are a wonderful completion to a great package. Thank you Heidi and All involved.*

**Sheila Finkelstein, Pictures to Ponder**

**Purchase the recordings at:**

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recordings-on-sale-now/](http://www.womensmediasummit.com/audio-recordings-on-sale-now/)**





# Walking away from the *Big Bucks* in the Pursuit of True Balance

By Shann Vander Leek

*Any transition serious enough to alter your definition of self will require not just small adjustments in your way of living and thinking but a full-on metamorphosis.*  
— Martha Beck

Not too long ago my career had been dedicated to sales, mentoring, coaching and leading an exceptional sales force.

For most of my prior life, I was a woman who: was married but would never have children, would earn a six figure income, was a loyal employee, an over achiever, traveled to exotic places, would live in my dream home, and would be involved in the highly charged corporate world forever!

Today I am a woman who: is happily married, the mother of a sweet and healthy daughter, has earned the six figure income, plus all the perks, has traveled to many delightful places, lives in the home of my dreams, and has become a successful professional life and business coach.

## Commence with the metamorphosis...

A sacred knowing or astuteness accompanies the first foray into motherhood. Children have a way of smacking you upside the head with an uber dose of what is truly critical. The miracle of child birth became the catalyst for a complete lifestyle transformation. While home on maternity leave I was watching a morning news program and became drawn to an interview with a professional life coach. The attraction was profound.

I contacted the television station for more information, found a local coach to talk with, and began to learn about the business of professional coaching. "Co-Active Coaching - New Skills for Coaching People Toward Success in Work and Life" written by coaching pioneers, Laura Whitworth, Henry Kimsey-House and Phil Sandahl was a my first coaching playbook.

When I returned to my career, the coaching process became my revitalized way to lead my sales force. Coaching in the sales environment, gave me tons of practical experience for what would be my true calling.

After a few more years, the high stress levels of being a corporate creature and doing business in someone else's boardroom was losing its appeal. Even though my career path resulted in the realization of my goals and dreams, I became completely disinterested in corporate culture and, unwilling to jump through any more flaming circus hoops for money.

It's amusing, and disheartening, when you realize your dedication, smart work, energy, - all the things you put into your career daily - are ONLY for the sake of performing a duty and receiving a paycheck. This newfound awareness helped cement my corporate world exit strategy. It was time to let go of the illusion of control that the "big bucks" created.

Not too long ago, I made one of the most important decisions in my life. The promise to leave corporate America and give my entrepreneurial calling a shot. I started preparing my exit strategy.

No longer a company creature; my job was surely destroying my soul. I longed to spend my days being left alone by the "powers that be". Please understand, my prior career was a lot of fun and a great challenge for a long time. The reason why I excelled and stayed on the path for 18 years had a big part to do with being left alone, to do what I did best. When a new regime change took hold, the corporate culture changed drastically, which led to my slow and certain suffocation. Without the discomfort, I may have never allowed myself to consider following my dreams.

More on discomfort ... I was extremely anxious giving up a significant income to go out on my own. For awhile I even tried to trick myself into staying with the CASH. Then I would ultimately realize how many people have gone before me and taken a well planned leap of faith. What ever you want to achieve you can accomplish with great discipline and imagination.

After thoughtful consideration, much manic behavior, conversations with my family and confidantes; moving forward on the path of my dreams was the ONLY option. Sharing your plans and dreams with the people who know you intimately is an excellent way to receive honest feedback. These are the same people who will hold your hand through the transition. Declaring my plan for independence helped me stay on the path to personal freedom.

For about one year, many of my evenings, weekends and lunch hours were dedicated to self awareness and studying for my professional coaching certification.

This transition time included, setting a new household budget, reallocating investments, setting up a line of credit, and buying a new car (for the first time in 11 years!) The plan was to build my coaching business and the True Balance brand, one day at a time, until I could give my two weeks notice.

Straddling two worlds was fairly easy. The job I no longer enjoyed was palatable because I could see, feel and taste the light of my future. The most difficult part of the divide would turn out to be leaving my sales force. Leaving them behind was my biggest cross to bear until I allowed myself to let go and to understand that each person was amazing in his or her own right and would ultimately be fine in my wake. During this time, finding humor in the day to day corporate environment was the greatest blessing. Ultimately, you do what ever you can to NOT take yourself too seriously when working through a life changing transition. The discovery of professional humor, allowed for functioning well in the environment and finding some peace in the moment.

Finally, after fourteen years, I left my prior life on my terms. My former employer decided to downsize our sales management group within 60 days of my planned exodus. The interesting part of this equation is three managers were given the responsibility of figuring out who would leave. Did I really jump up and say "pick me, pick me!?" I was thrilled to have the "out" and volunteered to be the "lucky" laid off executive and have never looked back. Thankfully, this scenario meant an unexpected severance package. Synchronicity is such a blessing!

I packed my box, (the same day) apparently my willingness to leave sped up my departure ... Said so long to the big bucks, turned in my company SUV, let go of a cushy expense account, and found the courage to walk away from a career that no longer suited me.

Fast-forward ...

Being in the business of helping people recognize their brilliance is a blast! The focus for the rest of my days is about helping people do the things they think they cannot do on their own. I will use every ounce of my prior business experience to coach and assist solopreneurs to set big goals, achieve extraordinary results and create balance in their lives.

I am grateful for the opportunity to live the rest of my days on my terms.

And, the **BIG BUCKS** are on the way back to me again, on my terms. The characteristics that made me successful in corporate America will always benefit me as an entrepreneur. Discovering your groove and creating a luscious life is all about allowing for grace through the transition.

*This caterpillar has become a butterfly.*



For 16 years, Shann Vander Leek has women in transition to set big goals, achieve extraordinary results and create balance in their lives.



Telephone and email consultations make her accessible to clients all over the world.

Please visit Shann's website [www.truebalancelifecoaching.com](http://www.truebalancelifecoaching.com) to sign up for a monthly life balance newsletter or to schedule a complimentary 30 minute discovery session. 231.668.1111 - USA



**INGREDIENTS**

- 2 Oz. Midori Liquor
- 1 Oz. Vodka
- 1/2 Oz. Fresh Lemon Juice
- 1 Tsp. Sugar
- Maraschino Cherries
- Green Colored Sugar



Rim the glass with lemon juice and dip into the green sugar. (check my martini site for how to color sugar and other tips!) Chill the glasses. Pour Midori, Vodka, sugar and lemon juice into a shaker filled with ice and shake until chilled. Pour into chilled glasses and drop a couple of Maraschino Cherries in for garnish. It's a Mean One so take it easy!

**THE GRINCH-A-TINI**  
Recipe from [www.PopArtDiva.com](http://www.PopArtDiva.com)

# Success Does Not Come in A Box!

## The Real Secret of the Happy and Successful Human Being

By Dr. Michelle L. Casto, Ph.D.

### The Search

What I see in the self improvement industry is a desperate search for the holy grail of success. The short cut appears to be the internet with its abundance of books, products, experts and the like.

The internet is a blessing in many ways. However, Buyers beware.

To find true help, we have to avoid getting seduced by thousands of sales pages promising “instant success.”

It is human nature to want to believe the quick success claims are true, after all; the offers sound so good, so easy, so satisfying (at least to the ego!)

Clever copyrighters know this and play on our desires and pull on our heartstrings, writing highly hypnotic words that lure us into a *buying trance*. Their sole job is to know what motivates us, and since most people are motivated by the “easy fix,” it works like a charm!

Like you, I am a seeker of success. You may have traveled many roads, with a clearly defined image of what you want, searching here and there, and still have not manifested your heart’s desires. Why?

Because you have not yet discovered what the happy and successful people believe and have not developed the abilities of intuition and discernment.

*This is going to change right now.*

*I am going to reveal to you the Real Secret to Happiness and Success.*



Many internet businesses are gone in a flash. I read recently that most internet businesses are defunct within four years. I have personally witnessed many websites which have disappeared overnight (along with my money).

In a world where business has become virtual, whom can you trust?

### *Your instincts and a mentor.*

Heartless marketers only have their bank accounts in mind. Your intuition has your best interests in mind.

### The Secret

Despite the hype, **there is no secret to success.**

Ask yourself, what has improved in my life since I last spent thousands on the latest and greatest “boxed set” program?

Not much?

I can relate. In the past, I wasted tremendous amounts of time, money, and energy until I finally learned a secret. (A secret by the way is simply information you are not aware of).

Human beings seem to gain pleasure from the purchase. (And pain from the lack of follow through).

To be successful, it is important to develop the spiritual skill of discernment—seeing the good and true from the junk and false.

After the initial “high” from the purchase wears off, a sense of regret or defeat follows because we realize that we have yet to implement the last “success in a box” program.

Well, you can get off that crazy train ride that leads to no-wheresville and get on the rocket launcher to Happyville.

Have you ever wondered what your life would look like if you actually applied some of the things you have read in books, listened to on mp3, and heard in motivational workshops?

A big improvement, yes?

Well, let’s *get smart*, shall we. If gathering more information was the ticket to a dream life, we would have everything we wanted by now.

We don’t need more information. What we do need is emotional support and coaching.

Success requires learning, modeling, and adjusting, again and again until you create your own unique recipe!

The best way to learn is to do. And through the doing, you learn what works and what doesn’t work for YOU.

The reality is that most people resist the fact that it takes “inner work.” They would prefer to believe that you can really get rich by following someone else’s prescribed formula.

There is only one way to cross the gap from where you are now and where you want to be.

And it is not wishing, hoping or buying another “get rich quick scheme.”

It is simply through the application of what works.

Semi-successful people buy other people’s maps to success. Successful people take bits and pieces from different guides and then create their own. Ultra successful people invest in themselves, learn from those who have “been there, done that” and work with a coach to help them create a smart map, that will get them there faster and easier.

### The Coach

A coach’s sole purpose is to inspire you to take “right actions.” A mentor can teach you how to learn and grow through the rough spots of life, because they know that is the only way to achieve lasting success.

The highest return on investment for personal growth is Professional Coaching.

Coaching gives you more than what you pay in monetary terms. Can you put a price on increased happiness, better business results, the courage to change careers, or the confidence that comes with self-awareness?

I think not.

Hands down, coaching is the answer you have been seeking. Coaching is the solution to your challenge, the support to your psyche.

A key concept is the difference between what the successful and the unsuccessful believe in.

Smart and successful people believe in learning, growing, and receiving mentoring. Foolish and unsuccessful people believe in the latest fads.

I have had countless people tell me they can’t afford coaching because they just spent their last dime on the latest success-in-a box scheme.

When I talk with them, I can hear the disappointment in their voice because they know they have not even opened their latest purchase.

I share with them, “It’s not your fault. You are just looking in the wrong place.” I say, “You will not find success in a box.” I say, “You will find it when you are ready to look within and bring forth what is inside of you.”

I say, “Are you ready and willing to be helped?” **Many say No!**

Human beings are social creatures and yet we refuse to admit when we need help, and consciously or subconsciously struggle through it alone.

Listen, I actually want you to succeed. Allow me to speak straight from the heart because I know you are tired of being let down, and are ready to rise.

You may be surprised by how simple it is and has been all this long, lonely time.

***There are no “easy buttons,” and definitely no free passes to the pinnacle on top of the mountain.***

Success requires increasing your self-awareness, developing skills, and expanding your capacity to flow with the challenges of life.

**Ask someone who has been coached what they received from the experience and you will soon discover the real secret of the Happy and Successful Human Being.**

Michelle L. Casto is a self-empowerment expert in the life dimensions of love, labor, leisure, and learning. Dr. Michelle is known as the Soul Diva Coach and one of the top coaches in the United States. She is the founder and principal of Get Smart! and Brightlight Coaching, a professional training, coaching, and publishing company. Contact her for a complimentary 30 minute divine life visioning session at (361) 232-3939.



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# Women’s Internet Marketing Program

**“11 Internet Experts Share a Wealth of Expertise to Accelerate Your Success!”**

# Organize your stuff **NOW!**

By Leanne Jacobs

## ***Opening the door to a well organized closet is a peaceful way to start the day.***

*Wouldn't you love to be able to open your closet and pick out an outfit to wear for any occasion in 20 seconds or less? Well, I can teach you how and it will only sting for a minute. Did you know that most people wear 20% of their clothes 80% of the time? That's a lot of clothes taking up valuable room in our closets that we rarely, if ever, wear.*

First things first. Empty the whole closet. That's right; take everything out of the closet. You'll be amazed what you'll find. While the closet's empty you might as well wash the walls, shelves, rods and vacuum the floor.

Now it's time to go through your clothes and decide what to keep, give away or throw away. You will need four boxes for sorting: put away (things you are keeping, but do not belong in your bedroom closet) give away, throw away and store away. Ask yourself these questions about each article of clothing: Would you buy this again today? Is it easy to wear and care for? Do I feel good when I wear this? That should weed out the obvious duds. Next, try on the clothes you're not sure of. Don't keep those clothes that are 2 sizes too big or small. What a waste of space and you don't want to get back into those clothes that are too big anyway. If you have to think about keeping an item for a minute or longer, it is probably not worth keeping. This goes for clothes and anything else. If you still have some indecision, I have one more trick for you. When it's time to put your clothes back in the closet hang all the hangers on the rod backwards. As you wear an item place the hanger on the rod the right way. If the hanger is still turned backwards after 6 months, donate the item. Your husband might think you're crazy, but it really works.

You're almost ready to start putting your clothes back in your closet. First, you need to get rid of all those wire hangers. Run to the store and buy those thick plastic hangers. They are so inexpensive (10 for \$1) and make your closet look so much neater. They also force your clothes to hang further apart to help prevent wrinkles and they don't get tangled in one another. I prefer the white ones for my closet, but each member of my family has a different color.

As you're returning your clothes to your closet, Keep Like With Like! This means categorize: pants, skirts, dresses, shirts, etc. Next, hang categories grouped by color. This makes selecting and coordinating outfits quicker and easier. Say you need a red shirt to go with those gray pants; you could pick out those items in a manner of seconds. Hang your skirts on skirt hangers to save on space (keep colors together). Add a lower rod to your closet to add to or even double hanging space. It's so quick and easy. Put your shoes on some kind of shoe rack, not on the floor. Get rid of all your shoes that look 10 years old or hurt your feet. You know you're never going to wear them again. Remember, waste of valuable space. I prefer cubbies or shelves, but you could also use metal racks, depending on how many shoes you have and how much closet space. Put your belts, scarves, hats, ties, etc. where you can see them for fast and easy retrieval. I love hooks, all kinds of hooks. They work for everything and they're inexpensive. Remember, like with like in everything.

Do not put anything back in your closet that does not have a home there. I.e: bags from stores, school supplies, kids items, things that have a home in another room, etc. Don't buy something just because it's on sale. Take an inventory of your closet and only buy what you need, and what makes you feel good about yourself when you try it on. I organized a clients closet and she ended up having 19 black sweaters and 13 white button down shirts. Eight of them still had the tags on them. She had wasted time, money and space not knowing what was in her closet. Keep a bag or basket in the bottom of your closet where you can toss items to donate. Take to a charity when the bag is full. Don't forget to use the valuable space on the inside of the closet door. This is a perfect place for your exercise clothes, pj's, sweat jackets, robes, etc. Put sweaters on shelves and categorize by color for quick retrieval. Wow, now you have an organized closet. Don't you feel so much better and think of how much time you will save picking out that perfect outfit for a day with the kids or a night out with your husband. Time is money and an organized closet is peace of mind.

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Leanne has been a professional organizer for 10 years. She has 8 children and 3 grandchildren and is president of Organize Your Stuff Now. Please visit her at

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



# Marketing 2 Women

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# Peach and Mascarpone Tart with Almond Crust

This scrumptious recipe was demonstrated at the **2008 Palisade Peach Festival** in Palisade, Colorado by Chef Wayne Smith, Assistant Technical Professor of Culinary Arts at Western Colorado Community College. I can tell you that it was heavenly! It's simple to prepare and virtually fail-proof.

## **Crust:**

½ cup almonds  
3 Tablespoons of sugar  
3 ounces unsalted butter, cut into small cubes  
1 egg yolk  
¾ cup of flour  
¼ teaspoon salt  
1 Tablespoon heavy cream

## **Filling:**

3 Tablespoons peach preserves  
5 peaches  
2 Tablespoons sugar  
¼ teaspoon cinnamon  
8 ounces Mascarpone cheese  
¼ cup heavy cream  
¼ cup sugar  
1 egg  
1 teaspoon lemon zest  
½ teaspoon vanilla extract  
Pinch of salt



1. Place almonds and sugar in food processor and pulse until almonds are the texture of coarse meal. Pulse in butter until no loose particles remain, 10 – 15 pulses. Add flour and salt and pulse until butter is the size of small peas. Stir the yolk and cream together in a small bowl, add to food processor and pulse until the mixture is just incorporated.
2. Transfer the mixture to a 10-inch tart pan (set on top of a sheet pan) and press it into the bottom and up the sides of the pan.
3. Preheat oven to 350 degrees. Place a piece of parchment paper over the almond dough and fill with dried beans. Bake tart shell for 25 minutes then remove the beans carefully by picking up the corners of the parchment and lifting from the dough. Return the tart shell to the oven and bake an additional 10 minutes, until the crust is a deep golden color.
4. Heat the peach preserves in a microwave safe bowl just until they begin to liquefy, about 30 seconds. Brush the preserves on the tart shell. Set tart shell aside to cool.
5. Increase oven heat to 400 degrees.
6. Peel the peaches and cut them into slices. Combine the sugar and cinnamon. In a mixing bowl, combine the Mascarpone, cream, cheese, sugar, egg, lemon peel, vanilla, and salt. Stir until the mixture is smooth.
7. Arrange peach slices in the tart shell and sprinkle the cinnamon sugar over them. Bake tart for 15 minutes. Remove the tart from the oven and spread the mascarpone mixture over the peaches. Return the tart to the oven for an additional 15 minutes or until set.
8. Cool completely before slicing and serving. Serves 8.

**Prep Time:** 20 – 25 minutes **Total Baking Time:** 65 minutes

# Hors d'oeuvres

## **Brie and Pear Tartlets** (great with an apple martini)

Makes 16 (3 to 4 per guest)

### **You will need:**

Defrost 1 sheet frozen piecrust in the refrigerator

2 tblsp. honey

1 tbsp minced thyme

¼ cup ripe pear, peeled and minced

3 oz. brie, minced or shredded

For the crust:

Roll out crust – flatten and cut into 1 ½ to 2 inch squares. Spray the cups of a mini muffin pan with vegetable oil. Put one square into each muffin cup, pressing flat to the bottom of the cup so it sits flat after baking. Prick bottom of each cup and chill for 10 minutes. Preheat oven to 350 F. Bake chilled tart shells 10 minutes until light golden brown. Remove and let cool before using. Combine the Brie, honey, pear and thyme. Toss to mix. Increase oven temperature to 375 F. Fill each muffin cup with about 1 teaspoon of the Brie/pear mixture – bake 5 – 6 minutes until cheese bubbles. Let cool for 3-5 minutes – remove and serve with a sprig of thyme.



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## **Thai Chicken Sate' Skewers**

Makes 12 (2 to 3 per guest)

### **You will need:**

2 lbs. boneless, skinless chicken breasts – defrosted and cut into thin strips (about 1 inch wide).

3 tbsp peanut or vegetable oil

Salt and pepper to taste

Bamboo skewers (should be soaked in water overnight)

**For Sate' Sauce:** (best when made a day ahead, and stored in refrigerator – warm to serve)

2/3 cup chunky peanut butter

3 tbsp. water

¼ cup unsweetened coconut milk

2 tbsp soy sauce

1tblsp peanut oil

2 tbsp. lime juice

1 tbsp. brown suger (or more)

2 cloves garlic, minced

½ tbsp. ground coriander

1 tsp. Chinese chili garlic past (or more to taste)



In a bowl, add hot water to the peanut butter and blend for 10 seconds to thin out. Add the remaining sauce ingredients and blend. Pour into a medium saucepan and cook over low heat for 3 to 4 minutes to thicken slightly. Store until ready to use.

Warm sate' sauce.

**To serve:** preheat broiler or BBQ to medium heat. Toss chicken with peanut oil, salt and pepper. Thread 1 or 2 pieces of chicken on each skewer. Grill skewers 1 to 2 minutes per side until cooked through. Serve immediately with warm sate' sauce.



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# WARNING: Swissness is contagious!

By Linda Pereira

*What do Roger Federer, a mountain of cheese, a Swiss army knife, a clock, a tennis racket, a football, a football boot and a Lucerne carnival float, mountains and hedgehogs, and chocolate all have in common? They all sum up what Switzerland is all about.*



The diversity of the landlocked, mountainous country is the essence of Switzerland and gives the country its unique identity. Still, it is best known for its financial institutions, fine cheeses and chocolate, watch making industry, for its scenery and an excellent network of public transportation.



Switzerland fascinates me for many reasons. It is a unique combination of exceptional variety, beauty and limitless spaces. During the winter months, you are awestruck by the beauty of the frozen lakes of sunny, high valleys – which stretch across the eyes. As soon as I arrive I want to see all I can of this legendary, breathtaking landscape, with its snow-covered mountains sparkling in the sun, promising unlimited winter sports. Switzerland has its own unique individual character, boasting luxury and glamour alongside authenticity and unassuming charm. From mountain peaks with breathtaking panoramas, to waterfalls likely to quench your thirst for inspiration, to museums replete with curiosities that will make you smile, and to world-renowned museums hosting works that are quite unique.

The geography of Switzerland is notable for its great diversity. The geography of Switzerland means that the climate varies greatly from one region to another. Depending on the area and the time of year, Switzerland experiences conditions reminiscent both of Siberia and of the Mediterranean. Even the major towns of their own distinctive character.

The geography of Switzerland is notable for its great diversity. The geography of Switzerland means that the climate varies greatly from one region to another. Depending on the area and the time of year, Switzerland experiences conditions reminiscent both of Siberia and of the Mediterranean. Even the major towns of their own distinctive character.

Just over two thirds of the Swiss population now live in urban areas.

About one third of the population live in the conurbations of the five biggest cities: Zurich, Geneva, Basel, Bern and Lausanne. Switzerland has over 1,500 lakes. The two largest, Lakes Geneva and Constance, lie on the border. Lake Geneva is shared with France, and Lake Constance with Germany and Austria. Lake Geneva, which lies on the course of the Rhone, is the largest freshwater lake in central Europe.

Bern is the capital of Switzerland, and also the capital of the canton of the same name. Switzerland although small has the largest number of well-known towns of any other European destination that I know of. The most well-known cities are Bern, Zurich, Basel, Geneva, Lausanne, St Gallen, Lucerne and Lugarno.

The Swiss themselves are sometimes puzzled about what they have in common apart from their passport, what it is that makes them Swiss. The Swiss say they are held together by the desire to stay united. The general attitude is summed up in the formula “unity, but not uniformity.”

Switzerland is in the highly unusual situation of being the home of three of Europe’s major languages, German, French and Italian and yet it has no written language of its own. Whichever language group they belong to, the different Swiss communities have linguistic and cultural ties with one of their larger neighbors. It’s easier for someone from Geneva to speak to a Parisian than to a fellow Swiss from Bern, or for a native of Ticino to read Milan’s *Corriere della Sera* than the *Neue Zürcher Zeitung*.

The language communities eat different things and have different traditions and customs.

Even their shared history only goes back about two centuries.

Switzerland’s mountains have played an essential role in shaping the history of the country and the attitudes of the Swiss people.

For centuries they acted as a barrier. In the Middle Ages the small communities in their mountain fastnesses were able to resist attempts by powerful overlords to curb their freedoms. At the same time, surrounded by potential threats, they felt the necessity to band together to protect themselves.

Many Swiss are proud that in spite of their small numbers, they have always been ready to resist powerful neighbors, from the Habsburgs to Hitler. They have long seen themselves as a “special case.” No-one who discusses the Swiss national identity can escape from this idea.

In the past, the long winters and the rugged climate forced people to think ahead and make provisions. Nothing grew in the ground of its own accord; the land had to be worked, constantly and diligently. Nor were there any riches under the ground. There was only a limited amount of arable land in the valleys. This forced people to be moderate and thrifty. Since mountains and valleys physically keep communities apart, people stayed where they were and helped each other. The Swiss stopped being dependent on the climate, nature and topography a long time ago. Mountains are no longer an obstacle. But foresight remains a virtue, and so does diligence. Children tend to be taught not to be different, that it is better to be virtuous and reliable, than brilliant and original.

I love the country's originality, its industriousness and simplicity. The people are sensible and practical and will treat you with respect if you respect them. You cannot but be fascinated by its history and traditions and legends and stories. It is somewhere you visit with time and with energy and it requires that you appreciate beauty and love the outdoors and all its vibrant, natural healthy energy.

## Linda's Must Visit List

**Basel** is a green city. The Botanical Gardens, several parks and the banks of the Rhine are perfect places to relax and linger for a while. And the Etoscha House at the biggest zoo in Switzerland offers spectacular insights into the Namibian Savannah.

**Geneva** is Switzerland's most international city, as it is where the European seat of the UNO is based. Even the International Red Cross directs its humanitarian campaigns from here. Besides being a congress city, Geneva is also a centre for culture and history, for trade fairs and exhibitions. The «Horloge Fleuri», the large flower clock in the "Jardin Anglais" (English Garden), is a world-renowned symbol of the Geneva watch industry.

**Lausanne** is set in an extremely picturesque landscape: it is hardly surprising that the International Olympic Committee has been based here since 1914. The town is built on three hills, surrounded by vineyard-covered slopes, with Lake Geneva at its feet. Rising impressively from the opposing French lakeshore are the Savoy Alps. The attractive old town is largely car-free. Small alleyways with cafes and boutiques shape the streetscape in the medieval city centre. The «Olympic capital» is home to the Olympic Committee and also the Olympic Museum, the world's largest information centre about the Olympic Games.

**Zürich** boasts the highest density of clubs in Switzerland – here, you can never turn up too late. From a house music party in the legendary Kaufleuten to Greatest Hits from the Eighties at the oldest club in the city, the Mascotte, to a gay event at the Labor Bar – parties really get going after 11.00 pm and continue into the wee hours of the morning. Here, there are no official closing times. In summer, nightlife can be found not only in the clubs, but also outside in the open air; the venues where visitors bathe and relax during the day are ideal places to flirt and dance at night.

**Lucerne** is the ideal starting point for many excursions to the highlights of central Switzerland. A trip up one of Lucerne's regional mountains, the Pilatus or the Rigi – the queen of mountains – is a must. But excursions up onto the Stanserhorn, the Bürgenstock or a steamship cruise on Lake Lucerne with its many bends and arms are certainly no less worthy. The Wilhelm Tell Express originates in Lucerne and ferries its passengers to the foot of the Gotthard pass via Lake Lucerne and then continues by rail into Ticino, south of the Alpine ridge. The «cherry road» leads from Lucerne through the landscape of cheery trees and kirsch.

*Make sure you don't leave without filling up on chocolates, roeshti and cervelas salat (not together), appenzeller biberli (little cakes stuffed with almond paste), raclette, Birchermüesli and of course the famous original fondue...*

*...and if you find yourself with a sudden urge to burst into song on a mountain, melting chocolate and dipping bread and fruit in it, and rushing out for a quick run in the winter cold....then you've caught the Swiss spirit! I did warn you after all!*

View from Hotel



Lucerne



The Beautiful River



The-way-up-to-Gornergra



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# Giselle Rufer

## *A Woman to Watch*



She is the oldest daughter in a family of five. Very concerned for her family, at age 8 Giselle became the “little mother” when her father died at the age of 32 to help her mother out. A tomboy and creative girl, Giselle spent years discovering what she was born for. Giselle says, *“Sometime I thought Why I am so talented and why I don’t find what to do”. I meet so many women trying to find a way to be all that they can be, and too many women who had abandoned their dreams. My destiny was calling when I decided to create a watch that would be the symbol of the talent and the creativity of women as well as the sign of the similarities of men and women. And suddenly it was clear; I had spent 45 years to learn everything I would need to accomplish my dream.”*

She named her company DELANCE in honor of her father. She created watches for her mother, her sisters and all the women whom she loved. The spirit of the company is deliciously French and the quality of the watches is 100% Swiss made. Giselle has created many a masterpiece, using her artistic talents and engineering knowledge. As an entrepreneur she exudes strength and determination. She goes on to say, *“Some write a book, my talent is to make a watch and I managed to be the first woman in Switzerland who created her company using her maiden name.”*

### **What was your first year like, what were your goals then and how did you achieve them?**

There is so much to say that this interview gives me the desire to write a book about my journey. The first year was probably the more inspiring. The name Delance is Creation and that is what I love the most: to create. After that it is hard work and a little bit of creation.

### **What were/are some of the obstacles you have encountered (overcome)?**

The biggest obstacle was the credibility. No banker (they are not renowned to be visionaries) could believe that a woman of 50 could have a good idea in the watch industry. I could not find the financing and I had to begin very small.

I almost went bankrupt when a big company bought my agent in the USA and cancelled the order and when 15 kilos of gold (US\$ 450'000) disappeared in the bankruptcy of one of my suppliers.

### **What did you do before that?**

I did a lot of things as I began working at the age of 15. I was an apprentice in the business of my mother and I have to say that this was very good training. In the meantime I was studying all you need to know in order to run a business.

I learned to work without stopping 12 hours a day without being paid and having the feeling that I was the boss and that without me my mother could not survive.

She was a widow with five children and I am the oldest daughter. Today she is 83 and optimistic, joyful, creative and confident. I married at 22 and decided to study. At 26 I had a baccalaureate and 2 children.

I then studied art and taught for a few years. I was also very involved in women’s issues. At 36 I went back to the university and at 40 I was the first woman in Switzerland with a degree in computer science.

Then I was hired by the Swatch group starting my career in the watch industry 22 years ago. During that time I learned everything I needed to create DELANCE.

In 1996 I decided to create my own company, in order to do what I needed to do, for the people I like, with the people I like, in the way I like.

### **What do you enjoy most about what you do?**

There are many different things I like...

- Creating a personalized watch for a unique woman. I have to symbolize her dream, her life, who she is... and finally create the mirror of her soul... then we are sisters. It is a reciprocal gift

- Traveling worldwide and meeting very different people and seeing that we are all the same, we all need love and recognition...
- Being an inspirational speaker and seeing the light and the smile of the people who listen to me...

### **On a personal note, what do you enjoy doing most outside of work?**

- Playing with my grandchildren
- Speaking with my children and their friends, so I keep in touch with my youth
- I do ballet dancing and read a lot of variety as including things about the Millennium and the laws of attraction

### **What are some of the trends you are noticing in your industry?**

When I created DELANCE 14 years ago it was just for women and based on personalization and symbolism. At that time everybody found the idea utopian. Now it is the trend. Mechanical Swiss watches are also a bid trend.

### **What advice would you offer our readers who are thinking of going into business for themselves?**

Just do it if:

- It is a must for you... If you have a dream, a passion, a need...
- you can share your dream with your family and friends
- you are ready to work like crazy and like that

If you answer yes to all don't hesitate to do it right now. Buy the books, take an entrepreneurship course and make your business plan and go for it... no doubts you will make it happen...

and tell me when you are a millionaire ;-)) But if you have a good job and make good money and are happy with it just enjoy your chance.

### **What is it about your mission/vision that might keep you awake at night?**

Let me tell you that my mission and vision rather help me to sleep well. I dream about it, I imagine the good things happening and I fall in sleep like a baby. What might keep me awake at night are the problems with money and people. When it happen I switch to solutions and most of the time they come and I fall asleep. I have to confess that I do quite well with six hours sleep and half an hour meditation during the day.

### **What significant partnerships have played a role in your success?**

My family, my husband, my partners who make the watches are the most important. It is the daily support that is crucial.

### **Tell us about a typical workday for Giselle Rufer?**

When I am in the office, I spend a lot of time on the phone, in front of my computer and organizing my trips and exhibition. I also write a lot, spend a lot of time with my employees, planning, organizing and controlling. I also have meeting with suppliers or journalist or clients. When I travel I visit clients, participate in exhibitions, speak at conferences, meet people. It is very demanding but I like it.

### **Describe the strangest (or funniest) incident you've ever experienced in your business.**

Dressed in red, I was in Washington DC for a women conference and waiting impatiently for the lift to the hotel. The lift arrived and the door opened... and two women came out ... Giselle... your here!!!

They shouted... One was from Africa, a strong woman very expressive and the other, rather humble, dressed in sky blue like a delicate doll came from China. They hugged me like old friends... Both had a DELANCE watch they bought directly from me one in Africa the other in China. And they were just asking each other if eiber one knows me. When the door opened I was there... what a surprise!

It was so emotional to connect... and that was the illustration of my dream... The DELANCE is the sign of recognition for women who have a mighty and sacred task to perform on earth for all women. We cried and laughed with joy. And so many other stories that I could write a book about.

### **What ways have you found to be most effective for promoting Delance?**

The most effective promotion is to participate in women's event, be a speaker and exhibit the watches. I also work a lot on the internet, sending email, writing stories etc. Also being part of different network and contribute as much as I can by participating in a variety of ways.

### **What one sentence would you like people to use in describing the way you do business?**

Giselle Rufer does business the way she is: creative, optimistic, fair, out of the box...

### **If you could wave a magic wand, and get any wish you want, what would that be?**

I would like to meet Oprah Winfrey and create a unique DELANCE watch for her.

And why? Because we have the same mission: to empower women and encourage them to be all that they can be and she would be a marvelous ambassador for DELANCE.



**Where do you see yourself in five years?**

I am fit and in good health, leaving here in Macolin with my family and my business and a powerful team around me. I have found a very enthusiastic woman around 40 as a successor and she manages the company with

style and creativity. She is my mentee and sometimes I am her mentee. We work hand in hand.

I continue to create and inspire the soul of the company.

DELANCE is distributed all over the world in the best jewellery outlets. Women wear a DELANCE watch with pride and feeling.

I am the president of DELANCE, I give lectures all over the world, I am invited to the Oprah show at least twice a year and to other like similiar shows all over the world.

I am creating personalized DELANCE for so many women who love the design and the meaning of the watch. DELANCE is a coveted prize for inspiring women and definitely The Watch For Women.



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Contact Timmy & Heidi Mooney for more information at 954-270-4555 or 954-625-6606 (South Florida). Give us a call! We will be happy to discuss this great opportunity with you and invite you to a tasting.

# Travel Tips



## Digital Cameras work for more than vacation photos

Use your digital camera to take photos of your airline confirmation sheet. When preparing for your return trip after being on vacation, you can check in online by pulling up that photo.

Digital cameras also work for taking a photo of your checked luggage. If it's lost, you have a photo, or two, of what it looks like...exactly.

Take a picture of a sign outside every museum, or castle, or attraction you visit. This might not be a photo you keep when you get home. But it will remind you which museum is which when you look through your photos after your vacation.

## Fitness

Plan ahead for exercise by checking out the city or area for walking paths and your hotel for exercise rooms.

Stand up straight: Good posture doesn't just look better...it helps blood flow in the body, too. Good posture will also help keep someone from getting sore on long car rides or plane flights.

Don't forget a stretch band: Resistance training is much easier with a stretch band. It also allows someone to do a greater variety of exercises and customize the amount of resistance in a workout. Simply by changing where the band is held, the amount of resistance can be increased or decreased to suit anyone's current fitness level.

Watch what you eat: It is easy to overindulge when traveling. It is true that travelers are often at the mercy of what is available, but there are still some steps anyone can take to eat healthy on the road. For example: Choose fruits or sorbets for dessert, select fat

free dressing, or have a salad to start and order an appetizer as the main course.

Watch how much you eat: Eat only when hungry, regardless of what time of day it is. Eat only until your hunger is satisfied, not until you are stuffed.

Keep a food diary: Just like a workout journal, a food diary will help keep track of how much you've been eating on the trip as well. As a bonus this is also a good way to keep track of restaurants you like and want to visit on your next trip.

## Make the most out of coach seating

Get a seat toward the front. Not only are you served first when it comes time for drinks and food, but there's less airplane noise toward the front, so you'll have a quieter ride.

Drink lots of water so you stay hydrated.

Stretch and walk every two hours to stimulate circulation and prevent blood clots.

Avoid the chicken and pasta on long flights. Dinner service can take up valuable sleep time. What's more, it's often heavy and can make you gassy.

Keep a small bag of essentials at your feet, a bag you can easily pull out of your carry-on before you store it in the overhead bin. (In it, pack an eye mask, inflatable neck pillow, earplugs or noise-canceling headphones, gum, your favorite distractions, a book, DVD player, sketch pad, lip balm, or saline nasal spray.)



# Winter, Watches, and...

By Jeanne Horak-Druiff

## WINE

Switzerland. If I mention the country, I'm sure many of you will immediately think of snowy mountains, cheese fondue, creamy chocolates, expensive watches and fine wine.

Fine wine? Well, perhaps not. In fact, most non-Swiss people would probably be surprised to discover that Switzerland has a wine industry at all, given its snowy reputation and generally mountainous topography. But in fact, wines have been made in Switzerland since Roman times and one leisurely drive round Lake Geneva is all you need to open your eyes to the vast amount of land under vines in this tiny, landlocked country. Between the Alps and the deep river valleys such as that of the Rhone, most of the vines cling precariously to steep slopes (as much as 70°!) and the vineyards take on all sorts of unusual dimensions to accommodate the geography. But steep south-facing slopes also means that the vines get as much sun as possible, and in good years Swiss wines can reach a surprising 14% alcohol per volume! (the percentage of alcohol in a wine is determined, among other things, by the ripeness of the grapes, and often the cooler European climate means that European wines cannot attain this level of alcohol.)

Although tiny, Switzerland has some of the highest per capita wine consumption figures in the world, with 40 litres per person and a total of 282 million litres consumed in 2005 – and it's the over-55s consuming the most wine!

If you do the math, you will discover that despite producing about 115 million litres of wine per year the Swiss wine industry only just manages to cover the annual consumption of 112 million litres. This means firstly that Switzerland is a keen importer of wine (particularly from Italy, France and Spain) and imported about 180 million litres in 2004; and secondly that very little Swiss wine finds its way out of the country. Like their banking, the wines remain a fairly well-kept secret with exports of only about 2 million litres per year. So if you want to get to know Swiss wine better, pack your bags – we're going to Switzerland!

The Swiss wine-producing regions can be roughly divided into the French-speaking west, home to many of the country's interesting local grape varieties; the German-speaking east, where the production is predominantly red wine, made from Pinot Noir; and the Italian-speaking area around Ticino, where Merlot is dominant.

The most important wine-producing canton is the Valais in French-speaking west. The vineyards there account for a third of Switzerland's total area under vines, and produce around 50 million litres of wine annually.

Although an amazing 47 different grape varieties are grown here, three varieties account for 85% of the Valais' vineyards, namely Chasselas, Pinot Noir and Gamay. There is, however, a growing trend to plant rarer local varieties such as Petite Arvine, Heida and Humagne Rouge. The best known Valaisian white wine is Fendant, a white wine made from the Chasselas grape. When grown elsewhere, the grape can make flabby and uninspired wine. But when grown in the granite soils of the Swiss mountains, it takes on a minerally tone and produces racy whites that are often drunk as an aperitif but also makes the perfect foil for the rich Valaisian cuisine like raclette and fondue. The best-known Valaisian red is Dôle, which can occur as a surprisingly full-bodied and rounded wine. By law, Dole must contain at least 85% Pinot Noir and Gamay (with the Pinot noir predominating) and there are strict requirements concerning minimum sugar levels.

The Valais has the unique distinction of being home to both the highest vineyard in Switzerland (and, some say, in Europe) and the smallest. The highest vineyards can be found around Visperterminen, at an altitude of some 1100 metres above sea level. Despite the altitude, the Föhn (a warm southerly wind) helps ripen the grapes. The smallest vineyard in the world, the Farinet vineyard, can be found in the village of Saillon. Created as a joke in 1980, it consists of only three vines and covers a mere 1.67 square metres and operates solely for the

purpose of helping children, with all of the labor performed by a rotating crew of celebrity volunteers. These volunteers have included Princess Caroline of Monaco, Gina Lollobrigida, Roger Moore and Michael Schuhmacher. The Tibetan Dalai Lama is sponsor of the Farinet vineyard and the tiny harvest from its three vines is blended with grapes from other Valais vineyards to produce 1,000 very special bottles of wine. These are auctioned off annually, raising about \$35,000 for a different charity each year.

### Three unusual local Swiss grapes to look out for:

- The Valais is the only region in Switzerland where the **Heida** grape, also known in French as **Païen**, is grown. This is a truly old variety; the first written records date from 1586, and the French name “Païen” descends from “Pagan”, i.e. before Christianity. Plantings today are still limited, with just some 15 hectares in commercial production. The yellowish and aromatic grapes make white wines that can be complex and powerful, with exotic fruit flavours including quince. Heida ages quite well, and should last 5 years without problems.
- Also only in the Valais near Visperterminen will you find **Humagne Blanche**, a very old variety probably introduced by the Romans. Because of its unusually high iron content and alleged health-giving properties, it was declared a “health wine” and, according to old manuscripts, also a comforter for women after childbirth! Today it is made into delicately fruity white wines with enough acidity that they can be kept for 3-4 years.

- **Cornalin** is a rare and ancient red grape variety unique to the Valais region, with no known relatives. It is a demanding grape to grow that ripens late and requires the best sites in order to produce its small harvest. The resulting wines are deeply coloured and very robust in their youth, but long ageing can produce remarkable rich, plummy and concentrated wines.



### Three Swiss wine curiosities to look out for:

If you're making a wine-tasting trip to Switzerland, keep an eye out for **Heida gletscherwein** – wine made from one of the highest vineyards in Europe between Visp (650m) and Visperterminen (1200m) in the Valais.



**Rèze glacier wine** has been made for hundreds of years using Rèze grapes ripened in the vicinity of the Val d'Anniviers glaciers. The wine is preserved in ancient oak casks that have been handed down from generation to generation and is made according to the solera method. This means the casks are never emptied and the tartar crust on the inside (which can be between 4 and 5 cm thick) is never removed, but each June the wines are decanted and mixed. For example, wine from the 1890 cask will be decanted into the 1900 cask; 1935 wine will be transferred into the 1898 cask; and the 1935 cask will be filled with 1969 wine. The last empty cask will then be filled with the new vintage.



**Fragolino** (the Italian word for strawberry) is a red sparkling wine from American hybrid *vitis labrusca* grapes (as opposed to the European *vitis vinifera* hybrids). It used to be produced in Italy, but in yet another example of EU laws gone mad, the grape and production of its wine has now been banned in Italy. However, as Switzerland is not part of the EU, you can still get this much sought after cult wine in the Ticino region where the grapes still grow. Those who have tasted it say it is hard to believe the wine is not made from strawberries!

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Jeanne Horak-Druiff lives in London but her heart and her palate remain resolutely South African. Although she works in the legal field to fund her expensive travel habit, her true passion is for food, wine and writing. She maintains a food blog at [www.cooksister.com](http://www.cooksister.com) and has been interviewed by the Wall Street Journal Europe and the BBC. She also contributed to the *Digital Dish*, a collection of food writing from the Web. When she grows up she wants to live in Plettenberg Bay and lead culinary tours of the Garden Route!





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# Tech Talk



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# Tech Tips

## Heidi's Top Ten Tech Sites to Check Out!

**#1 Advertising Know How** uses thank you pages to promote each others ezines, thank you pages are without doubt the single most productive advertising media I have found. This not only neutralises the pop up blocker problem it also pre-qualifies the subscribers that see your ezine ad. Advertising Know How provides only opt-in subscribers. New leads are automatically subscribed/added to your opt-in list. Potential subscribers will be reading short descriptions of your ezine this serves to sort, target and pre-qualify your opt-in subscribers.

**#2 Quantcast** is a free service that provides site statistics (such as) average traffic levels, user demographics as well as information on similar sites people are visiting. Visit [Quantcast.com](http://Quantcast.com) for more information

**#3 RCR Wireless News** is the premier news source for the wireless communications industry and is first with carrier, distributor, network, handset and mobile content news. Up to the minute news from world-class journalists around the world. More than 150,000 archived articles fully open and searchable at **RCR Wireless News**

**#4 You send it.com** - delivery company serving business and individuals on the Web today. These innovative service enables users to send, receive and track files, on-demand. YouSendIt provides a trusted, convenient and smart solution for transferring large files over the Internet, replacing the need for FTP transfers, overnight couriers and unreliable email attachments. YouSendIt's technology platform provides developers and partners the resources for integrating YouSendIt services into the applications people use for creating and communicating. When it has to be there now- just YouSendIt! Up to 100 mg free digital. Visit [You send it.com](http://YouSendIt.com) today.

**#5 Vyew** upload and share PPT, etc. With Vyew you can give a presentation to a hundred people online or post a document you've been working on for review by your colleagues at their convenience. **Vyew is extremely flexible** allowing you to bring online collaboration and conferencing into your workflow on your terms.

**#6** Want to make a connection? Find out more about the Person behind the website? Search who is at **DomainTools.com**. You can find out a lot about the person such as when the URL was purchased, how long until the listing expires (before renewal). If the site was purchased and is owned for several years it gives you an idea of how committed the person is to their business or project. You can also see if a site is blacklisted on this service. Check it out at **DomainTools.com**.

**#7** A great software program for building your list is **BOOMerang Listbuilder** – lots of incentives and Bonuses when you buy it that it pays for itself. Check it out at **BOOMerang Listbuilder**.

**#8 EmailAces.com** has a free autoresponder system and for less than the price of a movie for two, you can have Unlimited Follow-up Messages, Send Text Only Messages / Send HTML Only Messages, Send Combined HTML/Text Messages, Personalize with First Name, Last Name, Email, Etc., Schedule future broadcast messages and dozens of other features.

**#9 Resale Rocket** "Here is Your Instant Access Pass To A Fresh Supply Of The Hottest, Most In-Demand Info Products That You Can Turn Around And Resell For Profit Every Single Month!"

**#10 Qwaq forums** – users create avatars and meet in virtual 3-D environment to share and edit documents and use corporate applications. Create meeting rooms, offices, lab rooms or other indoor spaces from existing room templates. The templates provide ready-to-use rooms that can be used right away or further customized. Use the Qwaq Virtual Campus™ to create outdoor spaces. All spaces can be linked together using drag and drop commands.

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# Doing Business Abroad

By Judith A. Starkey

We hear a lot these days about the “Global Village” and the “Global Economy.” Have you had any personal encounters yet? If not, you very likely will in the near future. If current trends continue much of the future U.S. marketplace will focus, at least in some part, on international business.

## Who’s abroad

Clearly prospects for growth abroad, particularly in developing countries, are high. But is this true for everyone? Just what kinds of companies are flourishing in this new world economy? Apparently, all kinds.

In their book, *Global Dreams: Imperial Corporations and the New World Order*, Richard J. Barnett and John Cavanagh examine how multinational corporations have changed the world over the last few decades. Some 300 of these global corporations “are becoming the world empires of the 21st Century....The balance of power in world politics has shifted from territorially-bound governments to companies that can roam the world.”

In responding to this global economy CEO’s of U.S. firms are saying that the old paradigms are no longer very helpful or useful. Instead, ideas and innovation seem to be at the center of trade and commercial success. Economist Paul Roamer concurs, stating, “In this idea-based economy, there’s an important connection

between the size of a market and the value of innovative ideas.” Even small and midsize companies are getting into the act.

If you would like to wade into these global waters, here are a few pointers on staying afloat and conquering the rapids.

## Think “relationships”

Most world societies value long-term relationships over short-term profits. Processes for getting the best job done evolve out of these relationships. This perspective is a reversal of how business is often conducted in the U.S., where task achievement is the most powerful sales argument. In group-oriented cultures, considerations about the people involved, from management through the working class, take priority over the end results. Benefits of the product or service are secondary to showing respect for the local hierarchy. Trust is earned over the long-term; trust is paramount.

The first step in establishing relationships abroad is finding an intermediary between you and your prospective client. This individual must be someone who is trusted by both parties, an interpreter of cultural values, behavior and events—not just a translator. Such a person can help not only with introductions, but also act as a guide throughout your global venture to achieve maximum effectiveness for you and your client.

Avoid introducing yourself directly via the mail or, even worse, the telephone. Officials in many foreign countries find such overtures unworthy of notice. Direct mail is a marketing concept unknown in many parts of the world, particularly in developing countries. The internet, another possible resource, may be effective among advanced

multinational companies. Of course as technology advances and global connections increase, this will change. The world-wide advent of the cell phone and wireless communications is fomenting continual change, but the personal connection is always your best tool.

Let’s look at some specific characteristics of the major global arenas:

## Asia

In many Asian countries, where class hierarchy is strictly observed, guests converse with the most senior person present only through an intermediary; it is disrespectful for the visitor to speak directly to that official. Appropriate small talk precedes any business discussion, such as, “How was your flight?,” and the local host initiates business when ready. Attempts by the guest to rush business decisions are considered bad form and negotiations may be canceled immediately.

In order to save face for all parties concerned, refusals are likely to be indirect. There are 16 different meanings for the word “yes” in the Japanese language. Implied messages can include: “I understand,” “I’ll think about it,” “I don’t want to embarrass myself or my family by admitting that I do not understand,” or “I don’t want to embarrass you with a refusal.” The most negative comment you may hear is, “It would be difficult.” Many Asians are taught to contain their emotions in public. Therefore, it may be hard to read their body language. Smiling, particularly for women, is often reserved for intimate circles of family and friends only. Watch for micro-signals, particularly around the eyes; a flaring of the eyelids may signal displeasure.

Touching is usually inappropriate.

Allow for silence. Contrary to American speech patterns, which encourage continuous sounds, Asians use silence to deliberate. The Japanese regard hesitancy at an important question as giving due consideration to important matters.

Think indirect vs. direct, restraint vs. open expression. Coming to the point too abruptly and in a loud boasting manner is viewed as bad manners. Modesty is more appropriate in Asian countries. Compliments should be received by sharing credit with those who contributed to the process. Politeness, humility and grace are appreciated and respected. An overall wish to preserve harmony, or "wa" in Japan, is observed.

Be careful using humor. The only "safe" humor is self-deprecatory. Other types are often misunderstood and may be found offensive.

### Latin America

Time is relative. In this highly relationship-oriented culture, family and friends assume priority over business. As a result, people are often late to meetings for personal reasons, which is acceptable. A Mexican attorney colleague told me, "If I'm on the way to a meeting and I run into a friend I haven't seen in a long time, I'll be late for that meeting." Schedule accordingly.

Saving face is also important in Latin American cultures. If someone has bad news, you may not be told in order to save you anguish. Take the story of an American who took his car to a local mechanic in Mexico City. He was told it would be fixed in two days. When he went to pick it up, the mechanic said it would not be ready for another day. When asked why he had not stated that in the first place, the mechanic said, "I did not want to disappoint you. This way you had two days without worry." To determine the actual situation, ask open-ended questions (rather than those requiring only a

"yes" or "no" answer) and probe gently for details.

Business starts early in the morning and continues over long lunches, followed by rest periods; it is then resumed until late at night. Personal remarks to enhance the relationship are likely to precede business discussions but, once business is underway, substance with up-to-date content is expected and appreciated. Respect for seniority in age, position and social class are observed.

### Europe

Most Europeans are more reserved than Americans. Formality, observing exact titles, positions and social status, is expected. First names are used only when permission is given. Nicknames are non-existent in most European countries. Use your intermediary to make certain you follow the local social graces. Breaches of etiquette could have unexpected consequences, such as insulting your hostess by sending her a gift with negative symbolism. (Example: the color of white connotes death in some countries.) Business is kept separate from one's private life so, if invited to dinner, discuss it only if introduced by your host. Business breakfasts are not appreciated.

Correctness and style may seem more important than getting things done right. Hierarchy is based on an assumed natural order of things, whereas in the U.S. hierarchy is based on accomplishment.

Here, again, the indirect approach is more effective than coming straight to the point. Information tends to be guarded, rather than openly disseminated. "Brainstorming" may be considered foolish. People are expected to come prepared.

### Global tips

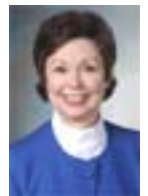
To sum up, remember these concepts when dealing with global clients:

- Respect the local hierarchy.
- Honor relationships before sales.
- Be reserved, at least initially.
- Think long term.

The world is rapidly becoming a global village with ample opportunity for all. As we learn more about each other and the contributions our various cultures can make, new paradigms emerge to help us expand our self-imposed limits.

### Bon venture!

Author Judith A. Starkey is President of The Starkey Group, Inc., a Chicago consulting and training firm providing multicultural strategies. For more information see [www.StarkeyGrp.com](http://www.StarkeyGrp.com).



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# Women on a Mission



**Cathy Rosebaugh -Jennings Founder of Alternahs Home Solutions** ~ is a 46-year-old dynamic woman entrepreneur who is blessed to have a business that allows her to blend her personal passions with her professional skills and relationships. She also has a wonderful and supportive family and circle of friends to complete a full and balanced life. She is also the founder of Alterna Home Solutions (<http://www.alternahs.com/>) in North Carolina. Alterna Home Solutions is a real estate firm which specializes in providing people 50 and older with solutions that meet their specific needs.

Cathy says: *When I left the corporate world with a regional commercial development firm, I knew that my passion was in the area of senior housing. Over time, I saw the opportunity in the area of residential real estate. Within a relatively short period of time, I created the only real estate firm in the country focused on the needs of boomer, retiree and senior clients.* What makes her firm different is the sole focus on this niche and the ability to offer her clients a comprehensive solution as well as referrals to trustworthy seniors-focused professionals to handle any need they may have, whether now or in the future.



**Glenys Byrd, Founder of Love Those Shoes** ~ Born into business, as both her parents, her brother and her future husband were all in business, so other than flirting briefly with being a hairdresser (which her Mother didn't appreciate) Glenys Byrd didn't really think about doing anything else. Love Those Shoes is the number one website on the Internet selling shoes with positive health benefits, the growth being mostly by word of mouth from customers who become instant converts

Glenys chose being an entrepreneur because she wanted to do something where she made the decisions and made a great success and left something memorable behind her. As she passed the first years of survival (and being able to eat), it became important to do something that made a difference to people. She didn't want to just do something that no one benefited by as she felt that was a pointless waste. She's a little squeamish about blood, otherwise she might have chosen to be a doctor.

Glenys says: *"I get immense buzz and satisfaction from all aspects of my work, and because I'm so bossy, I suppose I'm in the ideal profession."*



**Carrie Sharpiro, Founder of Carrie Elspeth, Ltd.** ~ in 1999 from a tiny studio in the rural market town of Cowbridge, South Wales. Carrie Elspeth, Ltd is designer jewelry exclusively handmade in Wales. From her humble beginnings, she has expanded into much larger quarters. Her new store is just a stone's throw away from the original location. Carrie Elspeth, Ltd. now supplies over 1400 outlets in the UK, Ireland and Europe. Her company specialises in beaded jewelry and she extremely proud that all of her designs continue to be beautifully handmade locally, by a team of specialized outworkers.

Carrie says, *"I know that a lot of people 'fall into' their professions but I can honestly say I always knew I wanted to have my own business. I have been passionate about beads and creating jewelry since I was a little girl and I knew I'd follow these interests into a creative enterprise of some kind. I spent a lot of time researching areas of business I could explore and I couldn't shake the feeling that I wanted to do better than many of the jewelry manufacturers around! I have been driven by a desire to create a well-designed product which is locally made, and provide an exceptional level of personalized customer service, no matter how big my company grew."*



**Stacy Lill & Kathy Johanson Co-founders of Owines** ~ a female owned and operated wine company expressly in the business to make reasonably priced wines, with an amazing taste far exceeding the price. **Kathy** is married to a wonderful man named Bob Johanson and has a girl French Bulldog named Zoe. Kathy is a Boeing Manager, she started at Boeing in 1986. Kathy has taught Master level classes part time at City University over the last 8 years - she acquired a Ph.D in 2007 (Applied Management & Decision Sciences) from Walden University. Kathy 20 has also been a mentor TECH Reach - a Bill and Melinda Gates project - for the last 6 years. **Stacy** is married to Greg Lill, co-owner of DeLille Cellars, and has two daughters, Kelsie 20, & Kera 17. She graduated from the University of Washington with a dual degree in Communications & Marketing. Stacy has had 19 years of Corporate Sales & Marketing experience and also runs another winery called Cashmere Cellars. Stacy sits on several charity Boards including PONCHO, Auction of Washington Wines and Fred Hutchinson Cancer Trustee.

Kathy and Lill say: *"We are so thankful to the women who have embraced our cause and shared it with their friends, family members, and acquaintances. Without you spreading the word about O Wines and our cause we would not be talking about these Opportunities we are giving to children today."*

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# In Our Right Minds

## *Celebrating Women, the Sacred Feminine and the Right Brain Restoring Right-Brain “Feminine” Values to Society*

By Dale Allen

Dale Allen is a veteran of multinational corporate and commercial communications. Her dynamic performance of “In Our Right Minds” has been described as a “Cape Canaveral lift-off!” She was a featured speaker at the Kauai Wellness Expo with Dr. Wayne Dyer and performs at universities, conferences, corporations, theaters and holistic learning centers around the world.

It is common knowledge that the human brain is made up of two hemispheres, and that each hemisphere specializes in particular skills. Professor Roger Sperry, Nobel Prize-winning Psycho Biologist, wrote, “... there appear to be two modes of thinking, verbal and nonverbal, represented rather separately in the left and right hemispheres respectively, and ... our education system, as well as science in general, tends to neglect the nonverbal form of intellect. What it comes down to is that modern society discriminates against the right hemisphere.”

The intelligence of the right brain is a part of all of us, and we are all using it more in every day life as we enter an era wherein right-brain skills are increasingly prized. Yet we live in a culture that is still left-brain dominant. The realm of the left hemisphere (the “masculine hunter/killer” side) is logical, linear, abstract, sequential, analytical, literal and functional. To read and write, we use the skills of the left hemisphere. The right realm (the “feminine gatherer/nurturer” side) includes intuition, creativity, metaphor, poetry, empathy, dreams, art and synthesis. This hemisphere comes into play as we contemplate images and the world around us.

While the left hemisphere of the brain conceives of life as generally an “I am” experience, separate from all else, the right hemisphere of the brain experiences reality as frequencies, energies and patterns – a totality in which we are all connected. Through three million years of evolution, the two hemispheres developed to work in perfect balance, and yet our culture has favored left-brain skills and values.

In cultures that value strengths of the right brain, feminine power is celebrated. In a survey of 150 cultures today, anthropologist Peggy Reeves Sanday compared cultures structured around male dominance with those that embrace female power. She found a clear correlation between female power in society and the Goddess veneration found in these cultures. Where the divine has a feminine face, there is a correlation with the society’s honoring of nature, women’s role as officiators of sacred sacraments, connection to the land, and female power. In these right-brain integrated societies, there is egalitarianism, rather than women holding power over men. The worldview is holistic and oriented in the embodied rather than the abstract. These cultures value community, birthing, nurturing, empathy, intuitive intelligence, earth, nature, connection and interdependence. The orientation of time is not linear, but is cyclical and aligned with the eternal cycles of birth, growth, death and renewal. The divine is understood to be embodied in every person and in nature, not somewhere else, abstract and disembodied. Sensuality and sexuality are honored as sacred.

These “feminine” values belong to women and men; they are a valued part of society when the feminine is not suppressed. They are not *women’s* tenets, they are *societies’*.

History takes us to our collective connection with Goddess veneration. When we look at what we know of Neolithic and Paleolithic history we see a time when humanity understood the creative principle to be female. We find no evidence of organized war. There is a correlation between peaceful coexistence, a Great Mother and right brain values in society. The Great Mother lives on, timelessly in our psyches. The archetype of the Great Mother is a part of all men and women. An archetype is an inward image in the human psyche that exerts a powerful influence on the nature of an individual personality, and in turn, on the larger culture. Poet David Whyte says “An archetypal image is much bigger than we are – it has informed human life since the beginning of time and transcends individual experience.”

Yet, the archetype of the Goddess has been suppressed in our psyches and our culture. While we have been acculturated to easily accept the masculine pronouns for God, we are challenged to accept the female pronouns. Even though we hold that God is beyond gender, the female pronouns seem awkward. Carol Christ, PhD, Religious Studies at Yale, writes: “Theologians frequently assert that God has no body, no gender, no race and no age. Most people state that God is neither male nor female. Yet most people become flustered, upset or even angry when it is suggested that the God they know as Lord and

Father might also be God the Mother, or Goddess.”

“The Mother has left memory in us all.” She is the honoring of community, interdependence, birth, nurturing, empathy, intuitive intelligence, creativity, earth, nature, the eternal cycles of birth, growth, death and renewal, sensuality, sacred sexuality. For so long, our left-brain dominant theological journey has made heaven (the realm of God) an abstraction, earth a proving ground for the soul, and life a time to earn immortality. The Goddess *is* earth. Her heaven is here. Her children are born *into* Her divinity – they do not come from a divine realm, to a troubled earth, to one-day return to heaven. Heaven is here.

The great teachers, whose wisdom provides the foundation of the world’s religions, have modeled for us what it means to be divinely embodied. All of the world’s faiths have at their core magnificent wisdom – it is misinterpretation that brings disharmony and division right up to this present day.

If looking at some of our foundational beliefs helps us to come into that balance and regain our interconnectedness with each other and nature, then we need to do it. We are all using the right hemispheres of our brains more, and this bodes well for humankind. We are the co-creators of heaven on earth. Leadership for a new era will be based on the integration of the feminine, as expressed through both women and men. The restoration of the sacred feminine has profound implications for every sphere of leadership within families, communities, businesses, health, education, governments and the global economy. The United Nations’ World Conference on Women affirms that the advancement of women is central to every dimension of global development. A sustainable world cannot be built using the old, out-of-balance model. The feminine face of the divine has been missing for far too long. Thankfully, “the Mother has left a memory in us all.”

More information and DVDs of “In Our Right Minds” are available online at: [www.inourrightminds.com](http://www.inourrightminds.com)



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## A COUNTRY THAT IS ECONOMICALLY SOUND HAS A GREATER CAPACITY FOR PEACE

In Rwanda, disease and the genocide stole the most fundamental and precious gifts of young women ages 15-25 – they were robbed of parents, support and innocence. The violence of rape during the genocide left many women alive, only to die several years later from AIDS. Children were left to fend for themselves without the capability of providing the most basic needs.

**Children's Voice** is **Emertha Uwanyirigira's** tailoring school/business for women who find themselves in prostitution due to the devastation of the genocide. Her shop doubles as a Vo-Tech to teach women on the street to sew, giving them an alternative income so that they may support their families. "IEEW's Peace through Business program continues to support me in my efforts to grow my business, helping more women. I will be able to help other women in my country grow their business by helping IEEW open a women's business center in Rwanda in 2009. It will be my chance to give back."



**Amir Taj Sirat** always had an entrepreneurial spirit from the time she was a young girl. Those dreams were dampened under the Taliban rule, but never extinguished! At the conclusion of the Taliban rule, Taj immediately served her community by starting a soccer ball manufacturing company called **Green Way**.



Taj recognized the need to learn more about business and applied for the 2007 IEEW **Peace through Business** program. The training launched Taj into action and upon returning home she applied many of the principles learned in the US. Employing more than 250 women she now realizes the difference she can make and is running for Parliament in 2009. **Peace through Business** helped me understand the power I have to help other women, to expand my business and increase my profits. With gratitude, I will help IEEW help more women in my country."

## WOMEN ARE THE FUEL FOR BUSINESS

While building their businesses, these women are building their country. With your financial contributions, we are educating and empowering more women entrepreneurs in emerging economies through direct mentorship, business classes, access to capital, and business incubators.

Please consider a gift allowing us to build civil societies through the power and might of women entrepreneurs.

For more information about **Peace through Business** and the women we serve, see our website at [www.ieew.org](http://www.ieew.org)

## HOW TO SELL YOURSELF LIKE A PRODUCT

By Carole Martin

Interviewing for a job is in many ways comparable to a sales person making a sale. If you were a sales person and were about to sell a product to a customer you would do some homework or research so that you could convince your customers that your product was the best product on the market to fill their needs.

If you think of this scenario and apply it to the job interview process you will find that it is a powerful tool to use for your interview preparation. What do you have to offer (as a product), to the customer (the employer)? What do you have that will fill their needs (the requirements of the job)? What can you bring that is unique or added value to the position/company? (that sets you apart from the pack)?

Let's begin with "what you have to offer." Think of ways to present your key qualities throughout the interview. An example of this technique is when interviewing for a position that requires "strong organizational skills." You will want to let the interviewer know you are not only organized, but that your organizational skills have made a significant difference in your performance. If you can give an example of a particular event that you organized and how your organizational skills made a difference in a past job you will make an even stronger sell. Anyone can say that they have "strong organizational skills," but not everyone can give specific examples of a time when they had a success using those skills. Don't tell them – sell them - with proof of a past experience or success.

Next, begin to think about what the employer's needs are and how your product can fill those needs. You can accomplish this by studying the job description or posting. Read through the posting or job description once for content. Then, read it a second time for specific words that are emphasized. There will be specific words used according to the job or industry that you are applying for. Make a list of these words to use as "key factors" needed. Now, return to the job posting and read it once more. This time read "between the lines." What would it take to do this job? If for instance, there is a statement such as, "Position will require frequent collaboration and interaction on all levels of staff and management," you can gather that "strong interpersonal" and "communication" skills will be needed to do this job. By making a list of "key requirements" you can match them against what you have to offer.

The last factor to prepare for your sale is to let the employer know that you have the ability to "fit in." and be a "team player." The interviewer will not only be looking to see if you can do the job, but they will also be checking to see if you will be a good addition to the team. Don't dismiss your personal traits in your sales "pitch" preparation. Identify skills that make you unique such as "interpersonal skills," "attitude," and "willingness to do whatever it takes to get the job done." These skills could make the difference between yourself and an equally qualified candidate getting the job offer.

When you take the time to prepare for the sale of the product – YOU – you will have a better chance of convincing the customer or buyer that you are just what they are looking for. By the time you leave the interview the interviewer should have a strong sense of what you have to offer and why they should hire you – why you are the best person for the job to fill their needs.

\*\*\*\*\*

Carole Martin is a celebrated author, trainer, and an interview coach. Her books, "Interview Fitness Training Workbook" and "Boost Your Interview IQ" (McGraw Hill) have sold thousands of copies world-wide. Receive Carole's FREE 9-week job interview e-course by visiting her web site at: [www.interviewcoach.com](http://www.interviewcoach.com) or [www.interviewfitnesstraining.com](http://www.interviewfitnesstraining.com)



### INGREDIENTS

1-1/2 Oz. Vodka  
1/2 Oz. Peppermint  
Schnapps  
Mini Candy Canes



Crush the candy canes by placing in a plastic bag and smashing with a blunt object (do not use unwelcome holiday visitor head!) Rim your martini glasses with the schnapps and dip into the crushed candy canes to rim. Place remaining ingredients in a martini shaker filled with ice and shake until chilled. Pour into the chilled glasses, garnish with a candy cane!

### CANDY CANE MARTINI

Recipe from [www.PopArtDiva.com](http://www.PopArtDiva.com)



# How To Provide Great Global Customer Service

**Building Bonds One Customer at a Time**

By Laurel Delaney

The relationship between you and your overseas customer shouldn't end when a sale is made. If anything, it requires more attention. Once you've completed the initial export transaction, you must expect to provide a broad spectrum of "complimentary" services in order to encourage repeat business. In this article we'll talk about the kind of follow-up "care and feeding" of customers that will keep them coming back.

A customer in Ireland with whom I've been dealing for about five years recently emailed me (on behalf of a client) an order for a product that I don't even handle. Completely bewildered, I emailed back, saying that there must be some mistake. He replied, "There is no mistake. I want you to take care of this because I don't know the supplier and I trust you to conduct this business properly. Take your usual percentage. After your last shipment, you shocked me when you emailed a week later to ask if there was anything you could do to assist my marketing efforts on the product received. I will never forget this. Most American suppliers don't communicate with us after the sale unless we place another order, but you were different." I would have thought that standing behind my product and taking professional responsibility for my customer's satisfaction and success was the obvious thing to do, but apparently I was wrong!

Think of your after-sales follow-up as part of your product. If this attitude is as rare as my Irish customer said, you will be setting an unprecedented standard of professionalism. Your customers will be deeply impressed, and they'll never again want to settle for less.

## YOUR CUSTOMERS ARE YOUR BUSINESS

Let's go back to basics for a minute. What drives your business efforts? What are you really in it for? To make a ton of money? To achieve total quality control? To order around a bunch of employees and be the big fish in your pond? Whatever your motives, if you want to stay in the game, you had better be in it for the right reasons: to get and keep customers worldwide.

Without customers, there is no business. Without business, there is no global marketer. Never forget who's driving the deal. You can explain to the customer all you like about your company policy and why things are the way they are when it comes to pricing, packaging, product design or anything else, but if the customer doesn't like what he hears, there's no deal. If the price is too high, there's no deal. If product quality is insufficient, there's no deal. If you can't show them a market, there's no deal. If they don't see value, there's no deal. The customer dictates what you will provide, not you, not your company

policy, not the economy, not Congress. So pay attention to your customers. They know what they need and what they want. Do your best to make it happen for them.

You won your customer over with the first sale. If you don't follow up with ongoing service, you may lose her future business. Whether you lose a customer a block away or 12,000 miles away, she is still a lost customer — something you cannot afford. Don't think of customer service as a sprint, in which you go all out and then drop in exhaustion. It's a marathon without a finish line. So if you want to keep her on your team, begin your relationship all over again after the sale!

## KEEP IN TOUCH WITH YOUR CUSTOMER

The first step in after-sales service is to say, wholeheartedly and preferably in person, "Thank you for your business!" Then follow up by expressing further sincere appreciation by email and in writing. These are musts, absolutes, givens. Don't fail to do them just because they seem so obvious as to be insignificant. Your customers will notice. Nor will they fail to notice the omission! What you might classify as "NBD" (no big deal) might be just the "NBD" your customer needed to convince him to do business with you again.

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After that, plan for regular communication. If you've got the time and energy, contact them every day. If that's too burdensome, communicate regularly on a schedule that's workable for you and sufficient to inspire your customer's confidence.

Besides initiating regular communications, offer your customers availability 24/7. Set up fax lines, Twitter, e-mail alerts, a wiki, Skype account and telephone voicemail services from which you can retrieve messages around the clock. Get a second telephone line in your home or a separate cell phone number to give out to special customers in case of emergency. Customers need to know where you are when they want to communicate with you. They need to know you are reliable and dependable and will minimize risk for them.

Be reachable all day and every day, ready and willing to serve.

If you've got the time and energy and an ample budget, visit your customer every chance you get. You know that your personal friendships need regular maintenance visits. Your customer also needs to see you regularly — to see what new offerings you have, to resolve problems that come up in the course of your relationship, or just to make sure you're there. One in-person visit with your customer is better than a hundred emails daily. Do try to make time for your customers.

When all else fails, communication might be all you have to offer your customer. But that offering is a service, and for your customer, that service is as good as a product.

## **SATISFY YOUR CUSTOMER**

You can deliver the right product, the right service, the right price — but do you deliver satisfaction? The only way to find out is to follow up and ask flat out, "Are you satisfied with my product or service?" And if the answer is "no," you'd better have a plan. Remember: a complaining customer is a customer about to leave. And when they do, they're sure to tell ten others about it! Figure out what went wrong, move heaven and earth to correct it, and hang in there and talk it through until you've restored, and even strengthened, the bond between yourself and your customer.

What about the customer who hasn't complained, but has not reordered after several months, either? This doesn't mean there are no more orders to be had. It means you've got to take the initiative to find out why they haven't come! If your customer never tells you directly there is a specific problem marketing your product in his homeland, learn to read between the lines and pinpoint it. Then rethink your product, or offer sales support, as needed.

We have emphasized again and again that your overseas customer is very special. He or she is operating from within a different culture, so you need to take time and work extra hard to understand them and to see that they are pleased with the way you do business. You're virtually certain to make mistakes along the way, but as long as you continually show that you want to do better and are always willing to learn from your mistakes, your customer will forgive your gaffes and give you chances to do just that. And remember, your customer will make mistakes too, so a mutual, generous give-and-take attitude will keep the relationship moving forward.

## **DELIVER ON YOUR PROMISES**

If you promised the moon, deliver it along with a handful of stars. You want to shine in your customer's eyes.

Delivering on your promises is doing what you say you are going to do when you say you are going to do it. Every time you follow through on a commitment, small or large, you build trust. If you say you are going to email prices to your customer by tomorrow, try for today. If you say you are going to air-ship sample products within a week, ship within a week - or sooner. If you say you are going to reduce prices because of local competition, reduce prices. Don't just talk about it, do it. Keep supplying and standing behind what you promise again and again, over and over.

## **GO BEYOND EXPECTATIONS**

Delight your customer beyond all measure. You've sold them your product or service, now astonish them with your out-of-the-box thinking by going way beyond the call of duty. If your customer wants ordinary service, let them do business with your chief rival.

Don't waste time worrying about whether they'll appreciate it or not. Let them shop elsewhere and see how bad it really can get. They'll be back, a little humbler and wiser, and eager to do business. When you give your customer more than they ask for, that's value — and value is hard to walk away from.

For example, if your customer asks for product samples, send them product samples. But send them superfast (efficient!), individually wrapped in colorful tissue paper (memorable!), accompanied by a handwritten note expressing your hope that they find them appealing (personalized!) and a coupon worth 10% off on their first order (extra value!). These are the things that set a global marketer apart from the wanna-be exporter. Customers are impressed by vendors that go beyond the obvious and safe ways of conducting business.

## INVOLVE YOUR CUSTOMER

Don't just get your customer to purchase your product, give them a reason to care — get them involved. If you are considering a new product for market, ask your customer for comments about the packaging, pricing, flavors, technology and distribution, so you can determine whether or not the product will be a good fit for their sales and distribution channels.

It's also important to keep your customer posted if you're having trouble meeting a commitment. No need to burden them with your life story, though. When a problem arises that they need to know about, keep the explanation concise and purposeful. You want your customer to know if factors beyond your control are standing in the way of your usual top-notch performance, but provide just enough information to develop an understanding and, where applicable, give them alternatives. That's all they need - or want.

Involving the customer means letting them have a say in the course of events. A customer who perceives his or her input as having contributed materially to a desirable outcome feels very secure and positive about the relationship. Don't wait for them to speak up — solicit their input regularly.

## BECOME YOUR CUSTOMER'S PARTNER

One of the best ways to strengthen ties with your customer is to develop a product, market or distribution channel together. Pooling resources like contacts, skilled staff, production facilities or joint financing for a project can kick a business relationship into high gear. When you work together to make your efforts succeed, you both win.

How might you create opportunities to join forces with your customer? The easiest and quickest scenario goes like this: After exporting a product to your customer for a few years, you might consider producing that same product with your customer's name on it as opposed to the manufacturer's. Naturally, you'll need to check with your supplier to get their approval for the private-label scheme. There is a lot involved in this type of operation, so make sure the manufacturer has a standard procedure that can easily be implemented, particularly overseas. Once you've got their backing, get hold of your customer and suggest it. Here are just a few of the benefits that will result:

- You get more commitment from your customer when her name is on the product.

- Offering a similar product with a different name and different product features will expand your market, customer base and distribution.

- With each of you having a stake in the project's success, with both of you exercising greater care, offering more input and following through on every commitment, your relationship is bound to develop positively.

## EXCHANGE INFORMATION WITH YOUR CUSTOMER

There are always opportunities for you to become your customer's "partner" in many of their endeavors. Just keep an eye out for how you can help them to get where they want to go, not only in terms of business but personally, spiritually and intellectually. Give them something to reach for. For example, let's say you sold your customer a containerload of hammers. Later, you read in the International Daily Herald about a company that makes colorful textured plastic sleeves that slip onto the handle of a hammer, allowing the home carpenter to get a better grip while pounding away. You call your customer to tell him about it, and email him a copy of the article. Your customer is impressed because you appear to be one step ahead of him, and pleased to see that you are keeping him, and the growth of his business, in mind.

Offer your customers fast-breaking news, ideas and useful contacts that will help their business, even if they don't have anything to do with yours. If you provide them with grocery foods but they are trying to source non-food grocery items, point them at a good supplier you've heard of. The more you do for your customers, the more valuable you become to them, and the more secure a foundation you will have built.

You can find appropriate and professional ways to contribute to your customer's personal interests as well. If your hammer customer mentions an interest in aerodynamically designed boats during a business dinner, you might advise him of a trade show soon to be held in your city — the largest

and most important show in the boat industry — that he won't want to miss. Arrange for hotel accommodations, tickets or admission to the show, and dinner. Don't look at it as wasted time. Look at it as an investment. The rewards of bonding with your customer are exponential.

If you can't fulfill a need for your customer immediately, be willing to extend yourself a little. For example, if your customer asks you a question about a subject you don't know a lot about, do a little research. Don't hold back — give them the ranch and the cattle, too. Prove that you're not only a good supplier, but a valuable all-around business associate.

You have to lead before your customers can follow. You have to act before your customers can react. Global marketers are leaders that act. Help your customers find their way, and they'll stay with you.

## ARRANGE INTRODUCTIONS FOR YOUR CUSTOMER

Arranging an introduction to an important business contact is a gesture that demonstrates the utmost respect and appreciation in the global marketplace. Such an introduction can be one of the most valuable services you can offer your customers. Remember the time and trouble it took you to build the solid foundation you have right now with your customer. What would it have been worth to you to have a mutual associate smooth the way? Give your customer this benefit — and strengthen your ties further — by making a few key introductions.

This service holds particular value in Japan, where business is conducted primarily through an official introducer, called a shokainin. A shokainin not only introduces but also vouches for the integrity of the individual they are introducing. If you make an attempt to call on a customer in Japan on your own

without the assistance of a shokainin, he or she may agree to see you as a courtesy gesture, but it's unlikely that business will develop as a result of this meeting. Cold-calling for business may earn you a reputation as a bold and energetic salesperson in America, but this practice is viewed as offensively aggressive in Japan. If you want to do business in Japan, enlist the help of a shokainin!

Even in countries that don't run on such a tight network of relationships, an introduction can still open doors for your customer. During your communications, be alert for ways in which a person or company you know might help your customer increase his growth and profitability or enhance his position in the marketplace. Then, introduce them. Once you have undertaken this responsibility, you must monitor the situation to make sure all goes well. If it does, you get credit, and deservedly so. If it doesn't, you must investigate why things went amiss and intervene to resolve or remedy any hard feelings. Your role as the introducer is an important one. If completed diplomatically and successfully, it gains you the utmost respect in the global network.

## BUILD INTERDEPENDENCY WITH YOUR CUSTOMER

You have served your customer, satisfied them, gone beyond their expectations, and helped them to grow. But have you built a bond with them that encourages them to look to you when there is a problem, or when they need an experienced internationalist's advice? In other words, have you built a sufficient interdependency between yourself and your customer? This may seem hard to grasp, especially from an American's perspective. We are encouraged to conduct our business lives with an all-capable, self-sufficient, every-man-for-himself or woman-for-herself attitude.

That was fine for the driven, boom-and-bust entrepreneur of the '80's. But for the global marketer laying the groundwork for the 21st century by building a worldwide network of close connections, after-sales service should be geared toward fostering a healthy give-and-take, an interdependency, with your customer. Knowing that you have a friendly associate out there pulling for you is comforting and adds to your confidence in everything you do.

*Support your customer's success in any way you can, and you will be building a constructive interdependency that can become your gateway to the world.*



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Global business expert Laurel Delaney is the founder of GlobeTrade.com and its wiki community (<http://globetrade.wetpaint.com>). She also is the creator of "Borderbuster" ([www.globetrade.com/generic21.html](http://www.globetrade.com/generic21.html)), an e-newsletter, and The Global Small Business Blog (<http://borderbuster.blogspot.com>), all highly regarded for their global small business coverage. She can be reached at [ldelaney@globetrade.com](mailto:ldelaney@globetrade.com).

DOWNLOAD

# The Ten Biggest Reasons Women Can Make More Money on the WEB than Men



1. A few women can change lives; thousands together can create windfalls for all.
2. Women love to network, share and spread the wealth.
3. Women were given two ears and they actually use them.
4. Women are more decisive than men.
5. Women control 80% of the world's wealth and have access to the other 20%.
6. Women are great at long-range planning.
7. Women can dress themselves.
8. Women are adept at "Web-thinking" which means women have the ability to see the big picture (according to Helen Fisher , anthropologist with Rutgers University).
9. Women are multi-taskers, can raise children, have friends and run a business all at the same time.
10. Women are capable of thinking "outside-the-box" or more appropriately inside a website. In other words, women spend more time researching a site than men (Source: Nielsen Ratings).

## 2009 Goals

*Follow my Passion*

***Review Goals from 2008***

*Write out my goals (in detail) for 2009*

*Share goals with my Social Networking Sites*

*Share goals on my blog/eZine*

*Ask followers what their goals are*

*Create my quarterly Marketing Plan*

***TAKE CARE OF ME!***

*Commit to do **ONE THING** each day to reach my goals*

*Attend **2** new networking events every month in 2009*

*Ask **3** clients for referrals*

*Send samples of my products/service to **4** prospects*

*Learn at least **5** new things for business and pleasure*

*Research possible strategic alliance opportunities*

*Submit an article to a new publication each month*

*Visit the [WE Magazine for Women Blog](#)*

*Send a note to the editor of WE Magazine for Women*

***Become active in the Women's eCommerce Association***



# STRATEGIC ALLIANCE OUTLINE

Forming a successful strategic alliance begins by knowing what you want to achieve when going into ANY partnership. With the New Year fast approaching, companies are looking for new ways to promote their business. Although these are not the only concerns a company will likely have, they are a good starting place to kick start your partnership agreement.

Determine why you want to go into a partnership in the first place. Is it to cross promote, tap into one another's customer base to expand your reach, to raise awareness of your company or a combination of these?

Determine your company's top three challenges and opportunities.

- 1.
- 2.
- 3.

How do you make decisions, by committee, by a team, by a manager, by the owner.?

What are the major trends you see influencing your industry and your organization?

How will you measure the success of your alliance?

How will you refer one another to other partners, your customers, vendors (when and if appropriate)?

Determine the best way to communicate with one another such as phone, fax, email, meetings or online or other.

Make a list of the top influencers in your industry you personally know and can call when necessary.

What is the vision for your company? Where do you want to be in 3 years? 5 years?

Determine what is most important to you when you form an alliance or collaborate with another company/organization/individual.

**Compliments of the [Women's eCommerce Association, International](#) ~ feel free to print this form and share it with those who would find it useful.**

# Classifieds

## AFFILIATE PROGRAMS

Have a website? Learn how to make money with LinkShare. As a LinkShare affiliate, you will earn revenue for driving sales, leads and traffic to partner sites. Find hundreds of affiliate programs from Fortune 500 and other leading businesses in the LinkShare Network. Registration is f.r.e.e. - just visit <http://tinyurl.com/34df2d> to sign up.

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Your logo is the face you put on for the business world. Make it a beautiful one! Get beautifully memorable logos, business cards, brochures, website headers and more at Chrysalis Logos. We offer logo updates for half price.

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## ASTROLOGY

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<http://tinyurl.com/2macbh>

## GIFTWARE

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Kerri looks forward to offering you the BEST deals we can find for you. Some of the items offered include: Fuel/water senders, Angels & Fairies Hanging, Art Prints, Plaques and Statues. They are always in the market for new items at great deals to pass on to you. Take a look around their store to see what they have to offer to you at this time. All customers who refer us to your friends will receive a discount on your next order as a thank you for passing the savings on to your friends! Visit [www.greatdealsndiscounts.com](http://www.greatdealsndiscounts.com) today!

## Autoresponders

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## CELEBRATIONS

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[BBS Global Diamond Elite](#) The best Step-by-Step marketing on the internet. Earn while you learn. 5 Hours of Conference Room per month time to build your team. \$17.00 Signup Bonuses for every Personal \$20.00 Signup. 7 Day Money Back Guarantee.

# Classifieds

## ORGANIC

### Miessence Certified Organic Skin Care Products

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Contact: Susan Loughrin, Independent

Representative at [organicsmi@hotmail.com](mailto:organicsmi@hotmail.com)

## Business ~ Life Coach

**Nina Cherry, Business and Life Coach** coaches women by phone. Free 30-min consultation

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**Affordable Coaching Groups**

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Ask about Nina's **Life-Changing Retreats on Maui**  
[nina@ninacherry.com](mailto:nina@ninacherry.com)

## Online Stationer

[www.TheMerryBird.com](http://www.TheMerryBird.com) is a full service online stationer. Fly in for book cover art, logo design, ad creation, custom invitations, notecards and more! See "Your Stationery in Flight"

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## TRAINING

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