



101 WAYS TO

# BE GOSSY

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## **101 Ways to #BeGossy**





**Rebecca Perez**

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To the foundation of who I am,

My mama for pouring in me all the love and confidence to go for everything that I want in life. You've taught me the greatest lessons and the hardest ones which has made me stronger and more compassionate. You are the reason for it all.

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## Words to live by...

When I was a little girl, there was one word I said more than my parents' names. It happened around the age of two, my mother recalls. "*Toute seule*" (French for by myself) was my favorite phrase and one I would later embody in all phases of my life. I loved absorbing knowledge and, more so, sharing my findings with world around me. As I grew up, it only amplified. I wanted to start my own business, I wanted to fly planes, I wanted to write music, I wanted to do it all. I wanted to prove to women everywhere that it was possible. I wanted to be a role model for what one can achieve when you so believe. If I could do it, so could you. I am no different in terms of potential, talent or special ability. As a matter of fact, many situations and lack of guidance could have put me in a very different place than I am right now. Instead, I chose to see things differently. I chose to do it alone, until I would do it altogether. With you.

That is why I dedicate this book to YOU. All the beautiful women who have shaped me into becoming who I am today. All the women who have struggled, who have worked hard to get to where they are and who keep on shining. In this guide, your timeless handbook, I outline a hundred and one tips, with illustrations that will hold space in your memory for as long as you live in this physical body. It is a special book filled with so much wisdom I had to dedicate it to all the women who helped co-write it. I am not the only woman who has thought up any of these ideas: they are bits and pieces that have been taken from

my story as an entrepreneur but which have been passed down by others around me for centuries. They are the words your grandmother shared to you through storytelling, and the actions you watched your mother embody so perfectly. Therefore, I would like to begin this story by thanking each and every woman who has inspired me, motivated me, and mentored me on this path. Thank you for showing me what is possible, thank you for breaking glass ceilings and rising like the phoenixes that you all are.

I see you, I feel you, I LOVE YOU. Now go get what's yours.

# Foreword

We tend to underestimate ourselves, often out of fear of failing. But humans have an incredible capacity to adapt to just about any situation. If an opportunity presents itself and you feel it in your gut but don't feel equipped well enough, don't let that opportunity pass you by because it may never come back. Take it and work that extra mile; push those fears aside, jump in and educate yourself, research everything about your subject, work extra hours, ask around for advice, don't be afraid to ask for help and stay humble but please, believe in yourself.

"Even if you fail, you're failing forward", like my friend Tanya always says. It means that no matter what happens, you will come out smarter and will have learned during this journey. You'll be able to apply this knowledge on your next project and move forward.

Remember: 'You miss 100% of the shots you don't take' (Wayne Gretzky) and if you don't take risks, you'll always work for someone who does. I had a very troubled childhood and young adulthood (alcoholic absent father, got kicked out of three high schools, worked in bars, got a DUI and so much more). I didn't know where I was heading in life but definitely not in the right direction. In my early twenties I decided it was time to snap out of it and get serious.

I remember asking myself what kind of job I could do to make good money and a medical sales representative came to mind. When I started looking for such jobs, the minimum



requirements were a bachelor's degree in health science and four years of sales experience in this field.

I had neither. But I sent my presentation letter three times by mail (old school I know but it would make me stand out), without a C.V. (because they would reject me right away). They got intrigued and called back and I told them they HAD to meet me. I studied thoroughly their company and competitors, showed up confident and prepared and argued that what they needed wasn't a degree but a great sales person and I got the job.

Opportunities arose many other times in my life and I always jumped in feet first; I was once working as a hostess in a new construction project. I saw an opening for a sales director position for another project and although I had no experience I went for it. I let my personality and ambition shine through and next thing you know I was in charge of a forty-five million dollar project.

The next opportunity was a similar one but they asked me to do marketing on top of it. I had no clue how to do so but I said yes, I researched, I asked around, I watched my competitors and so on until I figured most of it out. It was the same when I bought my first two rental properties at twenty-five while living in my mom's basement, I didn't know what I was getting myself into but I took a leap of faith and still have them today. It happened when I started companies, I didn't have a single clue about the cannabis industry for example but when the opportunity knocked at the door I went for it and learned along the way.

Not all of my projects were successes of course, I've had many failures but the one thing they all have in common is that they taught me to be a better business woman, to have

confidence in myself. They made me more knowledgeable and much stronger.

Bottom line is: don't be afraid to shoot your shot, the worst that could happen is a no or a fail but if you do get through, you better be grateful, put in the hours and give it all you got to prove them/yourself that they/you made the right choice.

BG101 is all about women empowerment. It was put together by my great friend and original GOSS Rebecca to inspire women to believe in themselves and find their path.

The path to success and/or greatness is rarely easy and hopefully you can relate to some of the struggles, wins and advices written by women who have put their blood, sweat and tears into their dreams and beliefs.

- Kim Bruneau



# Introduction

*Who am I and why should you read this book*

My name is Rebecca Ines Perez, I was born in Montreal Quebec in a lower-middle class home. That means we always had food on our table, but money was a severe topic of conversation for the lack thereof. My childhood environment was rather toxic to say lightly, which left many wounds in my upbringing. Both my parents struggled with mental illness which was also strong in my genes from both sides of my family. They reacted based on emotions, which led to either physical or mental abuse on my siblings and I. It was hard to navigate through my childhood for emotions were so strong inside of me, yet my parents who didn't feel much of anything, or overreacted to everything, were not the example I wanted to follow.

Religion was a big question mark in my upbringing, for my mother was Christian Orthodox and took us to church on Sundays, yet my father was a proud Moroccan Jew, who took us to Sabbath dinners on Fridays. It was confusing. I always felt like a walking contradiction. I think, looking back now, I started my business to gain control back of my life. I felt like I didn't know who I was, or where I came from. Both my parents raised us in Canada and both suffered so much from their own origins that they also never shared the heritage of being Moroccan, or Romanian, to my siblings and I.

I felt no connection to my origins or roots. Thankfully, I

felt a powerful connection to other human beings. Because of that, I didn't judge anyone, I held close relationships with all and I never had any prejudice towards another based on where they came from. It was all a blessing in disguise. My parents' inability to communicate their feelings made me an avid communicator of mine. It also made me so in tune with my own emotions, that I could relate and connect to others instantly. Along my journey, I found out there is so much power in vulnerability. It led me to go out and look for others who had a similar story of struggles turned to victory.

Welcome! If you picked up this book, that means you are already a fellow sister of mine. You've had your own share of what I call parental misguidance and you are here because you want to do better. Or you might've been lucky enough to have a healthy upbringing with great role models as parents, which is also welcomed here.

As you know, your path is not what defines you, but rather what you do with it. The important thing is you want to drop the victim mindset and you want to march on a path that empowers you. You want to learn about yourself, about the beautiful world that surrounds you and how you can contribute to make it a better place. You know you have unlimited amounts of potential inside of you and the more you create your world, and manifest your desires, the more it shines through you. It is infectious and only inspires others to want to be great.

My path led me to create a platform that would uplift and support women. That same business, is what brought me from six figures for its first four years to hitting seven-figures and growing. It also allowed me to diversify into real estate investments, and many passion projects including this book. I'm

proud of my accomplishments. Because I did it by myself. With no previous experience in business, with no outside financing or investor, just with my heart and my purpose in perfect synergy. It has led me to partner with brands I could have only dreamed of in my younger days. It has allowed me to travel the world and enjoy the finer things in life.

I believe this type of book is exactly what is missing on the shelves of libraries. It is the book I longed to read for years. I have been writing it actively since I launched my business five years ago. I am now ready to share what I have learned with you.

I've edited this book multiple times for years before it came to this final version because I wanted to give you the best representation of myself, which took years of removing layers and layers to get to. Secondly, because I wanted to tell the truth and not sugarcoat any of it. Third, because you deserve to know how to make money and to gain real success in all areas of your life. So, this book is raw, it's brutally honest and it encompasses much of what I have learned so far on my journey, with the help of the thousands of women I have also had the privilege of interviewing in the process.

You will notice that each tip has an adjacent illustration to demonstrate its point. After thorough research on memorization I discovered that images help your brain create a story around a point which then makes you retain it faster.

Due note, some things might not resonate so quickly with you and that's okay. Take it day by day and re-read it as necessary. Some things will hit you differently depending on where you are in your life. It has been systematically created in a way that you don't ever need anything more or less. I have

experienced so much in my short life, especially when it comes to business. If there's one thing I know for sure, it is my ability to ask for what I want, and to go and get what's mine. I have an innate confidence about my abilities that I hope with this book you will learn to have as well. I wasn't born with it, far from it. I taught myself how to become this way, and it has proven to be very effective in business (and personal) endeavors. None of it is meant to be arrogant but instead a way to teach you to level up. To *BeGossy*.

Don't be fooled by the present version of me, I have failed countless times, I have gotten rejected hundreds of times and I have done ample amounts of healing past traumas to get here. I have suffered immensely both in my professional and personal paths. Hence why this book is so perfectly curated now. It has all the strategies and tools, true and tested formulas for YOU to succeed.

To be honest, I wouldn't change it for the world. I am extremely grateful for each and every experience I have had because it has brought me right here – to you. A place where I can be of service, where I can help you get to the next level of your life and to make all your dreams come true. If this book plays even a small part in that story, I am successful in delivering this message.

With love always,

Rebecca I Perez



## 001 – Know Thyself

*“To know thyself is the beginning of wisdom”*

It sounds funny to even say, because obviously you live with yourself all day long so you should “know” yourself right? Wrong. People have no idea who they really are at the core of their being. So, let’s begin with an exercise on self-love and discovery.

Take out a piece of paper, or pull out your journal and write down *everything* that comes up when you think of your physical appearance. All the things you don’t like about yourself or want to change. I want you to go into details here. Don’t be shy, there is only you in the audience. Be transparent and honest – no self-help bullsh\*t allowed. Brutally raw about the things that make you imperfect. All the things that people have commented on or bullied you about as a child, all the things that your exes picked on, or your best friends tried to reassure you “weren’t a problem”. Write it all down.

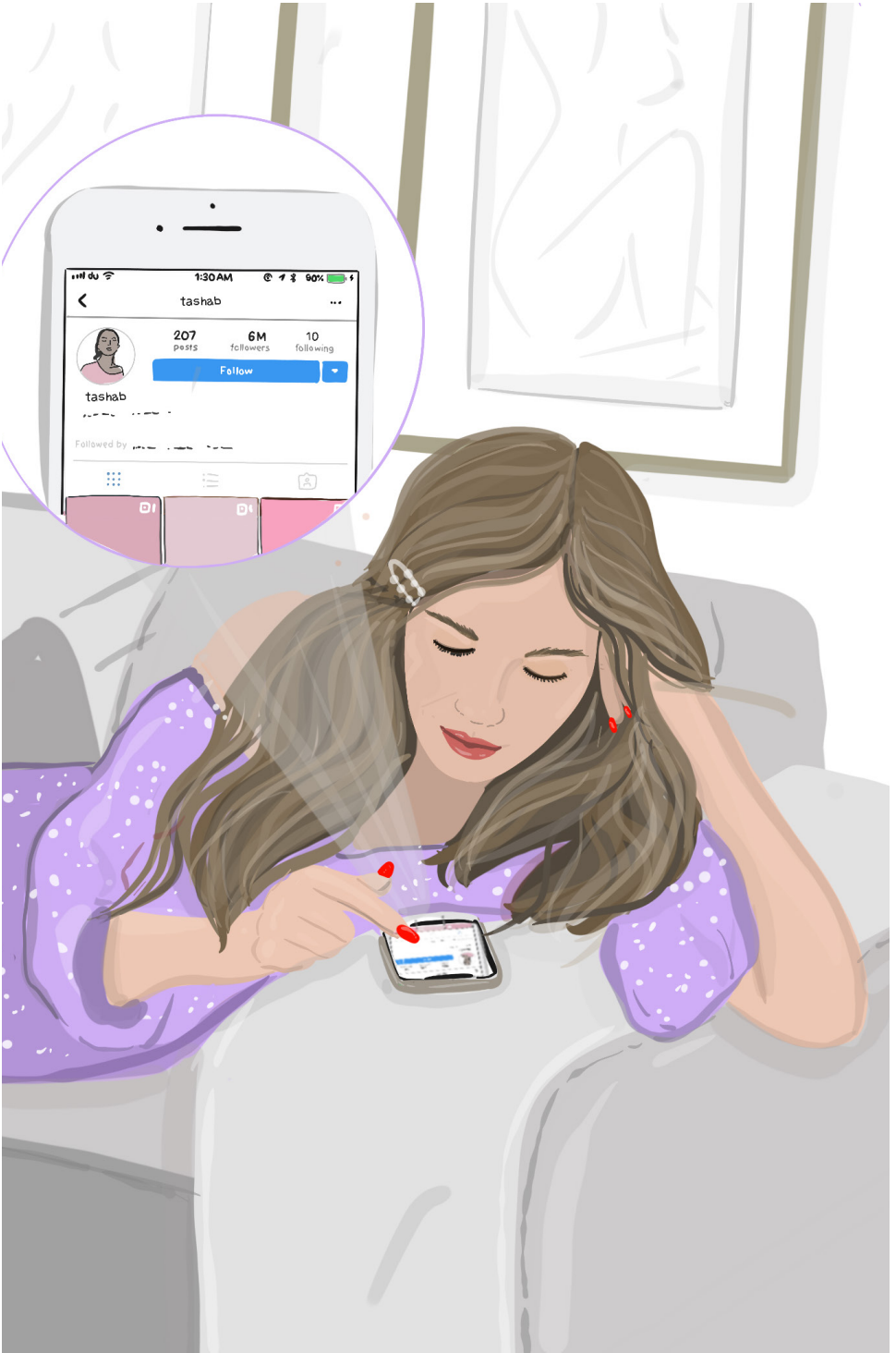
Great! I am so proud of you. I know this is a big moment for you. Especially if it’s your first-time coming face to face with your flaws. Now, flip the paper over. Write down everything that contradicts these negative beliefs. Let’s pretend we’re living in a world where people don’t judge your neck roll, or your flat bum, and instead embrace those things. I want you to find beauty in all those “flaws”.

Learn to love every single inch of your body that was



handed to you by a divine creator. If you can accept your very worst traits and still love deeply the person staring back at you in the mirror, you will handle anything others think about you in life. Only once you accept yourself fully, will you be able to see your authentic power.

Nobody is perfect. That's what makes us so beautiful and unique. Our differences. Yet somehow we get judged or mocked for being different. One day people will love you for how you look, other days they're judging you for it. F\*ck them and their trends. Who cares what they think? As long as you love the woman staring back at you, you're winning. Do this exercise as many times as you need to and until you *believe* that you are fully in love with each part of your incredibly beautiful body, inside and out. I love you. Embrace those flaws.



## 002 – Know Others

*“People care about people who care about themselves”*

People are more consumed with the person looking back at them than they are with others around them. Here’s what I want you to do from now on. Start becoming aware of your environment. Next time you go outside or you’re in a crowd; it can be walking through a park, in line at the grocery store, or at the check in line at the airport, I want you to actively look around and observe where you are.

Notice that family on the corner, take a look at the sibling and parent dynamic. Be familiar with your surroundings at all times. You will notice something very interesting when you do this often: we are all the same. Primarily, we come from the same place with the same fundamental needs. Regardless of nationality, religious beliefs, financial status, or any type of way you want to separate yourself from others, at the core of our being we are one and connected in ways we cannot even comprehend.

Now, I won’t go into details here as this book is not biased to any religion or spiritual beliefs but rather practical in systems. Knowing this, being present, and bringing yourself fully to every conversation, every meeting, every networking event will make you connect with people in ways you couldn’t even imagine. From all age groups, all nationalities to all status groups. The fundamentals don’t change.

As Maslow's hierarchy explains, our basic needs include the need to belong and to give and receive love. If you learn to adapt to your environment, learn to immerse yourself based on where you are in the world, keep an open mind and always build on relationships you will find fulfilment and happiness anywhere you bring your heart. As you've heard before, a happy heart is one surrounded by loved ones, good friends and lots of laughter. So, let's begin here.



## 003 – Know How to Sell

*“Everyone lives by selling something”*

How important it is to learn how to sell. I wish I knew this as a child. Negotiating, getting rejected, all such important skill sets to develop and hone in life; all of which begins with exchanging a service or product for money. No matter what you’re doing – this is a must to succeed in professional or personal endeavors. It is a life skill that will always ensure that no matter where you are, or what you’re doing, you will know how to survive.

Yet people have this misconstrued perception that selling is bad. This is false: remove it from your mind. Instead I want you to picture your best-looking self. You’ve got the perfect body that you’ve always dreamed of, you’re wearing a custom-made designer couture suit. Your hair is shiny, your face is glowing, your pockets are full. Life is beautiful. Now, THIS is life when you are selling.

If you’re good at this game then you’ll notice when your waiter upsells you from tap to bottled water, or when an airline urges you to “get premium seats” before checking out the online portal of their website. If you’re anything like me, you’ll notice billboards, advertisements being thrown at you all seconds of every day. All day long, someone is selling something to you. Are you receptive? Are you easily convinced? Do you know how to sell to others or do you stay in the mindset of “I don’t know how to do this and won’t bother to learn how?” It can get

hard. The process is ever changing, and you have to keep up. How do you learn how to sell? You already are. *Every single day.*

When you go to a job interview and you talk highly about your credentials, when you set up the “about me” page of LinkedIn or Facebook accounts. Even when you show pictures of your children to your co-workers you are *selling* them something. Remember this. As a matter of fact, become aware as you walk down the street, or drive to work in the morning. Take a look at your environment. Grocery stores, pharmacies, coffee shops, billboard ads – all pointing at something – a product. In that case, what product are you pitching to the world, unconsciously or consciously every day? Start getting used to that pitch as it will become your biography and the means to your every end. Now go out into the world with intent in all that you do.





## 004 – Learn Foods

*“Food is the ingredient that binds us together”*

Since the beginning of human nature, we have connected with each other's culture through food. We had very basic spices, and yet each clan and tribe would have a different way of cooking and blending those spices together. Can you imagine just how much more we have NOW to work with? You can go to one city and have thousands of different cultures and mixes. Nothing is truly hybrid any more either, which is in essence even easier to relate to other cultures. Having a Mexican-Thai dish is normal or Asian-fusion is normal and highly recognized in the gastronomy experience.

The best way to truly get to know somebody and their tradition is to go over to their house to eat a home cooked meal. People love to host others and introduce them to their culture. There's also something very beautiful about sharing a meal with someone; you are connecting with their culture through a basic human need. They don't say the way to a man is through his stomach for nothing.

An example of this, would be when I was traveling to Shanghai and had a business meeting with a famous tennis player. He was Indian, and met me with his publicist at one of the best Indian restaurants in the city. I had never had Indian food before, especially the authentic kind.

As I walked in, they greeted me sitting on the floor of a

lounge-like living room, with sofas and plates directly on the floor. When the food arrived, they ate with their hands. I was in shock at first, intrigued by this new mannerism at the table. I tried it for myself, and by mid-meal understood just how connected we all were to our food. It was quite an experience, and I truly enjoyed it.

Develop an open mind by allowing these experiences around food to enter your life. Try new things. Taste condiments that you don't like or you've never heard of. Embrace it. Love it. Food is the ingredient to your soul.



## 005 – Learn Geography

*“Without geography, you are nowhere”*

If you want to become a master at building relationships, you need to understand and become the master of your world. You live here on Planet Earth. You should know the different continents, capitals, countries, states, provinces, and cities there are. If that's too much to memorize, then stick to the basic **Never Eat Shredded Wheat** - that's North East South West on the compass. Have a general knowledge of this, as it will allow you to connect easily to everyone you meet. I consider myself an avid world traveler, yet I am nowhere close to my goal of visiting every place on our Earth.

With technology, we're able to travel far and wide without having to leave our bedroom. Literally you can tap into your Google Maps, and check out the aerial view of Cape Town, South Africa, in its current state. You can visit famous streets and even see live audiences. I've actually used this when speaking with somebody who was from a small town in Italy, and who happened to be astonished when I knew exactly how green his neighborhood was... Research does help in the long run but more on that later. If you're not really good at memorizing or just don't have a general interest in the matter, I suggest you at least try to memorize the one hundred and ninety-six capitals we have around the world. I did this exercise when I was a young girl, and it has stuck to me ever since like glue. Here they are:

**Afghanistan:** Kabul **Albania:** Tirana **Algeria:** Algiers  
**Andorra:** Andorra la Vella **Angola:** Luanda **Antigua and Barbuda:** Saint John's **Argentina:** Buenos Aires **Armenia:** Yerevan **Australia:** Canberra **Austria:** Vienna **Azerbaijan:** Baku **The Bahamas:** Nassau **Bahrain:** Manama **Bangladesh:** Dhaka **Barbados:** Bridgetown **Belarus:** Minsk **Belgium:** Brussels **Belize:** Belmopan **Benin:** Porto-Novo **Bhutan:** Thimphu **Bolivia:** La Paz (administrative); Sucre (judicial) **Bosnia and Herzegovina:** Sarajevo **Botswana:** Gaborone **Brazil:** Brasilia **Brunei:** Bandar Seri Begawan **Bulgaria:** Sofia **Burkina Faso:** Ouagadougou **Burundi:** Gitega (changed from Bujumbura in December 2018) **Cambodia:** Phnom Penh **Cameroon:** Yaounde **Canada:** Ottawa **Cape Verde:** Praia **Central African Republic:** Bangui **Chad:** N'Djamena **Chile:** Santiago **China:** Beijing **Colombia:** Bogota **Comoros:** Moroni **Congo:** Republic of the: Brazzaville **Congo, Democratic Republic of the:** Kinshasa **Costa Rica:** San Jose **Cote d'Ivoire:** Yamoussoukro (official); Abidjan (de facto) **Croatia:** Zagreb **Cuba:** Havana **Cyprus:** Nicosia **Czech Republic:** Prague **Denmark:** Copenhagen **Djibouti:** Djibouti **Dominica:** Roseau **Dominican Republic:** Santo Domingo **East Timor (Timor-Leste):** Dili **Ecuador:** Quito **Egypt:** Cairo **El Salvador:** San Salvador **Equatorial Guinea:** Malabo **Eritrea:** Asmara **Estonia:** Tallinn **Ethiopia:** Addis Ababa **Fiji:** Suva **Finland:** Helsinki **France:** Paris **Gabon:** Libreville **The Gambia:** Banjul **Georgia:** Tbilisi **Germany:** Berlin **Ghana:** Accra **Greece:** Athens **Grenada:** Saint George's **Guatemala:** Guatemala City **Guinea:** Conakry **Guinea-Bissau:** Bissau (full list on page 210).



## 006 – Learn Languages

*“To learn a language is to have one more window from which to look at the world”*

Duolingo, Rosetta Stone, Babbel, Memrise, Busuu; get familiar with these language tools. You can even download their free apps right on your phone and practice during commutes. The best way to connect with someone is to speak their language. Why, you ask? Because it makes them feel at home, and comfortable speaking with you. Even if it's just knowing how to salute them or say thank you. I've tested and trialed these multiple times in my life.

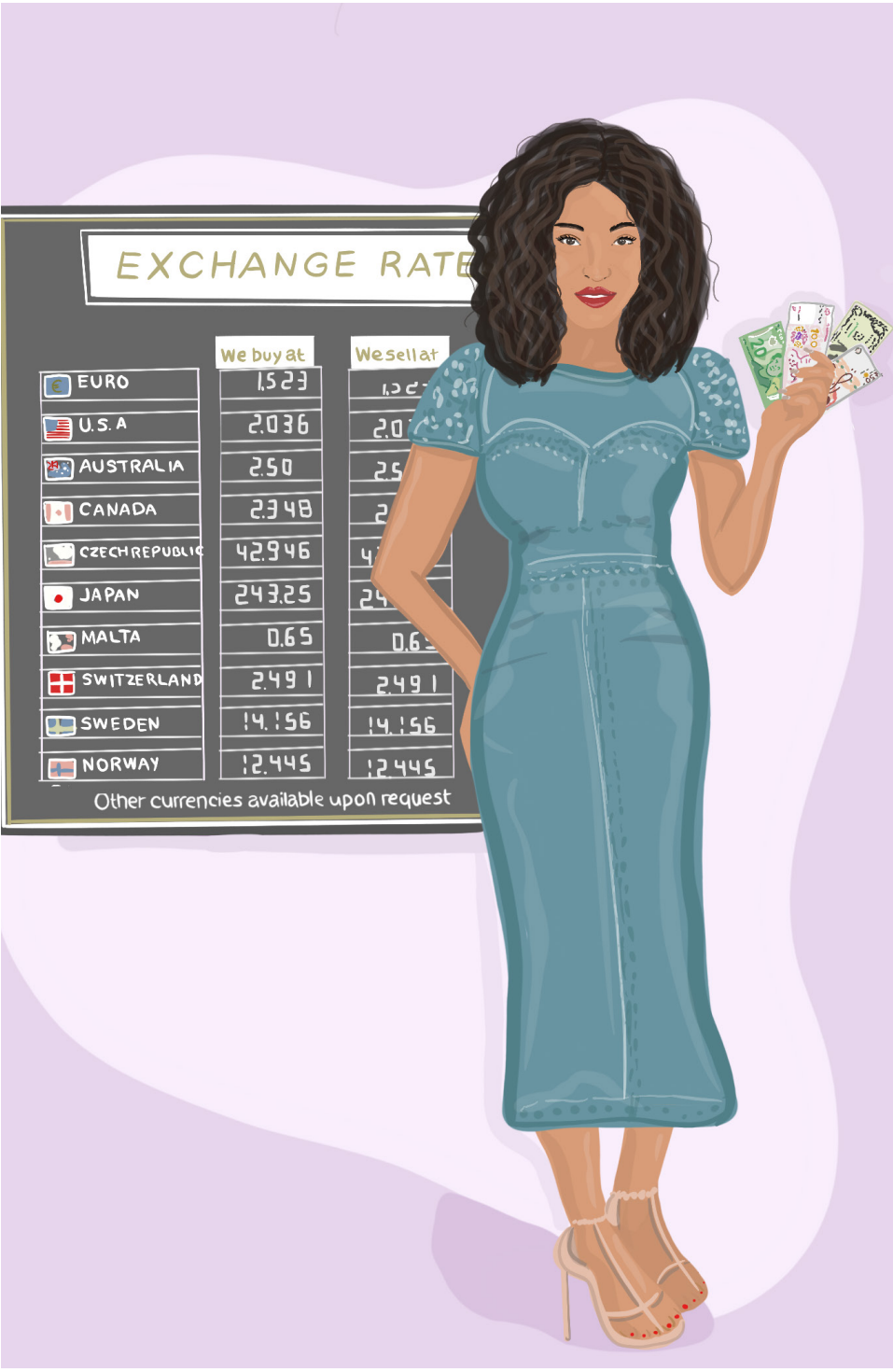
I have seen a huge difference in how people respond to me, when I speak to them in a language that is their mother tongue. My mother for example speaks Romanian as her first language, which I never got to learn growing up. I do know how to say “I love you” and “how are you” in Romanian which has really helped me connect with her over the years.

In business, a personal touch I always use when sending an email is to say “thank you” in the mother tongue of the person I'm speaking with. For example, when I recognize a last name as being Italian I would say: **Grazie**, which means thanks in Italian. I do this in every language. Now of course to know where they're from you would have to ask them, show general interest in that place and note it down. That's a key point here. (Refer back to Tip 002 – Know Others) to get started.

Did you know there are over six thousand five hundred languages in the world? Can you imagine that? That's not even taking into account the different dialects of the same language. Yet there's like top ten diverse ones that we all use on a day to day. Unfortunately, you won't be able to dive into all of them in your lifetime, but what you can do is get familiar with key words of the top spoken ones. If you have an interest in learning, and you enjoy it, then it will be even easier for you.

I would even suggest making some time every day to practice one foreign language. Have fun with it. It can be very basic sentences, to practicing grammar and more complex parts of the language. Then if you can find someone in your surroundings to practice with, even better.





## 007 – Learn Currencies

*“Money isn’t everything, but everything needs money”*

Ah, the foreign exchange market. It’s so important to keep up with it, even if some of us really don’t care to. I’ll explain why; we live in this society that has marked different currencies based on where you are in a location. Your dollar in Canada, for example, is worth more or less in another country on a same given day because of market fluctuation.

Why should you care, ladies? Because you are trading money for time every day. Wouldn’t it be a worthwhile investment to save time? The most precious asset that money cannot buy you more of. Yes. Therefore, get knowledgeable about each currency and when it is a good time to “trade” your money.

I had a friend who would transfer most of her income into American currency, which has a stronger dollar than Canadian. With time, her money started to grow by just sitting there in a different currency. Can you imagine, your money-making money without having to do anything?

For starters in this field, I suggest learning the basics of Forex. Just google Forex on the search bar, and get interested in the market.

*Key points I learned:*

The American dollar holds the most influence and power to date.

Chinese yuan is getting stronger each year. Highly recommend you start investing in it if you haven't already.

Mexican pesos is getting stronger year by year as is their economy.

Stay away from currencies that are expensive but don't show a return.

Fun fact: the strongest currency codes to date are KWD and BHD. (As of 2022).



## 008 – Learn Other Industries

*“Learning from others can only enrich your life”*

This is a very important tip on how to BeGossy. Can you keep up a conversation with someone in a completely different industry than you?

For example, talking to a doctor compared to a real estate developer, compared to an engineer. They all have different language that they use on a day to day. Get familiar with the minimum so you can maintain a conversation. I also suggest learning a bit about each industry by keeping up with very specific blogs or online articles. Avoid the news. I would go straight to the source. Academic journals, insider stories are best.

I used to work in the automotive industry which allowed me to learn everything there was to know about a car. First as a delivery specialist I learned how the inside and outside operates then I would go speak with the mechanic in the garage and learn about the inside cylinders, revs and torque of the car.

Then I worked in the marble industry and learned everything from where those slabs are made (in case you didn't know, slabs of marble come from quarries of rocks put together that are broken down forming a denser rock consisting of crystals). Then I dove into the piloting world as a hobby, and learned so much about different planes, mechanisms behind the engines and turbos.

Then in my daily interactions, I interview entrepreneurs and professionals of all industries which allows me to stay up to date with the real estate market in New York City, to surfing in Hawaii. My current position as Editor in Chief of GOSS magazine allows me to do so, even if that's not your domain, I suggest you still get to know others from those industries, build connections with them and learn from them. Everyone has something to teach you, especially if they are in a totally different field than you... and especially if you have something to sell to them. (You didn't learn how to sell for nothing. Refer to Tip 020 – ABC).



## 009 – Ask Questions

*“There is no such thing as a stupid question”*

This is such an important point and message to not forget. You need to ask questions, **a lot** of questions. Get into the habit to ask questions every day. Question the person in the authority placement, question your professors in school, question your boss, even question yourself! You’re allowed to be curious and to understand things. We are bombarded all day every day with so much information and we have this bad habit of just abiding ignorantly to all that we hear.

You would be surprised how much of it is purely made up or not up to date. Get into the habit of pointing those things out. Don’t let others intimidate you because they have fancy titles or a nicer car. I got really good at this when interviewing women lawyers for my magazine. I noticed their precision, which also came from the fact that they consumed so much information daily, and got really good at analyzing contracts.

They made me realize that I didn’t know much about all the “Terms and Conditions” I was just automatically accustomed to accept without ever reading. Today, I email those companies and ask for specific details. I get very clear about everything that I put my name next to, because I learned the hard way. So please, I urge you, communicate your confusion. Communicate everything that doesn’t sit right with you in **all** environments and settings.



Here's an example: I was in open water, scuba diving for the second time going forty feet deep into the ocean, and completely forgot how my regulator worked. We had reviewed it quite a few times already that same day in the pool training. My life was on the line here, so I had no problem asking my instructor to debrief me once again, and show me the process. I didn't think twice here because my life was at risk, right? Well how about thinking the same way about all the other things you're missing out on? Sometimes it's not a physical death, but a mental one that you are risking by keeping your mouth shut. Speak up, ladies.



## 010 – Ask for Advice

*“It cost nothing to ask wise advice from a good friend”–  
George S. Clason*

If there’s one thing I learned on my self-made journey, it is the importance of asking others who have already done something I am trying to do. As a matter of fact, everything that I do, or have done, happened because I saw someone else around me succeed at it first. They have led the way, and have guided me towards all my goals. Learning through others’ mistakes is the easiest way to learn.

Other people have done it before you, and more will do it after you. Asking for advice is primordial to your success. You avoid failures this way also because you are learning through others’ mistakes. Some will argue that it’s better to make your own mistakes and learn by doing, which is also true. But people love to connect! They love to help the younger generation if they can. Utilize this.

How do you ask? Simple. “I would love to pick your brain about [enter topic of choice here].” Some experts even have direct ways you can reach them. Sometimes through their social media or by email. If they are part of your community, you can find them in other ways. For example, I went to McGill University and I’m part of an alumni, as is this guest speaker I wanted to connect with. She was very open to speaking with me once she heard I also went to McGill. This can also go as far as

women wanting to help other women, or based on similar communities or missions. For example, if you go to the same church, synagogue or mosque.

When you can connect with people in a way that makes them remind you of themselves they are more willing to share. We all want to be of service to others. You don't have to flat out ask someone "can you be my mentor" which can be time consuming and raises expectations some just don't have time for. A quick question, or a coffee meeting, is plenty of time to get through the points you are looking for answers to.

Another great way to get unofficial mentors, is to follow them online. There is plenty of information on YouTube, Instagram, and Facebook. Especially through podcasts or books. Today there is enough information on the web for all your questions to be answered. Get on Google, your best friend, and ask away. You will definitely get into an upright spiral of knowledge.



## 011 – Ask for Help

*“Asking for help does not make you weak. It keeps you strong”– Yasmine Cheyenne*

*WOW!* How I wish someone told me this years ago. Admitting that you don’t know everything, will be your way towards all that you want in life. Your vulnerability is your greatest asset. Asking for help is the hardest and most fulfilling way to connect to others. You will notice when you reach out to people how happy they are to help you. Once you set aside your ego or your pride and just ask from a place of genuine “I don’t know what to do here, can you help me with this,” watch how others will show up for you.

Every time I have done this, in my professional journey, I have gotten a hand full of women that came to my rescue. It can be as simple as I need to speak with you on the phone about a topic, to I need help how to set up better systems for my business. The list goes on and on.

We seldom forget how much we are all alike in this world. There is a beautiful humane aspect to our development as individuals. Sometimes we truly fear rejection so much, that we put our mental states in a place that attracts it. “They won’t show up for me” or “That person doesn’t care” or “I knew she wouldn’t answer.” Shift your mental state back to abundance! “I am so grateful I have so much support in my life.” “I am blessed with a family that is always here for me.” “My

professional network wants to see me win.”

Life-altering mantras. It’s so easy yet sometimes it can be the hardest thing to do. Reaching your hand out, and asking another to hold it, to embrace you and your flaws and to tell you everything will be okay. You got this. You don’t have to go through any of it alone.

Here’s an example of when I asked for help which changed my entire way of seeing finances. I hadn’t done my business taxes for two years and endured some penalty fees all because I had no idea how to make a financial statement and balance sheet. It got so overwhelming for me, I just neglected the task all together. I asked my two older brothers who both run companies to help me in this department. The amount of stress and anxiety it caused me to sit down and spend a full week getting it done was monumental.

Today, I have Quickbooks, a bookkeeper and the best CPA that takes care of all that; but in those beginning years of my business, my brothers stepping up, dropping everything they were doing to help me, truly changed my world in that moment. Thank you Reouven and Maximilien. Love you both so much. Ladies, don’t be fooled by the entrepreneur persona of having to know it all and do it all by yourself. Ask for help. It will change your life.





## 012 – Give Value

*“To be of value to others is to be indispensable”*

In the business world, you need to give more than you take. That is the rule to succeed with others. Instead of thinking how they can benefit you, ask yourself how can you give more? Give more of your time, give more content on social media, give more tools, advice, knowledge that you’ve accumulated over time. Give value! You will be recognized not just for being good at what you do, but being a good person too.

Sometimes we overlook the value that we bring to the table, because we have gotten accustomed to our own reality. For example, you might be really good at building and nurturing relationships but you wouldn’t know that this is something others lack at doing. I was having a conversation with a friend of mine about networking and my ability to start up a conversation with just about anyone, anywhere about anything. She was taken aback by this skillset, assessing it in real time. Meanwhile I was just being me. I didn’t know I was doing anything special or different. She pointed out how I just didn’t think twice to compliment that woman’s shoes, and it sparked an entire conversation and eventually turned that into a relationship, which turned into a business opportunity. Here’s where I understood my value.

Next time you’re out with friends, or in a new place, perhaps out of town, check in with yourself and really reflect on

the things that people say about you. What is your value proposition to the world? What are you obsessed by or love to learn about? It can truly be as simple as knowing how to bake, to a narrow concept such as the stock market or the new bitcoin trend. Perhaps you speak another language, or you've worked in your family's business since you were in your teens. We all have something that is unique about ourselves and we are all good at something. In a business mindset, always remember to utilize these skillsets and give value when you can. It will put you ahead of your competition, and will get people to like you, trust you and eventually work with you.



## 013 – Give Time

*“Time is the most valuable asset you don’t own” – Mark Cuban*

I love this tip, because it is so simple yet so overlooked. To succeed at anything in life, you need to put in the hours. Everyone has. If you’ve read Malcolm Gladwell’s *Outliers* then you know to become a master of a craft the dedicated time is 10,000 hours.

Which in normal human years, if averaging a forty-hour work week, ends up being five years of doing something full time. This great example works for MDs, medical doctors who usually go to school for a minimum of five years to get their general practitioners license, and then go off for multiple years to specialize in their respective fields.

Also, interestingly enough, companies are out of their start-up phase after year five, which also brings up the point that Malcolm’s theory does stand accurate. If this applies to all industries, there’s really nothing around it. You have to put in the time. You have to keep showing up day in and day out, you have to prove to yourself and to others that you are committed to this venture, or to this company. The more time you do something, the better you get at it. Don’t be afraid to work harder, and longer hours if you have a goal to reach. I’ve had moments in my own business when I worked fourteen-hour days seven days a week because I was on a deadline. I’ve had

days when I would be on the road for hours, meeting clients nonstop. There were times when I would have lunch and dinner meetings set every single work day with a different client.

That's how I was able to build a brand from scratch and have it been recognized on an international scale in just a few years. I understood quite quickly, from interviewing other people who had excelled in their respective industries, just how important it is to become obsessed with your work. To really find something you love to do, that you can immerse yourself in it and the hours would just fly by when in flow state. Granted, not all fields will permit you to be "obsessed" but you can still enjoy it enough that you can spend a lot of time doing it and appreciate your value added. I had a friend who was a nurse in the NICU (neonatal intensive care unit) which deals with premature babies. She was the night shift nurse and worked from eleven p.m. until seven a.m. every day and absolutely loved it. Don't take your work for granted, for it is a privilege to work and be of service. Give your time.



## 014 – Give Resources

When you look at all the biggest experts in any industry you know what they share in common? Giving away so much free content. It is part of what makes others engage with you and foremost learn.

People love to learn. Information is recycled daily, yet there is so much information out there that even if you try to memorize everything you just won't be able to. Our brain also can only retain so much information at a time... but how nice it is to receive free information, especially when you need it.

This one study came out that showed how consumers buy, and how much of that decision comes from the brand they are buying from. Shopify is known worldwide as the best e-commerce storefront but it also gives the most information for free on blogs and forums.

Now, if you are not in the information business or aren't re-inventing the wheel you can always be the bridge or the source that connects a person who is looking for information directly with the person in charge. For example, you don't know Intellectual Property Law but you have the best lawyer in town who specializes in this field. It would be in your best interest to give away this contact's information to help a friend in need.

What does that do for you? Well, for once you're being helpful. For two, you just became a powerful influencer by giving a recognized reference. You became a point of contact for someone. The more you do this, the more people will think

about you. See what I did there? Without realizing it or putting too much effort into it, you are building a network of trusted professionals with resources right at your fingertips. In my own business people ask me daily about my list of contacts in specific fields. “Do you know a realtor out in California for new development,” “Can you recommend a dentist for Invisalign”, “Do you know a good graphic designer” and the list goes on and on. The more you do this, I promise clients will also be coming in referral based. Think about others before you think about yourself and you will always WIN.





## 015 – Take Notes

Take out your phone and write it down. Reflect on conversations, ponder in thought. We don't realize how much we think about things until we get into free writing about them. I do this naturally, and have over five hundred active notes on my phone at all times. It could be after a meeting I've had, after a really interesting interview, or just from a podcast I was really interested in.

Taking notes has a way to make us remember things more accurately, and it just makes it stick in our memory lane. Do you remember studying in high school? If you were taught to study properly, then you know the best way to retain information is to write it down nonstop until it comes to you naturally. Get into the habit of doing this in your everyday life.

I would also suggest journaling as a daily practice. Some people have reservations about the term "to journal" which makes them think of speaking to their diary... If that's how you feel about it and it repels you from the act then just think of it as note-taking. Mental notes for your soul. They have changed my life. I mean, not that I remember a life before it since I've been journaling ever since I knew how to write. Hence why I am so introspective by nature. I definitely got this from my father who was also a writer. Whenever anything would feel "off" about me, I would turn to journaling it out. What happened that day? Who did I speak with? What event made me feel differently? By doing this, I got into the habit of asking myself questions

and reflecting on things but it also allowed me to release the emotion I felt in real time. I no longer kept anger or sadness bottled up inside of me, and it helped me move it out of my body quickly. It is quite cathartic when you get into a flow of writing and really feel the emotion leave your body. I highly suggest you start if you don't already. Setting an intention for how you want your day to roll out, what you are grateful for or how you feel is truly empowering.

Now if you want to stick to taking notes, that's something you can also do on a daily. Make a habit out of it whether you are a writer or not, whether you are good with words or not. It doesn't matter. You will develop communication skills that will only improve your writing skills, allow you to feel emotions on a much deeper level and with time, allow you to release the ones that do not serve you any more.



## 016 – Take Assets

Life is a monopoly game and if you see it as a game you will learn how to win at it. Some people still get very triggered by financial posts or talking about money in general. I have done enough healing around the topic to know that what you create actively into your reality are the things you talk about and think about the most. I think about how I can be a better person in this world, how I can be of service to others and how I can live off passive income. The more streams of income you create for yourself and your family, the freer time you have to do the things you LOVE.

If you are anything like me, and you love every single part of your entrepreneurial journey, then work is not what you are escaping but how about not trading time for money any more? Waking up in the morning knowing that your eight hours of sleep made you five-six-seven figures in sales. Now, making money is great. What's more important is what you do with it. Where do you put it? Where does it grow? Money is amplified when it is being invested. An old classic investment would be bricks and mortar. Real Estate. Today, there are ample amounts of other investments you can dip your toes in that also bring in steady 8-9-10% annual returns. The stock market, bonds, forex trading, even bitcoin, NFTs, or better yet investing in building your own company where the returns are endless.

Whatever choice you decide to make to create wealth, make sure to stock up your money and buy real estate with it.

Diversify by all means, but until we start trading air real estate (it's a thing I swear, google it) then we are using up the lands and buildings that are built on ground. Get yourself some pieces of it, and watch your empire grow without having to do much... That is creating true wealth, ladies.

Real estate has made more millionaires, multi-millionaires and hecta-millionaires than any other business model.

At the end of the day, if your intent is to give back and make a real difference in the world, you will need funds. You will need to create wealth and abundance in your own life if you will give it back to others. It is therefore your duty and responsibility to get rich.



## 017 – Remember Names

This is probably one of my top five tips you need to get anywhere in life. Yet it's so simple; just remember names. Tip 017 b) would be to also remember how to spell it. Think about it like this; your name is your identity. It's your family emblem, it is your legacy. Your name and reputation is really all you have. We put so much importance into our name, and then you will go ahead and misspell it or even worse forget it? That's the fastest way to lose a potential client.

Here's a great way to memorize someone's name when you first meet them:

Step 1: Repeat the name out loud. Example: "Hello my name is Mark."

"Hi, Mark. So nice to meet you."

Step 2: Think of someone famous or in your family/friends who has the same name. Example: "My name is Jennifer."

***Mental note: Jennifer like Jennifer Aniston from Friends.***

Step 3: Associate their name with a physical attribute on the person that really stands out. Example for Mark.

***Mental note: Mark with a K not a C. Has pointy elf ears.***

Step 4: When the conversation with the said person is over,



write down the name and the characteristics about them on a piece of paper.

Step 5: Follow them on social media.

If you go ahead with these five steps in order, I promise you will never forget someone's name. Our brain doesn't need to repeat things too many times, it just needs to get it right once.



## 018 – Remember Birthdays

Ah, the most important date of the year to each individual. Your birthday is even more important than your name. You can only imagine just how much it means to people... To us. It is the day you were born. The day of your creation. Do you know just how many brownie points you earn when you remember someone's birthday? Let alone going one step ahead and actually calling or texting them. Now, Facebook is a lot smarter at collecting data and so they have done half the work for you. If you didn't know already, there's a section on the top right part of your Facebook account that reminds you of people's birthdays and allows you to send them a message or leave them a comment. LinkedIn has also joined in this trend. Genius for business and marketing.

I make it a point to ask people for their birthdays casually in conversation. First, because I am interested in knowing the month you were born in and then also to take a mental note of it so I can remember to make you feel special on that day. It has worked wonders for me in personal relationships of course, but even more in business ones. Sending flowers to a client on their special day will make them remember you, and want to work with you again. It's just that extra detail that goes a long way.

Another thing you'll get into is their zodiac sign. Not sure how much of it you believe, but there are explanations from everything from moods to compatibility through our horoscopes and we can only truly know somebody from that angle with their birthday. I'm not much of a believer per se but I do have to

say that every time I've dated someone who matched with me on those charts, we did have the exact same issues that they brought up. Regardless, some people are really into it and that's something else you can connect with them for.



## 019 – Read Biographies

How do you know people? You spend time with them. You interact with them, you build a relationship... but the easiest and fastest way to get into someone's habits, mannerisms or brain is through their thoughts. Hence why I absolutely love reading autobiographies. Unfortunately, some of the most interesting minds in our human existence did not record or publish their journals, yet the ones who have are known to carry the most brilliant information. *Side note, did you know that Bill Gates bought Michelangelo's diaries for over \$25M?!*

There is value in reading what others have experienced, how they think and how they approach situations. They say that reading a book communicates over fifty years of experience in just three hundred pages. If you do this regularly you can learn and access information that would take you centuries to actively experience in order to gain that wisdom.

Now, some will argue that biographies are just as potent, but I do not agree. As much as you can research about someone's life you truly will not understand his reasons behind an act unless you are in his/her brain. Therefore, it is all speculation and subjective to the mind of the author. I suggest going straight to the source.

If you truly want to be successful in your professional (and personal) endeavors, reading through the people whose value you respect will bring you tenfold. The beautiful part of autobiographies is that they are essentially timeless as they are

based on experience instead of facts. Here are some of my favorite autobiographies that you should definitely keep your mind open for:

*The Diary of a Young Girl* by Anne Frank

*Long Walk to Freedom* by Nelson Mandela

*The Autobiography of Benjamin Franklin*

*I Know Why the Caged Bird Sings* by Maya Angelou

*Eat, Pray, Love* by Elizabeth Gilbert

*Unfinished* by Priyanka Chopra

*Made in America* by Sam Walton

*Agatha Christie* by Agatha Christie

*Tuesdays with Morrie* by Mitch Albom

*Be* by Rebecca I Perez





## 020 – Remember to Always be Networking

Ah, the beautiful art of networking. Again, people assume so much about “when” and “how” to network. To not be a prisoner of your mind, and open up your horizons by understanding *what* it means to network. Sharing commonalities in the hopes of turning a connection or relationship into a business opportunity. This is my version of it at least. Let’s break something else into a simplistic form; business. It is about people, about connection and about what we do on this earth in order to make means. It is completely and totally made up!

Here’s an interesting statistic that I always bring up during sales trainings: did you know that 50% of people buy from you because of the product you are selling and 50% because of YOU. Can you imagine? That means you can have a crappy product and still make money selling it. People love to work with people that they like! There is no wrong place to build connections and to genuinely be interested in others (Refer to Tip 049). Of course, we can argue here that the goal is not to “always be closing” someone when you first meet them, or to even think of the close but to genuinely build relationships with others in whichever circumstance you may be in.

I was on a ferry boat in Thailand going from one island to another one day, and happened to be speaking with another foreigner who was traveling from South Africa. I was so interested in his journey, because I always longed to visit the

South part of Africa. Our conversation started there and eventually led to business. He later referred me to a friend of his in Israel, whom I ended up working with. Did I go into that conversation “hoping” to close him? No. Not even a bit! I was on vacation. The conversation led to business solely because it is something I just love to talk about (hence this book on one hundred and one business practices). By doing this, and being completely myself, we created a natural connection. As a matter of fact, I can say that most, if not all of my business acquaintances happened this way; by genuine relationship building with total strangers. So yes, I encourage you to talk up a stranger at the nail salon, at a restaurant or even on a cruise during your vacation. You never know who you’re sitting next to, or who can help you advance in your career. Especially when you meet them in a comfortable out-of-business setting.



## 021 – Remember to Always Be Closing

Which leads me to the juice – always be closing! Now be careful here. Referring to the previous tip, that doesn't mean to constantly think of closing new potential leads, what it means is to execute on the close once you have your client hooked in.

Many people lose the sale by not being “pushy” “enough in this section of the sale. That is almost always why the sale doesn't get to a close. You wait for the client to leave your store, or you don't discuss money in a meeting and leave it up to chance. You have to be extremely precise, and intentional when you are in the sales process. What do I mean by this?

We'll use the example of a beauty entrepreneur who owns a hair salon. Let's say the client is at the checkout about to pay for her current service. Here are three different scenarios which will be considered “cold” “warm” and “hot” closes.

Merchant: “Did you enjoy your haircut today?”

Client: “Yes! Thank you so much, I always have the best time here.”

### **1: The cold close:**

Merchant: “Great! Looking forward to having you come back.”

Client: “Thank you!”

## **2: The warm close:**

Merchant: “Great! We will send you an email which you can reply to when you want to schedule in your next appointment.”

Client: “Thank you!”

## **3: The hot close:**

Merchant: “So happy you enjoyed it! Did you want to schedule in your roots re-application in the next six weeks? I can book you in now to save you time to call back.”

Client: “Actually that would be great! Thank you.”

Did you see the difference? Bring the client all the way through from start to finish and I promise it will guarantee a close every time.



## 022 – Remember to Follow Up!

Oh, do I love the follow up! Did you know that the close happens on the sixth to eighth follow up yet 80% of people give up after the first follow up? Those words were said by the great Grant Cardone who is known for his “aggressive” yet very effective sales techniques. Here are the excuses people say when following up:

- I’ll just wait for them to come to me
- I don’t want to look crazy
- I don’t want to be too pushy
- What if I look desperate?
- They will stop answering me
- Insert ridiculous excuse here...

The list goes on and on. Do you know that these are all in your head? The transaction is not finished until you close the client. I put reminders every two to three weeks to follow up on a client that I haven’t sold yet. I have some clients that took me two or even three years to close. I have set rules when it comes to the follow up that my sales team respects and follows adequately including Mixed Strategies (Refer to Tip 040) and set timelines. There is a secret sauce or golden rule that can be applied here. This all depends on the industry you are targeting and the product you are selling. If you are speaking to your ideal customer than this is what I suggest:

### Timeline for Follow Ups

First: Follow up less than a week since first interaction

Second: Two weeks from then

Third: One month from start

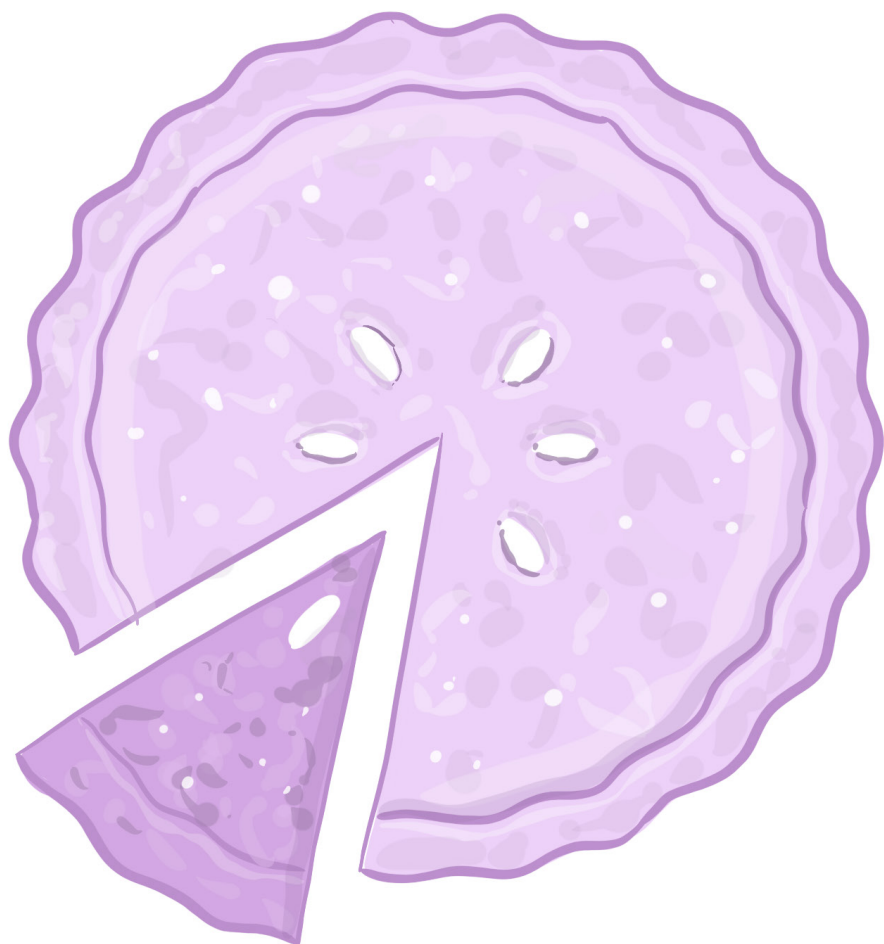
Fourth: six weeks from start

Fifth: Two months from start

\*wait three months\* before re-starting the follow up cycle.

Repeat this as long as it takes to get the close. Use mixed strategies (refer to Tip 040) between each step. This will ensure that you get a communication from your suggested client, and you can also see which strategy works best.





## 023 – Remember the 75/25 Rule

Listen more than you talk. That is the golden rule to getting everything you want. People love to hear themselves talk, and the more you listen the more you can learn. I've been actively practicing my listening skills because of my position as Editor in Chief of GOSS Magazine. I have spent years and thousands of hours interviewing other people. I listen for cues, how the tone of their voice changes when feeling a certain emotion, and it has made me a master listener. People often compliment me on my listening skills, but there was a point in time when these skills were not as acute. I used to be the girl that spoke too much, and hardly ever listened.

If there's one thing I've learned thus far, it is the importance of retaining information from others. Actively develop your listening skills and write down whatever you have to to remember the information at hand. I actively take notes when speaking to someone because if I later quote what they have taught me, it is my responsibility and due diligence to give credit where set due. This is actively one of the best skills you can implement today in your life. Listen more and talk less (also referring to Tip 089 and 090).

My mother is a teacher and growing up she never really listened but mostly spoke \*cough cough\* preached when having a monologue. Only recently she's been asking questions and building our relationship by caring about my insights instead of making me listen to hers. I noted this recently and

told her, “You know, you’ve been really listening and it’s quite refreshing.”

To which she answered: “Well, I’m getting wiser with age... and I realized I don’t really learn anything new by talking.”

This was a monumental moment for me, and also a reminder that we can grow and learn at any age. I love you, Mama and I am so proud of how far you’ve come in so many ways.



## 024 – Read Books

*“A writer only begins a book; a reader finishes it”*

I heard this amazing quote once, that whatever question you have is written somewhere in a book. You can literally build a home, all the way to becoming an astronaut from the information you can find in books! How amazing it is to have so much unlimited information at our fingertips. I urge you to explore the wonders of the universe through the eyes of others around you. To heal wounds through stories that touch you. To visit parallel universes from science fiction novels.

True story: I learned everything I know from non-fiction books. My first encounter with emotional intelligence happened thanks to Daniel Goleman and improved thanks to Dr. Mark Brackett. I healed so many of my childhood wounds thanks to Lemony Snicket and J.K. Rowling. I fixed my financial literacy thanks to Robert Kiyosaki and I learned how to build wealth thanks to Tony Robbins, Napoleon Hill and Amanda Frances.

These brilliant minds have become my mentors, and have taught me more about myself than any conversation with the living. Not to say I haven't also learned tremendously thanks to the in-person mentors I have been fortunate to cross paths with, but there is something very different about reading it on paper. It allows you to immerse yourself and be fully present in the experience. It is just you and the book. No distractions. It opens your mind to think, feel and experience all at once. It touches

each part of you – and allows for wisdom to enter in such an objective way.

When I was younger, books were my safe haven. I believe the authors I grew up on have turned me into the writer that I am today. Take a staycation to your closest library, and just sit with titles that speak to you. I have this vivid memory as a child where we use to go to Barnes & Noble when on vacation with my family, and my father always let us choose two books each to buy. My brother and I would run around the store, so excited, finding new adventures to chase. Those were my best memories and ones that I hope to give my children one day. Discover the wonders of the world through books. You won't regret it.



## 025 – Read People

It is important to always ask: what is the intention here? What is this person's intention, what is my intention in this? Something I learned from Oprah Winfrey. She does this before every interview, and we can agree it has proven to be a successful method. Learning to read through people will also limit the amount of bullsh\*t in your life. There's really no time for you to waste on situations or people who are not moving in the same direction as you. How do you "read" people? Refer to Tip 002, 009 and 023. I promise the more you practice these, the better you will get at it. You know how some people just have a radar on others? It could be your father or your mother, they just know when someone is "not right" for you. It only takes you a few months or years for you to go back to them saying "you were right."

Usually people who have been through things in life are able to gauge a situation from a different perspective than a naive or ignorant set of eyes. Sometimes, it makes for worse situations and can be wronged, but most of the time our intuition does know best. It is a good idea to get to know the person and their environment before jumping into bed or business with them. I recommend a ninety-day trial test. Trust is one of the hardest things to gain and easiest things to lose. I also believe in second chances and in forgiveness because let's be honest here nobody is perfect... but if you can avoid getting hurt or losing money because you just understood someone's



motives were not conducive to yours, always better to dodge a bullet.

One example I will use here is during my first business venture. I was nineteen, very young, naive and excited. I wanted to make money fast! I jumped into a partnership with somebody whom I didn't know quite well, and towards the most important part of our business, which was to get outside financing, I froze. I realized we didn't share the same values as I got to know her, and decided it was better for both of us that I stepped down as co-founder. That was definitely the best move I made and it taught me a valuable lesson; you can be a really great friend to someone and not be good as business partners. That's okay too. It is important that you choose someone who can complement you and who brings different attributes to the table. Today, I am very grateful to have and work with business partners who share the same values as me and who want to watch me grow with them. I am still grateful for the experience and all that I learned as a business owner because it has made me a better business woman today.



## 026 – Get Different Perspectives

Do you ever go to the doctor and get diagnosed with one thing, then go to another doctor and get a completely different diagnosis? Sometimes people will give you advice or consult you based on so many different factors; their mood during that time, if they ate or not, whether they fought with their spouse, how much time they spend on continuing education of their respective field and so on. Don't take everything at face value; get a second or third opinion... about everything.

This applies even more in business. We can look at so many examples of some of the most successful companies to date; Disney got rejected by over twenty-five banks. Starbucks Founder Howard Schulz got rejected from over one hundred and twenty banks. Jamie Kern Lima, founder of IT Cosmetics, got rejected hundreds of times before her company got purchased by beauty conglomerate L'OREAL for the biggest acquisition in history of the brand at \$1B. Imagine if they had given up during the first or second round? How different our world would be today, if resilience wasn't synonymous with entrepreneurship and success.

Get into the habit of getting different professional opinions but also personal ones in your everyday life. One person might think one way and another will think completely differently. That diversity is beautiful in so many ways, if we are open minded, but it can also hurt us tremendously when it is used in the wrong way. Women only started voting in 1920. Can you

imagine had that decision not been made, how many other things would be stagnant? We are meant to evolve, to expand and to grow. With one another. No one opinion is stronger or stands truer than another. Working as a unit, working in collaboration, and empowering one another can lead to beautiful creations.

Don't ever limit yourself to what your parents, community, religious practice, or government has you believing. Ask around, get others' opinions, think for yourself. Don't let yourself be led by what or who controls an attribute; trust your intuition, your gut and your heart to guide you.



## 027 – Compliment Physical Attributes

Giving someone a compliment and truly meaning it, is one of the best ways to start a conversation. It is empowering to empower others, and it will make them feel better instantly. Get into the habit of doing this for fun. I always say to find a physical attribute that you actually like about the person and then just comment about it out loud. It can be as simple as “I love your hair!” To “Wow, you do not look your age! You’ve aged so gracefully”. Regardless of what it is, it has to be genuine. I don’t condone fake compliments or flattery.

Also, don’t think there is a “proper” setting for this to be acceptable. Do it at the grocery store, while at the nail salon, or even in a department store. Here are some examples of attributes people love to get complimented for:

- Eye color
- Hairstyle / cut or condition
- Nails
- Age
- Physique
- Legs
- Lip shape
- Nose

You can also go a step further by complimenting something that is on them, not necessarily on their body. For example, their

outfit, their shoes, a specific accessory they are wearing. People love to dress to impress and to be noticed. When you actively take time to point those out you are making someone's day and it cost you nothing.

If you really can't find anything you like about their attributes or their attire, you can also compliment their characteristic traits. "You're so smart!" "I love how generous you are with your time" and so on. This even applies to strangers – for example if you meet someone who is an Olympic athlete or a renowned poet, comment on their work and their abilities. It will make them feel appreciated and you can spark a conversation from it which can lead to endless possibilities as we know.





## 028 – Compliment Luxury Items

There is a strategic reason to be doing this. People who purchase luxury items appreciate the finer things in life, and more likely than not, are wealthy.

It sounds silly, but it's true – you can build on a relationship or even spark a conversation by showing a similar interest to a material asset. Whether you comment on someone's watch, or their sports car it really does make a difference. I'll never forget sitting at my friend's house, when one of her brother's friends came to the kitchen and told her father, "Mark! I heard you got the new Range Rover. Congratulations that's a beautiful car". You should've seen the expression on Mark's face. He lit up like a child on Christmas morning. Her parents were both doctors and yet still, at that level of success, hearing someone else give you gratification made a difference. I was much younger then, and yet it still resonated with me. Can you think of a time when this happened in your life? I do it all the time and it does come naturally since I work in the luxury industry. There is particular planning and details that go into a luxury product. Anything from a piece of jewelry to a yacht has been perfectly curated in custom design to appeal to its user. Hence the hefty price tag. Some people have yet to appreciate the beauty and time that goes into these details. They brush them off, as pretentious and "for the rich". That is no way to react to something you cannot yet afford. Instead, invite it into your world by speaking about it, by admiring it and by respecting its value. Once you educate

yourself on the subject it will leave you in awe. One of my favorite couture designers I had the pleasure to meet in Shanghai, Yannick Machado, taught me this with his passion for his craft. He is originally from Lyon; France and his pieces resembles the likes of Dior. His atelier was filled with hand-stitched dresses that fell to the floor in a heavy silk material. I remember the fabric on my skin, like pearls on cream. My gosh the feeling it gave me. His dresses start at \$8–40K USD depending on how custom they are. He once shipped a dress for the red carpet that was over twenty-five pounds. Can you imagine? His dresses take him eight to twenty-four hours on average to put together. They are truly rare pieces of art. In my opinion, there is no price tag to that type of work.

The more I immersed myself in the luxury market, the more I understood its value. Now, I do not condone you to spend money on luxury items before you have first invested in yourself; that is on taking assets [refer to tip 016 and tip 089] and building your wealth.

They say you should only buy something if you can buy it twice. I say wait until you can buy it five times. Until then, admire it on others and get inspired for the day it will come to you.



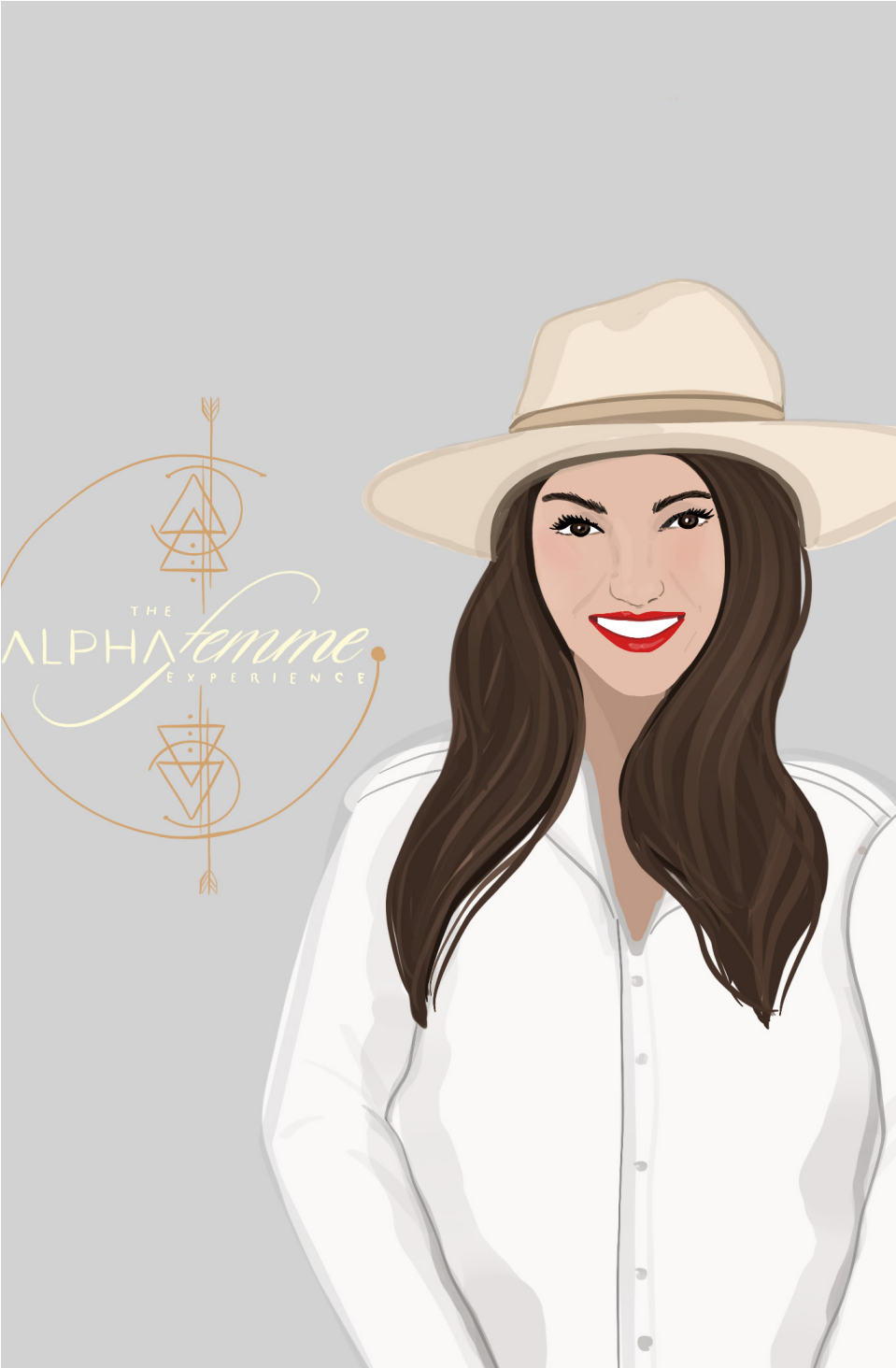
## 029 – Join Members Clubs

I love member clubs that are industry related. I recommend them to all. Recently I took on the venture of becoming a pilot. The support that I received online from the members only group LIFT [Ladies in Flight Training] is incomparable. You can ask anything about the industry and get answers in seconds. Engagement in members groups are sky high and people are there to genuinely connect and share stories. You can also purchase things directly from them, or get recommendations on where to buy products you need. For example, in aviation, it is a must to have your own headset and there are so many companies that produce them. Finding the best quality and price point for you can be challenging, and having a support group who has “been there done that” can take ample amounts of stress off your shoulders.

There’s also an added motivation factor to reading the posts day in and day out. I was so worried about passing my PSTAR exam, and then there was hundreds of women who documented the moment it happened for them... the same applied for the first solo ride, or passing the written exam. Just seeing others do it gives you the extra boost that you can too. There’s also such high engagement in these types of specific groups; whenever I needed a response to a general question, within seconds I would get multiple answers. A lot faster than our friend Google. I’ve made so many new friends as well from joining groups that peak my interest. These friendships are genuine based on a

commonality that truly cuts to the chase. You don't have to "hope" that someone enjoys the same hobbies as you, it's a prerequisite. I love it and I recommend it to all. It will also make you level up and reach new heights in that specific field. Like having mentors or experienced teachers to lead the way.

Recently I took it upon myself to start scuba diving, to surmount my fear of sharks. I was surprised at how many instructors and master divers were men, there were no women with that type of fearlessness or so I assumed. I met a wonderful diver who turned out to be a dear friend of mine over the years, and she is the reason that I was able to face my fear and swim with sharks. Having a woman guide me felt more relatable and attainable. Grateful for you, Amanda!



## 030 – Join Groups

I'm not sure how relevant Facebook Groups will be by the time you pick up this book, but I do believe there is something to "live" groups on social media. Usually based on a particular interest or field, these groups make you connect with others directly by engaging in a live forum set up by the director of this group. I joined one recently based on a book I've read called "Rich as F\*ck" by Amanda Frances and it was attached to a course called MMM; Money Mentality Makeover. It truly resonated with me, as she spoke of money empowerment for women. Needless to say, her group really did engage and make you connect with likeminded individuals from around the world.

Another group I stumbled upon shortly after, in the same realm of business mentorship, came from Melanie Ann Layer's Alpha Femme. This group showcased women after women bringing their businesses from five figure months to seven figure months. It was truly fascinating to watch. I believe in the domino effect, which is also correlated to when you are around something long enough you become it. My business tripled in a few months from being around that energy, and it continues to grow. As a matter of fact, we just passed seven figures this year as I write this.

There is no magic formula to money, success, or connection. The saying goes: "Be around nine billionaires and you will become the tenth." The more your eyes and ears are

open to the belief that something is possible, the more you are inviting those beliefs into your life. There are hundreds of books on the law of attraction and how to apply these into your practical reality. I am a strong believer of you create what you are. You can go from being a terrible tennis player to becoming pro just because you hang out with other pro athletes and you train regularly. You can also go from being completely out of shape to having rock hard abs and a fit body, from being consistent at the gym, getting a trainer and putting in those hours. Everything takes time, but everything can be mastered. That is the beauty of our world. We are active creators who can change our current reality at any point which we chose to. Don't be a victim of your mind, or your environment and just get around people who think differently.



# MILLIONAIRE



## 031 – Join Communities

Creating a community really goes hand in hand with joining groups. It's also a beautiful way to communicate our mission through a group of individuals who believe in a common goal. There are so many life-altering groups out there that can transform you into a completely different person just because you have a support system. As human beings, we thrive through commonality and connection.

There is this beautiful event that happens once a year where over a hundred thousand monks come together and pray for world peace. It's such a powerful movement when we come together for love, peace, joy, harmony. The reason it is so powerful is the energy around that intention is so pure it resonates even more than something negative. When people come together for war, the energy is never magical. Only through positive states of consciousness can we rise. It is said that on those days when monks come together, there is a deep shift in the universe awakening. Crime rates decrease instantly. Just imagine how much power we would have if every single person in the world, sat at the same time every day praying for love. How much lighter our energy field would be.

On an esoteric dimensional standpoint, joining together can be extremely powerful but even in the pragmatic sense. Rehabilitation centers for examples or AA meetings have decreased substance abuse way more than they haven't. We find purpose outside of ourselves and no matter how "low" you may

be in your life, there is someone who is doing worse than you. Just having that compassion for others, and lending out a helping hand can also create miracles.

I know something that dramatically changed my reality in real time was discovering a money coach. I had never heard of the concept before, and slowly realized I was the only thing standing in the way of making more money than I had ever made, working more efficiently and less than I ever have. Just from information and releasing money blocks from childhood.

I highly recommend the following courses:

Money Mentality Makeover by Amanda Frances

The Alpha Femme Experience by Melanie Ann Layer

I got so inspired by the women who had transformed my money blocks, that I decided to create my own platform and forum to help other women. The golden formula when applied can take you to worlds you've only dreamt of before.

**Stay tuned for Mme Millionaire launching May 2023.**

# GOSS



## 032 – Join Live Events

This is the best most authentic way to meet people and to build connections. There is something magical about the in-person effect which cannot be taken for granted. I love networking, I love events. All types; from galas, to conferences, to weddings. The gathering of humans in a splendid setting can make for some of your best memories.

Since I was a young girl, I loved to host. I went from hosting tea time as a toddler, to hosting the biggest parties in my teen years. I was a natural at it, and it came from my Moroccan side of the family. We love to eat well and have fun. When I got older and had my own home, I also hosted dinner parties for friends and family.

In my brand, **GOSS** events is something we swear by. Over the years I have produced and hosted events that range from eighty to five hundred people. In locations like Montreal, to Shanghai. It is my joy to create and entertain, therefore events come as second nature to me.

My dream is to be able to produce mega events all around the world. I would like our event section to grow exponentially and to create memorable experiences for all. I want our events to range from coast to coast, and if you missed us in Miami you can catch us in New York. Eventually, with a production team it will come to life. Definitely stay tuned for BeGossy events for women which will bring all these tips to life in a live segment. Do keep your eyes out for some fun creative new ways of

networking and partying all at once. The *Gossy* way.

Head to [gossclub.com/events](http://gossclub.com/events) for details.

Going to a live event can also make for a night out with your significant other or even with friends. There's most likely always cocktails and canapés, some even have full on meals which is great as you get two for one; You get to dress up, show off your latest dress or handbag and at the same time make some money moves. I've made some of my best connections at those types of parties. People are less rigid and more fun than when you see them in an office setting which can make you connect with them in ways you wouldn't otherwise. I suggest blocking off one night a month for events or networking. Make it a habit to get out of your comfort zone and experience life at its finest.



## 033 – Join Fundraisers

*“The secret to living, is giving”– Tony Robbins*

I love fundraisers for two reasons; you meet the most interesting people and you get to do good all at once. Fundraiser events are the best places to meet other likeminded people. Sharing a common interest by wanting to give back, is so precious. I also believe when you do good for others, you are rewarded.

Therefore, making this tip forever relevant. Gatherings for a good cause bring together some of the highest profile names in the industry it is trying to reach. There is something absolutely beautiful and organic about meeting someone in this setting. You know already you share a common interest of being of service, and that will only bring you closer. Once you become successful, you should focus more and more time on giving back. Whether that is giving your time, your resources, or your money there is truly nothing more fulfilling than giving back to others in need. Create a nonprofit, organize events or join your community to help raise funds for associations. It is so easy to participate in these ventures, and they are always looking for volunteers.

Here are a list that I recommend personally:

- **Les Belles et les Bêtes:** started from a dear friend (and the foreword author, Kim Bruneau) which helps animal



welfare organizations raise money for animals. Check out their website for details: [lesbellesetlesbetes.com](http://lesbellesetlesbetes.com)

- **F\*ck Cancer:** empowering cancer patients and funding the cure for different types of cancers. Details: [letsfcancer.com](http://letsfcancer.com)

- **Doctors Without Borders:** [doctorswithoutborders.ca](http://doctorswithoutborders.ca)

- **UNICEF:** [unicef.org](http://unicef.org)

You can go directly to: [canadahelps.org](http://canadahelps.org) to find a list of Canadian charities and their missions, as well as [charities.org](http://charities.org) for American charities.



## 034 – Join Online Events

There are so many conferences, public events and webinars online. You can tap into pretty much anything that piques your interest. Some trade shows have gone completely online for multiple reasons; it costs less, and it allows them to reach more people from all around the world. Going to live events is definitely a different experience, but you can meet someone online that you would have never been able to in person. That is the beauty of our online network. We can speak with someone in Germany or Tokyo in real time. Instead of having to speak with an expert in your hometown, you can now go straight to the source with the founders of ideas directly.

For example, an author you admire, or a business person you would like to interview. Some of the biggest names are more accessible than ever and are regularly on online events as guest speakers. The premiums are less expensive as well which allows you to tap into more information and more events at once.

There is everything from open-conferences with high profile professionals, pre-recorded webinars, to actual live events from each and every industry. Want to join a car show? Learn about artificial intelligence or even visit a winery? There's an event online somewhere for it. Don't be limited to your country's borders. Find out about the world through the eyes of the world.

If you're looking for a place to find these types of events, of course your best friend Google is the place to go. I recommend: [eventbrite.com](http://eventbrite.com) which is a great platform to host these types of events and usually based on location, can also advise you of what's going on in your vicinity.



## 035 – Dress to Impress

They say people judge you within the first thirty seconds that they meet you. Unfortunately, we cannot judge much in that time frame except for your physical attributes and your mannerisms. Meaning, that the most important asset to leaving a good impression is what you are wearing! How you stand, how you present yourself. I recommend you dressing adequately for the occasion. If you are going to a business meeting, look the part. As a woman you also want to make sure your skirt is under your knees, your shoulders are covered and your upper chest as well. It is unwritten rules that have been followed for centuries but nobody actually talks about (soon to come in our next BeGossy Series). I wish I was given the rules when I started in business.

I was in my early twenties working in a very high corporate position, and was asked to sit in on a big meeting with executives. This was my first time in the conference room. Many of these executives came in from out of town that day and they brought me in there because I was to be given a higher position in a few weeks. I was not aware of any of this. I wore a skirt that was shorter than expected by my colleagues as well as heels that were too high. They literally sat me down after the meeting to discuss my attire.

I was ashamed at myself because, no one really talks about a woman's dress code in professional settings. How much is too much? Where is the line? Usually left for speculation, or if you

were told by your mother or grandmother what the unwritten rules are. So, make sure you follow them when you are in a professional environment. Keep your heels at two inches or less, and look more conservative than you would normally. That always works out. That being said, dress in a way that makes you comfortable but proves a point. I like to make a statement with my clothes. I've been standing out for years and so that doesn't do anything for me. To some women, getting attention is the last thing they want. To each their own, but remember that you only have one time and only thirty seconds to make a lasting impression. Sometimes even less. What story are you telling? How do you want to be perceived? Before meeting someone, ask yourself what it is that you want them to think about you and control that narrative with your dress code.

If you're arguing the whole "I want to dress as I want and they have to accept me" remember that it is also a form of respect for the other person. When you took time out of your day to groom your hair, clean your nails and just look good for someone, you are showing that person that this interaction means something to you. Don't roll out of bed, put a sweat suit on and blame it on your "they have to accept me as I am." Dress to impress for yourself and for others.





## 036 – Dress to Decompress

It's really important that when you get home or you are around the people you love, you change attire. There is a psychological reason behind it, especially if you are someone who wears a uniform to work; you tend to speak or act in a professional manner that is not how your significant other or children see you.

An example here is if you're a doctor who wears a lab coat or scrubs to work. For your own good, you should change out of that into comfortable clothes when you get home. I also know for me, when I wear heels and a suit jacket, I respond naturally in this very professional manner. The second I change into sweats or pyjamas I become more relaxed, natural and more myself. There is a deep reason why we do this, that has to do with authority figures and uniforms in general. Can you imagine a policeman coming home and staying in his gear? When he puts on his uniform in the morning, every step of the process prepares him to be "on guard." From tying his heavy metal shoes, to putting on the belt buckle that holds a gun. When he puts on his shirt, with the badge he spent years to earn, there is a sense of entitlement, or pride and of responsibility that comes with the uniform. Same goes with a pilot, for another example.

When I started flying privately first, and was still a student, I was mesmerized by the attire of a pilot. The shirt, the stripes on the shoulder pads. I remember even for myself, when I had early morning flights and was too tired to dress up, I felt myself

less attentive than usual. When I had my shirt on, black trousers and aviator sunglasses there was something in me that became 'more aware' of my environment.

This also works in a business standpoint. With so many people working mobile nowadays, our virtual reality has allowed us to wear pyjama bottoms and then a shirt to show face on video conference calls. I know for me, when I am on a phone call dressed more casually, I sell with less assertiveness. From a young age when I worked from home I made it a point to put on heels and dress up professionally. When I did the opposite, it didn't have the same effect. Hence why uniforms much like pointed out in Tip 035 should be for the job. When you're off the job, get into your comfort zone and stay there.



## 037 – Nurture Relationships

This is a key element to both business and professional relationships. Putting care into each individual relationship by putting in time is crucial for it to develop. We build trust over time, as we well know that it is earned and not given, the best way to gain trust is to show up repeatedly. Whether that is emailing, calling or following up every two to three months to go for a dinner, it is important to nurture relationships for them to grow.

I used to always ask myself what made certain companies or individuals get paid so much for a gig compared to someone else? It really is the importance of the relationship that person holds with the person paying them. Of course, we can include here skillsets, connections, expertise level but all of it really comes down to relationships. The stronger the bond, the more easily you can get what you want, when you want it. Think about your siblings or your parents for example. You speak to them daily, you see them weekly and for the reason you're not "shy" or uncomfortable asking them for things. "It's family, right?" Truth is, you've been nurturing that relationship for your entire life. Of course, there is high importance and value attached to the relationship which only adds to this factor.

Some people, who happen to be more workaholics, do the same thing but with different people than their family. If you work eighty to ninety-hour weeks who are you spending your days with? Your colleagues, your boss, your work wife. You

share precious meal times, birthdays, special occasions. You see them on their good days, bad days, sick days, etc. You are building a bond that sometimes lasts for decades. How do you maintain these relationships to grow? Apply all the above tips mentioned when it comes to people. Remember their birthday, treat them, buy them gifts, pay attention, pick up the bill, build trust. We are all innately the same. Pour quality time into others. Be interested in others, genuinely. Give compliments, make someone's day with your smile. *Listen*. It takes times to build trust which as we all know is the hardest thing to build yet the easiest to break.

How do you nurture relationships that are strictly business? Make it more personal. Invite that person for double date dinner with your husband, plan a play date with the kids, surprise them with an out of office activity. Get creative and remember that it is a lifelong process and must be a consistent one.



## 038 – Build Rapport

Some people work their entire life in one job, and never get to know who they're working with let alone anything about that person. Look at your current environment: the people in it and then ask yourself; how well do I truly know them? It can be as simple as looking at your siblings or even your friends. You'd be surprised how much you really don't know about the people that are closest to you.

Here's an exercise that really creates long lasting bonds with a person; spend uninterrupted quality time with them and ask them three questions every time you do. Note them down somewhere so you remember. I always play twenty-one questions with the people I love so I can get to know them deeper and better.

### **Here are my go-to questions:**

- What is your favorite color?
- Do you have a middle name and what is it?
- What does your dream life look like?
- Are you a dog or cat person?
- Beer, wine or neither?
- Favorite author(s)?
- Favorite movie(s)?
- Favorite type of food?

- One place you would like to visit and why? \*Refer to Tip 039\*
- Circle or square?
- Do you want children? If so, how many?
- Are you a coffee or tea drinker?
- Who is the one person you would like to have dinner with, dead or alive?
- If you could only take three items with you to a deserted island, what would it be?
- Three words to describe you?
- Beachfront penthouse or lakefront cottage?
- Would you rather live in the countryside, by the beach or in the city?
- If you could change one law, what would it be?
- What are you the most grateful for?
- & the list goes on...





## 039 – Travel Often

*“Travel is the only thing that will make you richer”*

You know that feeling when you pack your luggage for a destination, whether that would be a vacation to a beach destination, or even a weekend getaway, the feeling of “getting out of town” is surreal. It’s filled with excitement, anticipation for the unknown, and curiosity for the adventures you are embarking on. Then, landing at the said destination, and taking that first whiff of the warm breeze as you step down from the plane? The beauty of traveling! Everything about it excites me. Discovering new places, taking them off my bucket list, visiting TripAdvisor or the Michelin Guide to find the best restaurants in town. Everything about it.

A life well-lived is a life well-traveled. Go out there and visit the world. Be creative too. So many people don’t think they can “afford it” whether that’s because of their busy schedules or because of financial reasons. But there are so many different types of travels you can take! A weekend road-trip to the next town, a cruise, or a plane are all considered travel. You don’t have to go very far, to discover a totally different place than you are used to. Just get out of town. I’ve lived in Montreal and Shanghai most of my life, yet haven’t really seen the rest of China or Canada. I made a promise to myself years ago that I would have to visit one different country a year. That one country goal became two-three-four-five... and keeps going!

There is truly no experience that can compare to traveling. The people you meet, the serendipitous experiences, it is unmatched. I recommend you make a plan of where you want to travel to and why. Attaching a reason to it will break your logical brain of “I have no time” and will ensure that you do what you say. I also encourage you to set aside a travel budget per year for domestic, national and international travels. Like I said, it can be a weekend away, but make it a habit to hop on a plane and visit the world. You’ll be surprised when you get into it just how much you’ll remember geography too. If you’ve experienced the culture, eaten the foods, and really engaged with the people of that place, your heart will always remember it. It’s like the lyrics to your favorite song, unforgettable.



## 040 – Use Mixed Strategies

This goes hand in hand with Tip 022. When you're following up, it's important to use mixed strategies. What that means is follow up in different ways. Get creative! Some people will literally just follow up via email three-four-five times and then just give up on the lead. You have to remember that some professionals are bombarded all day long by email and it is the worst way to reach them. I've even had some clients tell me to DM them on Instagram instead, because they get too many emails. Imagine if you have a long to-do list at the office and most of your emails are left on "unread" until you take care of them. Just logging in to your emails will remind you of all the things you have to do, instead of giving attention to that one email someone is making you look at.

I always say the best way to follow up is in person or on the phone. In person effect like we'll see in Tip 042 is the most successful way to get a response. It's easy to forget to answer an email, but in person you will hear a real reaction in real time from that person. You can also gauge emotion and cater your pitch to close them. I've had so many instances where it would have been a potential no that turned into a heck yes because it was in person. The client felt my surge of energy, my passion and my motivation and automatically wanted to be part of it. If it's harder to get them in person, try a phone call – always in the morning. I think the earlier the better. People have a fresh mindset before getting bombarded and pulled left and right

from the people around them during their work day.

Mornings are the best for calls. If truly none of these work, go the extra mile. Prove to your lead that you are committed to them and their business. Here's a great example of what worked for me: I was trying to reach a very big company founder who is extremely busy. I met him at an event and he told me to email him details. I did. Once, twice... and followed up by calling his secretary and always got the same "he's very busy right now and I will let him know you called". With time, I started to get friendly with his assistant and, while speaking with her casually, found out that she was indeed pregnant with a baby boy. How did I know? Refer to Tip 009. That same day I delivered a bouquet of a dozen blue roses to her desk. She emailed me back super grateful and indeed the next day he answered and confirmed the deal. Sometimes a little push is necessary and being there for others before yourself will always make you win.



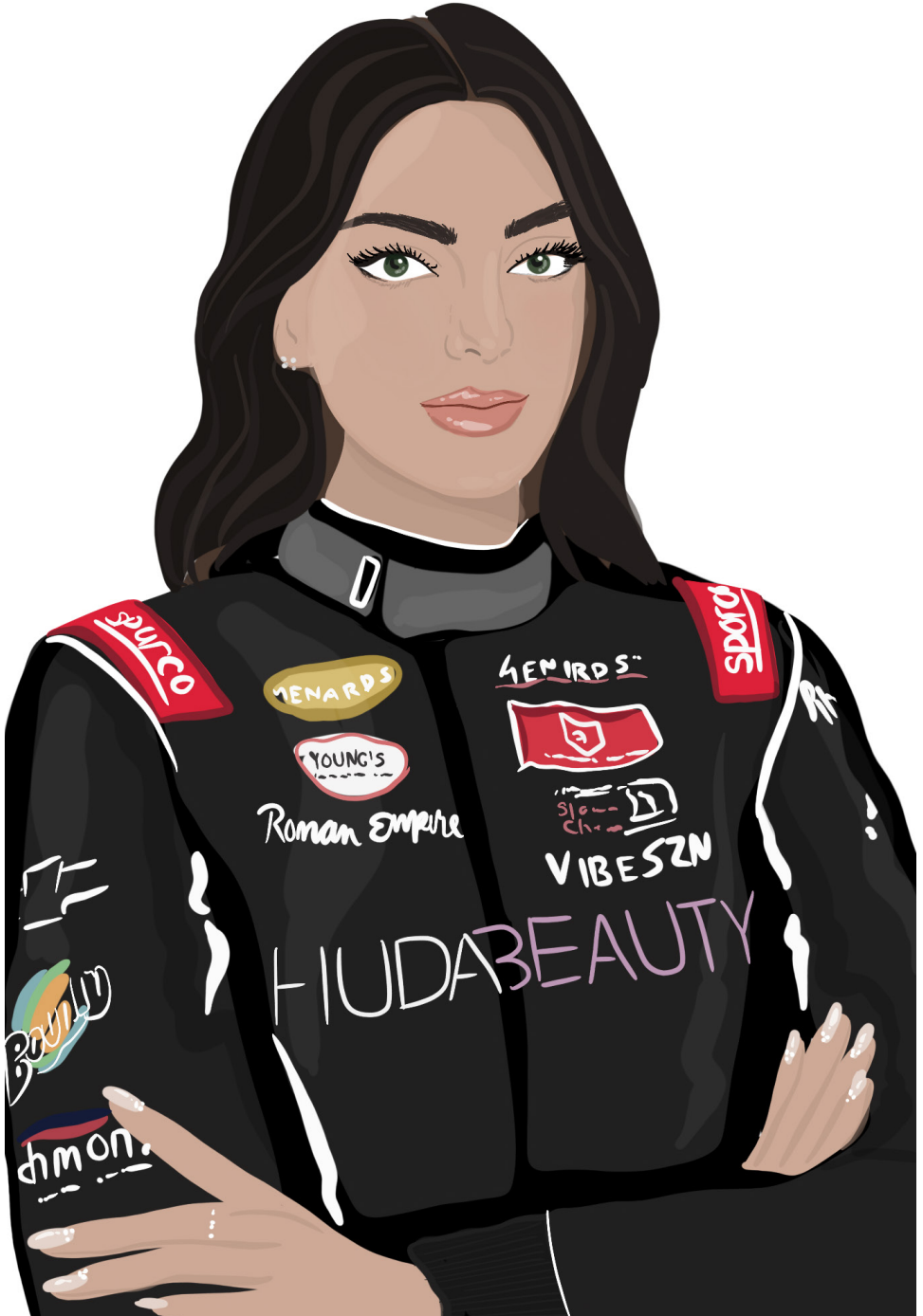
## 041 – Use Social Media

Paired with the previous tip, if in person effect, phone or email don't work then I go into social media strategy: this could be an Instagram DM, a comment, a "like", anything that is showing engagement even on LinkedIn or Facebook. Use these to your advantage as today everyone is always online. Getting a notification by Instagram lights you up, and they will more likely respond and be in a better mood.

There is also another factor about social media which is presence online. Nowadays your credentials are mainly perceived by your social media presence. A study was done recently showcasing that people are most likely to buy from a company or person who is a media influencer, even in executive positions. People want to know that they can trust you, and the best way is through the platforms that connect us all. Talk to your audience actively on these. Use them daily! Make it a habit to also diversify from LinkedIn, Instagram, Twitter, Snapchat, Tik Tok, Facebook and the list will keep growing as the times change. Gone are the days when word of mouth was your only way to success. It's both good and bad because you can grow your audience more quickly and manage your critics or bad reviews, but it can also backfire because of course if you make a bad public relation move or create a product or service that has false representation, your clients will know right away. There is higher quality control online, and also a lot of fake news. Be careful and be cautious of how you represent yourself.



Another good thing about social media, because of its algorithms and analytics, these platforms even favor the users who are more active on them. That being said, if you post more, you will reach more people. If you're not very comfortable in front of a camera, or talking to yourself yet (which is mostly what the online world is all about through podcasting and various social tools) then get in the habit of breaking out of your comfort zone. Here is a great tip my business mentor advises all her clients to do: get online every single day for one year and film a live video. It's a three hundred- and sixty-five-day live challenge. Just do it. Get in front of your camera and "go live" on Facebook or Instagram every single day. It can be for five minutes or an hour, just get used to being and talking to the camera. I promise you, like everything else, practice makes perfect and you will thank me later for breaking the internet.



## 042 – Use In-Person Effect

There was a time when people only met in person to conduct business. Of course, the way we have grown and evolved has allowed us to reach such a wider audience and build a bigger network. That being said, it is still important to remember the human element of connecting to others. Some generations have gotten so used to emailing, or texting that they forget how to just pick up the phone and call, or even better show up in person.

There is something really special about meeting an individual and sharing that space with them. You get to feel the emotions, express with gratitude your intentions and just overall get a feel for the person. All the business that I have ever conducted when in person closed 100% of the time. I cannot say the same through email or social media. People want to see you, really see you, not just a video of you. It also helps with making sure you have full undivided attention from that person.

We are bombarded all day, every day from so many notifications from our phone, our iPad, our laptops it never ends! It happens to me all the time, I'll be in the middle of writing an email and then my phone rings or I remember I have to go to an appointment. Imagine how many people feel that way. When you're in front of them, they have nothing else but attention to give you. Sometimes a limited amount, but at least you are guaranteed an answer. I also find you can tell the intention of a person, especially when you incorporate Tip 025.

When you get a better understanding of their motives, by asking questions as well, you will know whether this will be a potential client or not.

Don't get too comfortable online that you forget to use this strategy. The in-person effect is everything and cannot be ignored in the sales process.



## 043 – Use Manifestation

Some women call it “setting an intention” others call it visualization or just getting what they want. There is true power behind manifestation. It is a proven practice that millions can vouch for. Some believe it is more esoteric, or magical, and others believe it’s being clear about wanting something. It all works. Divine timing is out of our control as in the time of the Universe everything happens in the now. Because we are physical beings in our bodies, we use a different time perception than the universe.

Therefore, there is sometimes a lag time between asking and receiving. Hold your intention nonetheless. The secret to the secret is to keep believing it is already yours. Be patient, and put in action where needed but do remember the laws of attraction come down to a simple equation: like attracts like. If you believe it, if you can see it, it is yours. Spend ninety seconds every three hours picturing what you want. This is the golden rule of threes. Do this daily until it has arrived. Your health, your success, your family, your dream partner, it is all attainable and at the tips of your fingers. Let divine timing do its part and you make sure to always do yours. *Believe*. The world is made of magic and you are made of stardust; so why not create miracles together?

Here’s a way to manifest instantly your desires in steps:

1. Write down what you wish to accomplish
2. Send gratitude for already having it
3. Release the thought
4. Continue to act as if it is already yours
5. Set an intention for something bigger than that goal so that you wrap your head around the first goal being yours.

Be patient and keep doing the work actively to reach your said goal. For example, if you want more money in your life, you can't just sit around and expect it to flow to you. Do the action attached to the goal; create content, launch a product or new program, go and get clients. Part of what makes a goal work is the actions every single day that we do to achieve them.

Patience as well is huge and totally underrated in goal setting. People expect the Universe to work on their timelines. The Universe has no time, as all is presence and in the now. Therefore, your goal setting for a certain time won't make the Universe push for a time slot. It is for your own actions that you need to set timelines, but the Universe works instantly. If what you want does not show up exactly on that date, it is your responsibility to keep holding the thought until it happens.

If you need more help in this department, you can buy my book *Cash is Queen* which is all about manifesting your dream life. Head to [gossclub.com/shop](http://gossclub.com/shop) for details.





## 044 – Be Grateful

Ah, the golden rule to receiving more of everything in life... being grateful for what we already have. It's so simple yet it truly can change your life. I suggest starting with a gratitude journal if you are new to this practice. Some will argue that they say "thanks" when needed but that is not enough. Are you thankful for waking up every morning? For the food on your table? For your children being healthy? For having your parents still around?

There are so many things to be grateful for that if you really stopped to count them, the list would never end. We take these daily things for granted because our brain already distinguishes them as being ours. We only truly appreciate all the little things when we don't have them any more. I'm sure you've heard the saying "you only appreciate your nose being unblocked when you have a cold". So true. So here I want you to take a minute – five minutes to be precise – out of your day and write out, and feel, everything you are grateful for. I do this three times a day every day and it has such a powerful effect on my life. Whenever I am on a plane, flying a plane or jumping off of one, I take in the moment, breathe and feel immense gratitude pass through me. What a gift to be alive. What a beautiful experience we get to live every day. Don't sweat the small stuff and appreciate them instead.

If you want to take this exercise a step further, I want you to message, call or email one person per week just to say thank

you to them. It can be a colleague for getting you a referral. It can be your mother for helping you with the kids. It can be your spouse, just for being supportive. Take a minute and be present in the gratitude. It doesn't take much and it goes a long way.

Here's a list of things to be grateful for right now if you need some inspiration:

- The sun shining every single morning
- The filtered water you drink daily to nourish your body
- The meal you ate for breakfast / lunch / dinner
- Your family that loves you unconditionally
- Your friends and support system that believe in you
- Mother Earth for giving us everything we need to survive
- Your clients for paying you
- Your community for supporting and engaging with you
- Your body for being healthy and sickness free
- and the list continues.



## 045 – Be Patient

I feel like this tip applies even more to the younger generations. If you speak to your mother or grandmother you'll definitely hear things like "you know when I was your age... things took time". It's true, we have information at our fingertips which allows us to collapse time more quickly than ever. Making one million dollars for example used to take someone's entire life, if even! Today, you can get into the right investment and land it right then and there. Same goes with everything. Getting a package delivered to your home used to take five to seven business days. Now with Amazon and Taobao it is instantaneous. You can order something and receive it in three hours. There are of course certain things that we cannot rush. Nature for example is one of our greatest treasures and truths. Doesn't matter how much you water your seeds; a tomato will grow at the same pace. You can argue artificial stimulants to help speed up the growth process which is not natural and therefore doesn't apply here.

Because of this quick mindset, fast food society we live in, it is harder for us to wait and be truly patient. We give up more easily than before because we expect things to just happen. I heard one of my clients who's a Generation X say to me "Your generation doesn't appreciate the value of watching things grow over time". That really hit me. Even as I write this, my magazine is only four years old. Can you imagine? If it was a baby it wouldn't even talk. Yet I became so impatient with its

growth I look at companies who have been around for two generations and expect to see the same results. This is when I apply my own advice. *Patience*. The same reason you only become an expert in a field after ten thousand hours which is around five years of doing it full time. Before that, you are still an amateur.

Doctors take ten years to get their full much-anticipated salaries for a reason. Same thing goes with pilots and their four stripes on their uniforms. That's what makes them Captain and not just a co-pilot. Hours and hours, years upon years, of mastery. Be patient, enjoy the journey and relax. You don't have to figure it all out now, and you don't want to anyways. There is a natural cycle to human nature and the way things work. Forcing it to move faster is like playing with the laws of the Universe. Trust me, you don't want to do that. Just take your time and enjoy the ride.



## 046 – Be Humble

I love this photo so much, we actually got the inspiration from Dr Amira Ogunleye who is a cosmetic dentist based out of Miami. I will quote her directly as her post just fits this advice so perfectly and I couldn't have said it better:

“Never believe you are above any one or anything. Keep a HUMBLE spirit. One of my team members captured this moment as I was sweeping up our floors, almost in shock. Another ran over to grab the broom from me saying, ‘No, Doc, I will do it.’ I reminded them that there is no job in this office that is beneath me. We are a TEAM. Days where it is super busy, I help clean the operating rooms, I go in our bathroom daily to make sure it is tidy and presentable, if the floor needs to be swept I have no problem doing it, I do WHATEVER is needed because when you are a business owner you understand that as long as we WIN it doesn't matter what role we must play. I know so many small business owners can relate. If you know you know.”

\*Slow clap please!\* This message is everything. Humility is a trait that is unmatched especially when you get to the top. You know, that imaginary man-made top we created to separate one another from our true identities? The one that has us chasing material wealth not caring what or who it affects on the way? Yeah that one. The ego was there to protect us, but it hurts many

of us in our pursuits. That being said, keep your head down and remember that you are a nobody. You're not better than anyone and when your body leaves this earth, it goes in a box just like everyone else.

The beauty of human beings is to connect with other human beings. If you are a hairdresser, a doctor, a singer, a cleaning lady, your entity does not change. No matter how big your titles are, you still have the exact same biology as the person standing next to you. You still need air to breathe and you still get diarrhea. I know, not the image you wanted in your head but you get the point. Help others as much as you can, stay connected to source, to family and to love and do not let anything get to your head. Stay grounded.





## 047 – Be Passionately Curious

I heard this advice to “be passionately curious” while listening to a podcast episode of On Purpose by Jay Shetty. He had guest star Alexis Ren who gave that advice to the listeners. I was completely mind blown by how simple yet effective it was. Originally, I had this tip as just “be curious” but passionately curious is just a whole other level! Can you FEEL IT? I can. Passion is fire, it’s eccentric, it’s what lights us up. Passion is overbearing, it’s emotional, it’s raw, it’s real. I can feel it creeping up on me as I write this. It feels intense. I live every day with passion in my heart and in my soul. It is the greatest gift given to me by my father. He was an artist, and did everything with so much love and intensity that his words instilled power in all.

To be passionately curious is to seek truth in all that you do. To absorb information like a sponge yet be aware that in its entirety, you know nothing. Keeping an open mind, asking questions and staying in your passion can make for a life well lived. I urge you to keep a curious mind in everything that you do. Merge it with Tip 009 – Ask Questions and Tip 064 – Keep an Open mind and you will see great benefits.

When I was younger, I bought a book called one hundred and one Q&A about the world. I would sit there in my room on weekends and absorb all this random information about everything. It had facts about vertebrate to non-vertebrate species, how they interact with each other to different types of

poisonous plants in our forests. That book opened up my mind to useful information but also for the thirst of knowledge. When was the last time you opened up a book about how to build homes, or how to make a fire? If you're not into reading books, there is plenty of information online through videos or podcasts that can teach you things you never even thought of. I realized the more I learned about everything the better I became at my current job. For example, becoming a pilot which has nothing to do with my day to day Editor in Chief position allowed me to go out of my typical interview style and include pilots in our Magazine. Getting my construction/builder license allowed me to care about women in that field. Again, nothing to do with what I actually practice yet opened up my mind to an entire other industry.

It is all connected whether we understand how they blend together, they do. Take a geography class, or a linguistic programming course just because. Knowledge is power, and there is beauty in feeding the soul.



## 048 – Be Inspired

Inspiration comes from everywhere and nowhere. When you are fully present in your day, inspiration can come to you at any moment. I remember Sarah Kauss, founder of S'well bottles, was telling me her story in an interview years ago about how she came up with the creative and genius idea of S'well while hiking in Colorado with her mother. That stillness and presence, surrounded by trees made her and her mother dive into introspective ideas of life. "We came out of there deciding I would quit my commercial real estate career and my mother would paint again." She told me. Her mother ended up designing the first bottles of her collection. In case you didn't know her company went on to bring in \$500M in sales year after year. She revolutionized a stale industry and it all happened on the spur of a moment. I believe when we are connected to source and we spend time in nature, all the thoughts we have or puzzle pieces come together and fix themselves. There is something therapeutic about nature, especially when you listen to her.

That being said, when you do have the big idea, how do you stay inspired to keep creating? Get around other people who are living in their craft. Lucky for you, I created an entire magazine filled with just that – inspiring stories of women doing the thing. Listen to a podcast (ours is coming out soon), read an article and the boost comes back. It is hard as an entrepreneur or artist to have to come up with new ideas day in

and day out which is why sometimes when there's less pressure around the thing itself and you're just in an inspired state of mind, things will flow to you more naturally.

I also recommend traveling and going to see the world. I get so inspired by city skylines, architecture and just being in the energy of a different city. New York to Shanghai both have unique energy yet so many similarities. If you can't travel far, travel in your mind through books or movies. Whatever you do, just don't stay stagnant. Keep moving. Every day. Refer to Tip 052 – Be consistent. Show up when you don't want to and get your brain muscles used to becoming more creative on demand. Here's a great exercise you can do to push the limits of your creativity: think of ten new business ideas every day. Just write them down. Now think of fifty unique ideas that would be innovative. They don't have to make sense, just do it quickly without putting too much thought into it. I promise one day you will go back into that directory and find a correlation to a current project you are launching or working on.



## 049 – Be Interested

This tip goes a step above being inspired... now you get to actually be interested in others above yourself. This is important when it comes to relationship building as you are proving that you care about the other person. As we know very well, people care about themselves. They spend hours thinking and contemplating how they feel, how they look, how they are perceived. Seldom do we really think about others and funny enough, we spend so much time worrying about what others think of us. Now that you know this, you don't have to worry so much. What you should do instead, is focus on just getting to know other people. On loving others and genuinely being interested in them first.

Here's the most selfless and most true and tested way to get anything you want. I remember vividly wanting to speak with this Editor-in-Chief of a renowned magazine years ago. This was way before I got into the industry and it was my ultimate dream to sit with her to find out how she had done it. I spent three years actively sending her emails, gifts and everything you can think of to score an interview. With persistency and not giving up, I finally did get her on the phone. Our conversation lasted forty minutes! She was more interested now to know about me. Yet I still made it about her. That led to us having dinner a few months later. We spent six hours talking. Can you imagine that? I remember coming in for dinner around six p.m. and closing the restaurant together close to midnight. That bond



I built with her has lasted years and flourished into a mentorship and friendship which I cherish so dearly. It all began by me being genuinely interested in her, what she brought to the table and how I could help share that story. Can you think of a place in your life where this worked for you? If not, can you now think of a person that you would love to get to know personally or professionally and focus on them before you? That's where it all begins.

Here are questions to ask someone to show interest in them:

- How is your business doing these days?
- I heard you just hired a new employee / reached a new milestone / etc. Congratulations!
- Are you presently hiring? I have a perfect fit for you!
- What is something I can do to help you grow?

And just sharing, engaging, purchasing their product / service, referring them... These are all the best ways to show someone that you care.



## 050 – Be Interesting

You know the type of person that just naturally takes over any room? They are overly infectious and are so interesting to talk to – be that person. Usually they are like this because they have such a full life – they’ve traveled around the world, they speak multiple languages, they have cool hobbies, they are successful in business, the list goes on and on... Do you know why or how they did it? They genuinely wanted to live a life of experiences. This tip goes hand in hand with Tip 067. As naturally your next question is: but how? Invite different hobbies into your life. Open conversations up with strangers and have different topics you can talk about by learning and educating yourself on different topics. The life of any party is the one that has lived! You can see the spark in their eyes when they speak. They can teach you so much about yourself just by living through their eyes. Now that you have enough practice in that department, why don’t you go out there and do the thing? *Be* the interesting person in the room.

Create adventures worth telling, get out of your comfort zone and follow certain people that you admire. There’s a very famous guru who calls himself the “iceman”. He takes long cold showers and is truly one of a kind in his persona. He got a lot of attention being different but has also started a trend which thousands have followed. If you read his book or follow his videos you will understand that a lot of what he preaches is indeed good for your body and soul. It has to do with

fundamentals of breath work, and controlling the mind. He remains one of the most interesting people I have yet to meet. There are ample amounts of people in the world just like him, who have either decided to level up on one skill set or created a concept that others follow. Can you do this? Can you think of things that you can put all your energy into that others will be impressed by? That can make this world a better place? That can make you a better person? It doesn't have to be so complicated or extreme. It can be as simple as breaking bad habits, healing your childhood traumas, writing a book about your life. We all have a story to tell. Although sometimes we forget that our story has deep values and meaning behind it. Trust me when I say this, I have spoken to thousands of women in my journey and every single one has a lesson to teach me. What is yours to tell? The world is here and it's ready to listen.



## 051 – Be Persistent

Persistency is key to getting what you want. It's not enough to be passionate and consistent, one must be absolutely certain that this is what she wants by adding persistency to the equation. As I write this, I am sitting at Mamita's beach restaurant in Playa Del Carmen. My persistency to live on a beach is what brought me here. Everything that I have ever accomplished thus far has happened because I never gave up. I know, like I KNOW from the deepest part of my soul that I am here to achieve greatness. I am here to influence and inspire and, most of all, share my light with others. Does the rest of the world know that? No of course not. It is for me to show up and show them that this is my dream. I have sent multiple emails that have gone unanswered but that didn't stop me – I just changed my approach and used Mixed Strategies (Tip 040) until I got what I wanted.

Here's a great example of this tip in action: a few years ago, I provided one of my biggest shows in Shanghai at the W Hotel. My company brought together ten fashion brands and twenty-five sponsors for a night of networking and fashion. Before this all happened, I was running around the city looking for sponsors – I wanted one sponsor in particular which would be McLaren Shanghai. I walked into every dealership on Mulang Road hoping to ace one. Unfortunately, not one dealer had an English-speaking representative. I was just about to give up and go home when I turned the corner and saw the McLaren dealership. I walked in thinking this would be my last shot

before going back home. Just like that the General Manager happened to be Canadian, like me, and speak English. We bonded over our roots and I closed him for the show in less than forty-five minutes! This will go down in history for the photo that would represent so much more to me than just a car – this was persistency at its finest.

Of course, using that brand as credibility leverage has helped us get into partnerships with Lamborghini, Ferrari, to Mercedes Benz, BMW and all the luxury car brands out there, but it all started from that one. I was so laser focused on that goal that my conscious mind found resources to bring it to life. Do this in all your endeavors and you will always succeed.





## 052 – Be Consistent

*“Repetition is the mother of skill” – Tony Robbins*

You cannot become successful without hard discipline. Without showing up day in and day out to get the job done no matter how you feel or what happened that day. The only way to the top is through daily practices. Being consistent is the way to achieve all your goals, I promise you. I’ve seen this analyzing my own journey – most of my work is set in stone with a due date: let’s say we’re printing a magazine or creating an event, we know how much time we have until we need to have done all necessary steps. I usually set a calendar with daily tasks on how I’m going to get there. It can get overwhelming when I would think I had to put together one hundred pages of content, with advertisements and all before a certain time frame. When you just see it as ten pages per day, or just one client a day then the task at hand feels more doable. This has saved me so much time and truly made me accomplish my goals successfully.

Now if you are trying to be at the top of your industry or known as an expert, you need to follow this rule even more. You will get into the habit of posting on social media daily, creating engaging content and staying knowledgeable enough by doing research to stay relevant. Just like anything, things take time. The only way through is to show up every single day, put in the hours and get it done no matter what.

Here’s how I became extremely consistent in my actions: I

set a routine and became strict with myself when it came to acting on it. Every single morning, I set goals I wanted to achieve in that day, and every Sunday I set goals for my week. I do this monthly and then quarterly. This motivates me to stay on top of things and to track my progress. I also give myself a one to two-week window to double check everything is good, and to make sure if there are days I don't feel as inspired as others, I still can stay on top of things. This works very well with deadlines or projects that have a set date to them. If it is something like "train every day" then I'll get myself at least to the gym, or for a walk. Whatever gets me into the practice of getting active daily. That's how I work at my best.



## 053 – Be Flexible

*“Be rigid about the goal but flexible about the approach”*

Staying flexible is a trait that will take you far in life. It goes hand in hand with keeping an open mind and not being so “strict” on yourself about anything. Remember, things change. The plan doesn’t always go as planned, and it almost always goes better than expected. If your trajectory goes off course, let it. If a wonderful human walk into your life and changes it, let him/her do that. You will find tremendous joy in letting go. Especially when you’re an A Type personality like me who wants everything done my way and perfectly, always. Sometimes I’ll go into so many details of a plan from what I’m wearing that night, to my speech, I visualize effectively what I want to attract to the point where I see the scene in my head. Does it mean if it doesn’t go exactly like that, I failed? Or I have to cancel an event? Absolutely not. It means I get to adapt, to improvise, to do better next time. Some of my best experiences have been from taking a leap of faith and diving into the unknown. Yes, it’s important to have a backup plan or an exit strategy if something doesn’t work out, but pivoting is still success.

Here’s what I want you to do as an exercise for you to practice being flexible in your daily life; think of an event that is coming up. A birthday party, an anniversary dinner, or a vacation with your girlfriends. Now picture your “ideal” turn of

events... great, you got it? Now I want you to picture five other scenarios that can happen potentially as life is extremely unpredictable. The restaurant you wanted your husband to take you to is fully packed on your special night, one of your girls cancels the trip because of a family event, just think of what can potentially alter the course of your plan. How do you feel about that? Can you still be happy and enjoy the moment you spent countless hours planning? Will that ruin everything and make you miserable? Okay, now ask this question: what areas of your life can you reflect on now, at this current age, that hasn't gone "as planned"? I'll go first. At the age of sixteen I set a goal to be married at twenty-four and having my first child by twenty-five. Instead, at twenty-five, I birthed my first company and created an entire movement that would forever change how we perceive business for women. Have my goals changed? No, the order in which they were accomplished has. I have transformed into the woman that I am today because of these experiences. Remember that the goals you set or things you wish to do come from your current growth or mindset at the time you set it. You are constantly meant to evolve and grow – if your plans at sixteen look the same at age thirty, something in you hasn't evolved. Don't be afraid to set new goals, and be flexible when attaining them.



## 054 – Be Yourself

*“Be yourself; everyone else is already taken” – Oscar Wilde*

I love this illustration because it is one of a dear friend and mentor of mine, Kimberly Lallouz. Personality, influencer and world-renowned chef who travels around the world cooking and shooting TV shows about her passion. This woman is so authentically herself in all that she does and it is so refreshing to watch. In a world where everyone tries to turn you into someone or tweak you to become something else, staying yourself is true power. Being loved and respected for who you are, at the core of your being is everyone's desire. We want to be seen, be heard, be felt in our true essence.

People walk their entire life in shoes that never fit them. Can you imagine how uncomfortable that must feel? Having to mold yourself or be a chameleon out of deep fear to be rejected for who you truly are. This is why it is your responsibility and duty to find who it is you wish to be.

Once you do, immerse yourself into that person. Pour all the love into it. Create from a place of genuine love. Do this in everything you touch. It will inspire the light inside of you to shine. We all have our unique voice that was created for diversity, and to collaborate with other spirits. We are not meant to be sheep, to follow others. We can be inspired by others, we can learn from them but we can never be anyone but ourselves.

Instead of finding a trend to catch, or a person to imitate, spend all your energy on discovering you. The way I recommend you do this is to start by spending more time with yourself, by yourself. For years I would rather be not well surrounded than alone. I found myself with people who did not resonate with the same values or goals, yet I brushed it off because I would rather be with them than with myself. How terrible. After years of healing and doing the work that I was neglecting, I found love within myself. I started to enjoy and even require time with myself daily. I even traveled by myself (which I totally recommend if you haven't already). It was so uncomfortable at first, and it took me a long time getting used to it. You start and end your life with you, so make it a priority to get to know who you truly are, so that you can attract people who resonate with the real you, and not the fake version of you.





## 055 – Be Confident

*“Confidence is a network” – Mel Robbins*

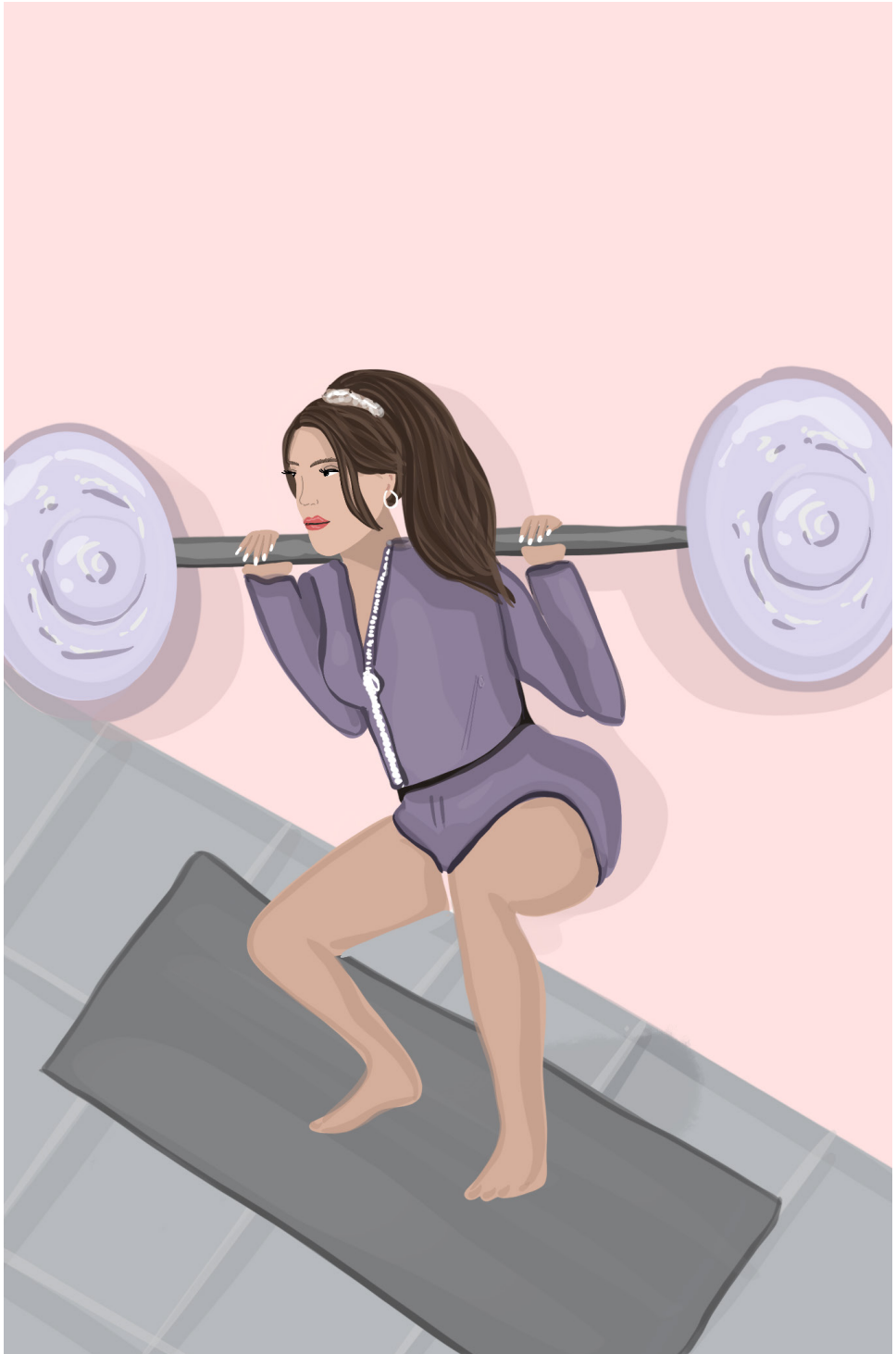
I love this quote because for the longest time I really believed confidence was internal, that you were just born with it or had it naturally. How totally wrong an assumption! Your confidence grows with time, experience and skills. A teenager living at his parents' house compared to the CEO of a Fortune 500 Company have different levels of confidence – can it be taught? Absolutely! I urge you to begin with your self-talk. What do you say to yourself about your goals? Set an intention every morning to look at the mirror and repeat this: *You are a f\*cking rockstar. People love to pay you. Your energy exudes confidence. People are magnetized by it. You are beautiful and worthy of it all. I love you.* Speak to yourself in the way you would teach your children to. What you think you become, so the more you put yourself in power positions, the more confident you feel.

Another great way to acquire confidence quickly is to master a skill. Swimming, scuba diving, surfing, anything that can be a hobby and that you can practice often. Learning a new language is a great example as well. I grew up in Shanghai and watched my three older brothers master Mandarin after years of living there. This skillset opened so many doors for them as they could communicate with a completely different culture that now regarded them as equal. Knowledge is power, it is also how you

become confident. Look at the way a doctor stands, or a pilot. They know something you don't know; how to save a life and how to fly a plane. You can drop those titles anywhere and people will look at you differently. You will also change as you go through these certifications. You become more aware, surer of yourself. It is all encompassed in the process.

Another one of my favorites is to gain confidence through business. There's nothing like getting rejected a thousand times before getting a yes that will truly make you stop caring about the rejection and go beyond it. When you master sales, networking and speaking to strangers you can do anything! Go out there and fail. Fail really hard. Fall on your face. No biggie at all. It's a training field and nobody gets to be judged until you cross the finish line which is in the graveyard.

If you don't have any of these credentials and you are not in business, another great way to gain confidence quickly is to feel good about your appearance. Whether you train daily and have a fit body, you read books to feed your mind or you dress to impress, these are all ways to fill you up with joy and then in recourse, with confidence. So, do what makes you happy for everyone has a natural glow when they are in their element.



## 056 – Be Fit

Your fitness journey will last a lifetime but it is crucial to your body and health to start. I recommend forty-five minutes muscle training per day mixed with thirty minutes of cardio (which can be swimming, running or dancing) mixed with stretching or yoga. Only one and a half to two hours a day can truly change your life! It feels like a lot but I promise that if done properly it will give you more than it takes. Once you get started you won't be able to stop. If you're naturally active and hike or scuba dive a lot, then you can take it down to just stretching and muscle training – if it's too much for you than at the least get in thirty minutes of walking daily at the bare minimum.

Our bodies are meant to be outdoors and in action! I don't think we were created to sit at a desk all day or stuck sitting down. You don't have to become an Olympic athlete or run a triathlon (although that's definitely on *my* list of goals) but slowly getting back into shape or more into shape will change your confidence, your level of energy and even how you heal traumas. There's something powerful about releasing old energy through our bodies and I'm sure you've heard that one before. So, don't be lazy, use Mel Robbins five second rule if you have to and get fit.

If you haven't read the book, author Mel Robbins suggests that when you countdown five seconds before doing a task it pushes you forward and makes you act. Try it out: Five... four... three... two... one! Go to the gym!

I know, it's a hard habit to stick to. Most of us want to have abs and a fit body but truth is, only some of us really do. I have to thank my genetics and fast metabolism for a lot of my physical appearance, but also my mother for forcing us as children to become lifeguards, play tennis regularly and just forcing down activities on us regularly. It definitely helped me develop a mindset of staying fit regardless of where I am in life. Today, I spend three times a week deep diving and skydiving which requires a lot of physical endurance. In the next ten years, I hope to complete an Ironwoman\* competition. Regardless of where you are at in your journey, make it a fit one and it will pay you back tenfold.



## 057 – Be Bold

*“Boldness has genius power and magic in it”*

Be different. Be authentic. Be bold. Be you! That is the mantra. Don't be afraid, step out of your comfort zone. This can mean to change your appearance completely, just because, to say things that are considered to be taboo or frowned upon. Who cares? You're only here for a little while, have some fun with it! Be eccentric. Be that girl everyone talks about because she has a voice, she has opinions she's not afraid to speak her mind. This image is an inspiration from a dear friend of mine Ekaterina Lambert who I met in Shanghai years ago. She had such a specific look; bright red hair, petite figure and just spoke volumes through her character traits. Yet she is the softest, sweetest woman when you speak with her. That bold contrast stood out to me as confidence. As being purely in her divine feminine energy. She understood how to play with her power and it truly stood out. Today she owns a very successful forward-thinking fashion label and her clothes are just as bold as she is! Be like Ekaterina. Be boldly you.



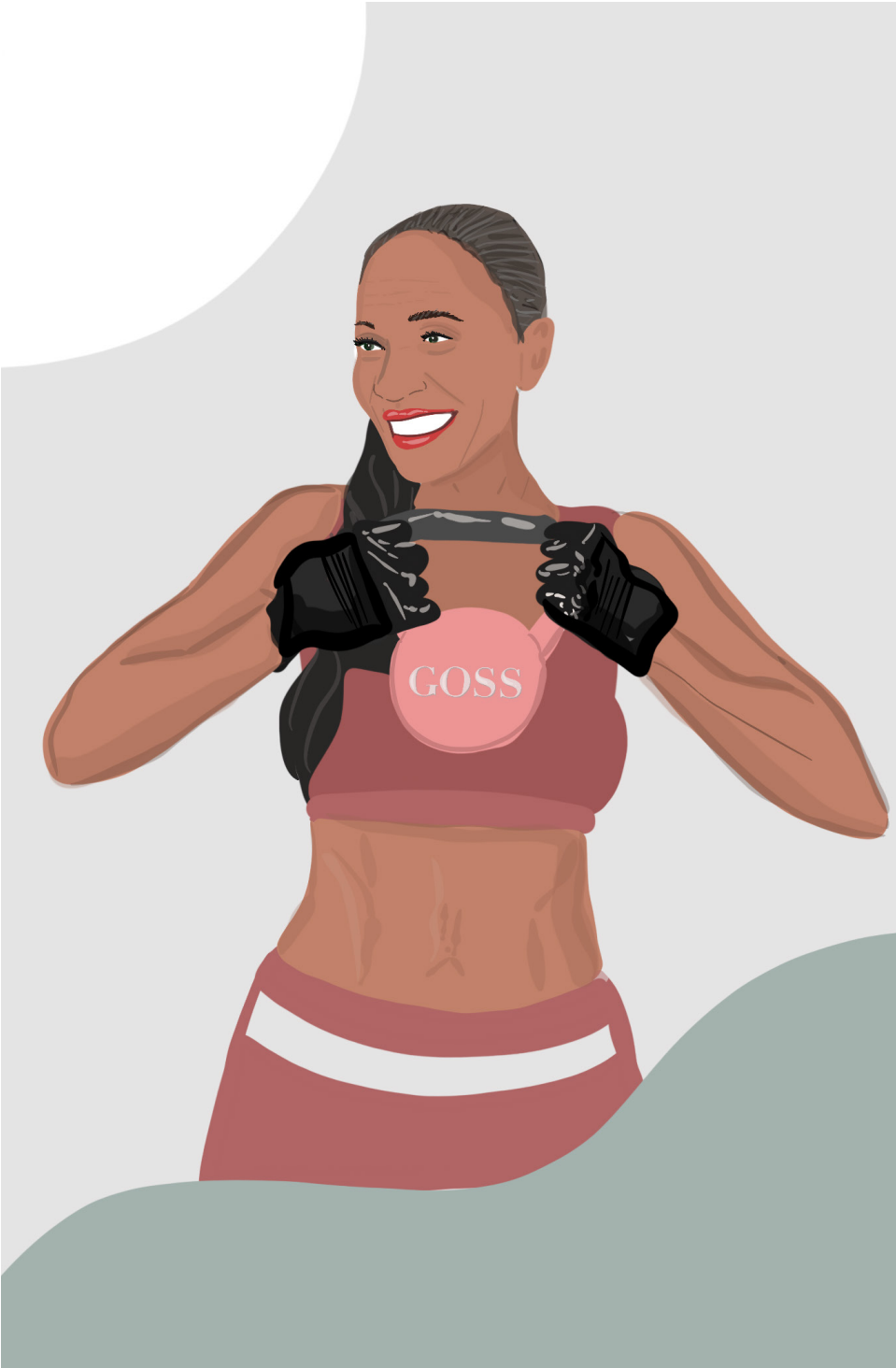


## 058 – Be Present

*“Stillness can turn any moment into bliss”*

Presence is what we are here for. To consume ourselves in each and every moment is to live a full life. A reminder to be fully present in the moment is to close your eyes and take a deep breath. Do this repeatedly until you feel your presence. You can also repeat this exercise throughout the day to “remember”. I had a mind-blowing epiphany at age twenty-eight when I was writing my memoir, and realized how the meaning of life is gained through presence. Since it was such a defining chapter of my book, I decided to make it the title – Be. Just *be*. I also got this tattooed on my hand as a reminder. Whenever I look down, I reflect on how present I was today and how I can be better at it. It has transformed me. Oprah Winfrey to Jay Shetty will say that ten minutes of peace in meditation on a daily basis should be mandatory. I like to start my morning with a twenty-minute meditation followed by a five-minute visualization and five minutes of gratitude. I do the same thing at night. It allows me to really appreciate every single day I have and do the most with it, for all we really have is one day. Don’t let it pass you by. Stay here, in this moment. Take a breath in, and out. Where are you right now? Feel into your presence. Smell the breeze. Take a look at your environment. What do you notice? People smiling, enjoying life. Isn’t it beautiful? Do this frequently if your brain drifts off, bring it back. Stay here in the present. This

is the only moment you truly have. There is no past or future there is just the now. There are only certain moments that truly take our breath away, and force us to be in this presence which is usually when we are doing a highly focused task. I know my presence comes when I'm scuba diving, or flying a plane. There is no other feeling. When you remain in this presence and focus we call this "flow state". Artists know this very well, to be in flow. To be completely immersed in the moment and to create from this place. Now can you picture yourself doing this in every moment? Feel the water on your face when you brush your teeth in the morning. Feel the ice hit your cheek when you sip on your drink. Feel the liquid enter your system and taste, really taste the orange juice you sip on. This is what we are meant to do at all times. Hardly everyone can or knows how. Once you practice it will come to you more quickly and each second will feel like a minute. Some people think of time as passing by so fast but that is also because they are not enjoying each second in each minute. They are thinking ahead and therefore are losing the time in front of them. When you are present and fully here every moment, time passes as it should. It is not too fast or too slow. It just is.



## 059 – Be Resilient

There will be times in your life that will test your strength... we cannot avoid them. Everyone walking on this earth has felt loss, sadness, and pain. Those moments define us. They make us stronger and prove just how much we can handle as humans. Pain is inevitable but how we transcend that pain is on us. Some of us use it as fuel, some turn it into gold and others use it to sulk and play the victim. Don't get me wrong, certain emotions do deserve time to heal but once the healing is done, it is for us to decide to be strong and to move on. Resilience will shape your life. It will tell the story that I am better than this. I can move mountains through the pain that is inside of me. I will conquer my pain and come out stronger than ever. There were many times in my life when I needed to take a step into myself and heal my pain. Because I have a public life, that time came in solitude. When I felt it coming, I would take a much-needed vacation, usually to Shanghai to visit family or Thailand when I needed space and in those weeks I really healed. I am highly intuitive and thankfully my body speaks to me. I can tell when I am about to experience healing, and that's when I book my plane ticket. That being said, not many people can just get up and leave in those situations so I suggest journaling, spending time in nature or with family. Sometimes the work needs to be done alone and that's okay too! As long as you reach out for help when needed and remember that you are deeply loved and supported throughout this journey called life.



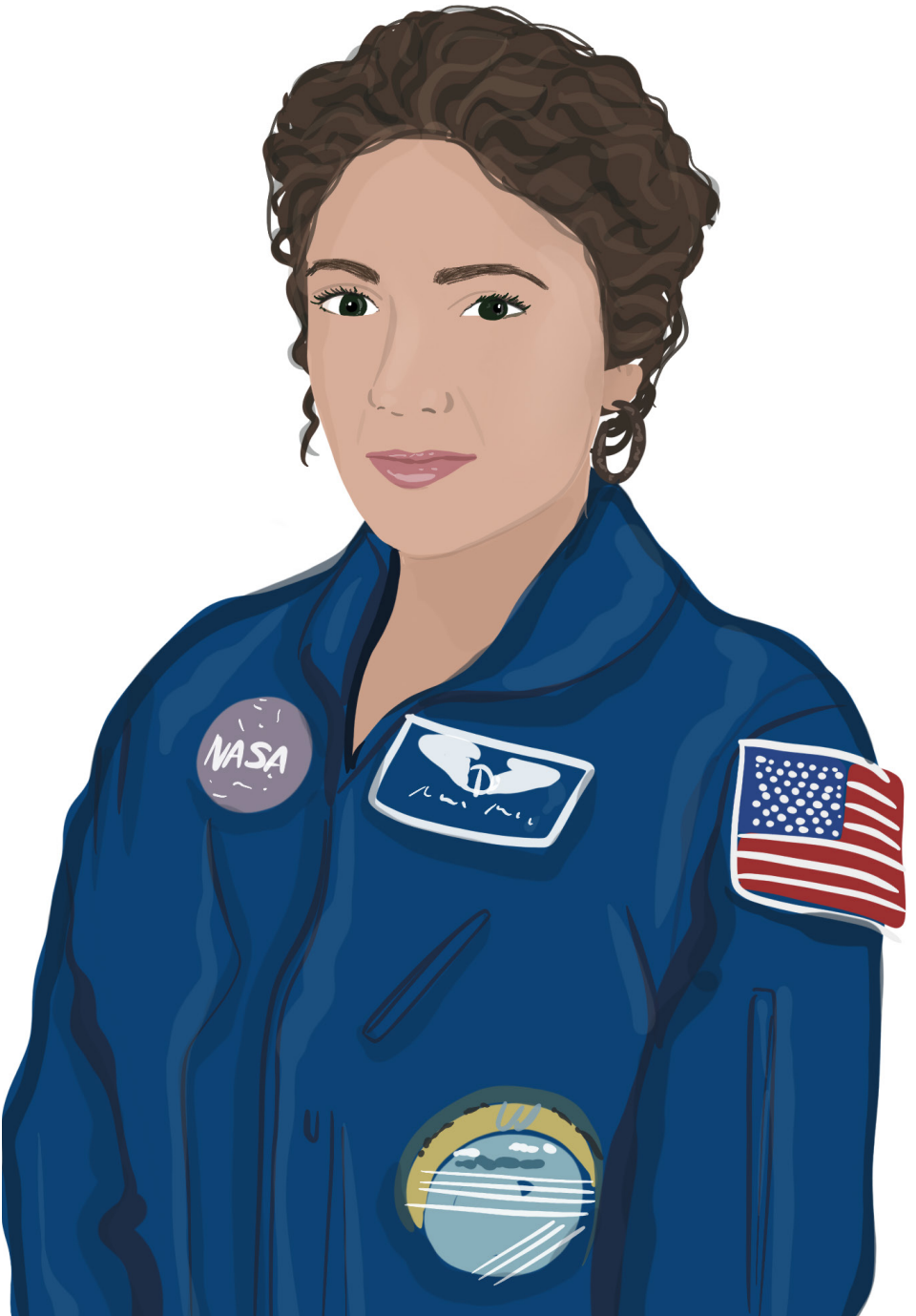
## 060 – Remember to have a Call to Action

This tip is completely overlooked in daily interactions. Do you have a call to action that is engaging enough to attract potential customers? Special fonts and sizes help in this department if you have an e-commerce store for example but it also highly effective in all other areas. A call to action can be as simple as “Buy now!” Or it can lead to various clicks the buyer must make to show that she/he is willing to do the work. Depending on the industry you are in, your CTA can be discreet to very obvious. But just make sure you have one to begin with! You’d be surprised how many people are in sales (which you know by now is everyone – Refer to Tip 003) and don’t have a visible call to action on their website or email. You need to constantly activate the muscle in the brain that leads us to buy. That emotion and adrenaline must be peaked.

There are rare examples where the opposite works. This usually happens in very luxurious products or services. For example, if you observe the way sports cars sell, they don’t really have demanding CTAs because they’ve done brand recognition so much that people come to them. Another example is a business mentor of mine, Melanie Ann Layer, who is renowned for making women six to seven figure income earners. When you join her services, again she makes you come to her. Her sales page is pretty much hidden and hard to find. She is a master expert in psychology, understanding human

nature, and is very aware of this. She even commented on the reason why it's hard to find her services. Stating that she wants women to work hard so that they appreciate even the sales process. Now that's some next level sales tactic. Unless you have ample experience in doing this, I suggest you keep the CTA visible and accessible whenever you can.





## 061 – Believe

This is the magic formula to getting absolutely everything you want in your life. This is what differentiates the movers and doers to the rest. This is the one tip that can get you from “I can’t do this” to living your best possible dream life. I wish this was engrained in my soul since birth. I spent years and years removing layers, releasing and healing wounds from other people who put their own limiting beliefs into my conditioning systems. Once I understood that they were never mine to begin with, and that I am an unlimited being with power and intention in all that I do, my world shifted. I created magic. Every living and breathing moment of my reality became a dream come true. What was the one defining factor in this? My belief systems. What I knew in the core of my being about what I deserved and was worthy for in this life. You see, there is absolutely nothing different from you and that person you wish to be. The girl you look at with envy for she has all you want, the “unrealistic” dreamer that you become every night when you fall asleep.

Let me remind you of something, my beautiful ladies, you are infinite. You are powerful beyond measure, you are a creator. You are a part of God, her universe and all above and beyond. There is nothing you cannot do if you set your mind to it. When you have desires in your heart that you know to be true, then they are meant to manifest into this reality. Sometimes we get so caught up in the story of not believing, and we hang around people who gave up on their own stories,

who settled for the status quo and yet love to give advice to any one who listens (I'm sure you have a list of people in your mind right now) about how it is not possible to chase your dreams. Those are not true. I want you to get up right now, and call BULLSH\*T (while sending love) to each and every one of those non-believers. In fact, your lesson with them is to inspire by doing. It is by being the example of what happens when you believe.

I know it's hard. Especially if you grew up around these people and they are your family, closest friends or community members. That's fine. Jamie Kern Lima said the most beautiful thing in her book *IT*. She said that when speaking to those people, lower the volume of that microphone. Amp the volume up to the voices that scream H\*LL YES, you can do it, I believe in you. Find those people, Refer to Tip 031, 032, 033 and find your tribe! They will uplift you and bring you to new heights where anything is possible. I believe in you. Go chase those dreams.



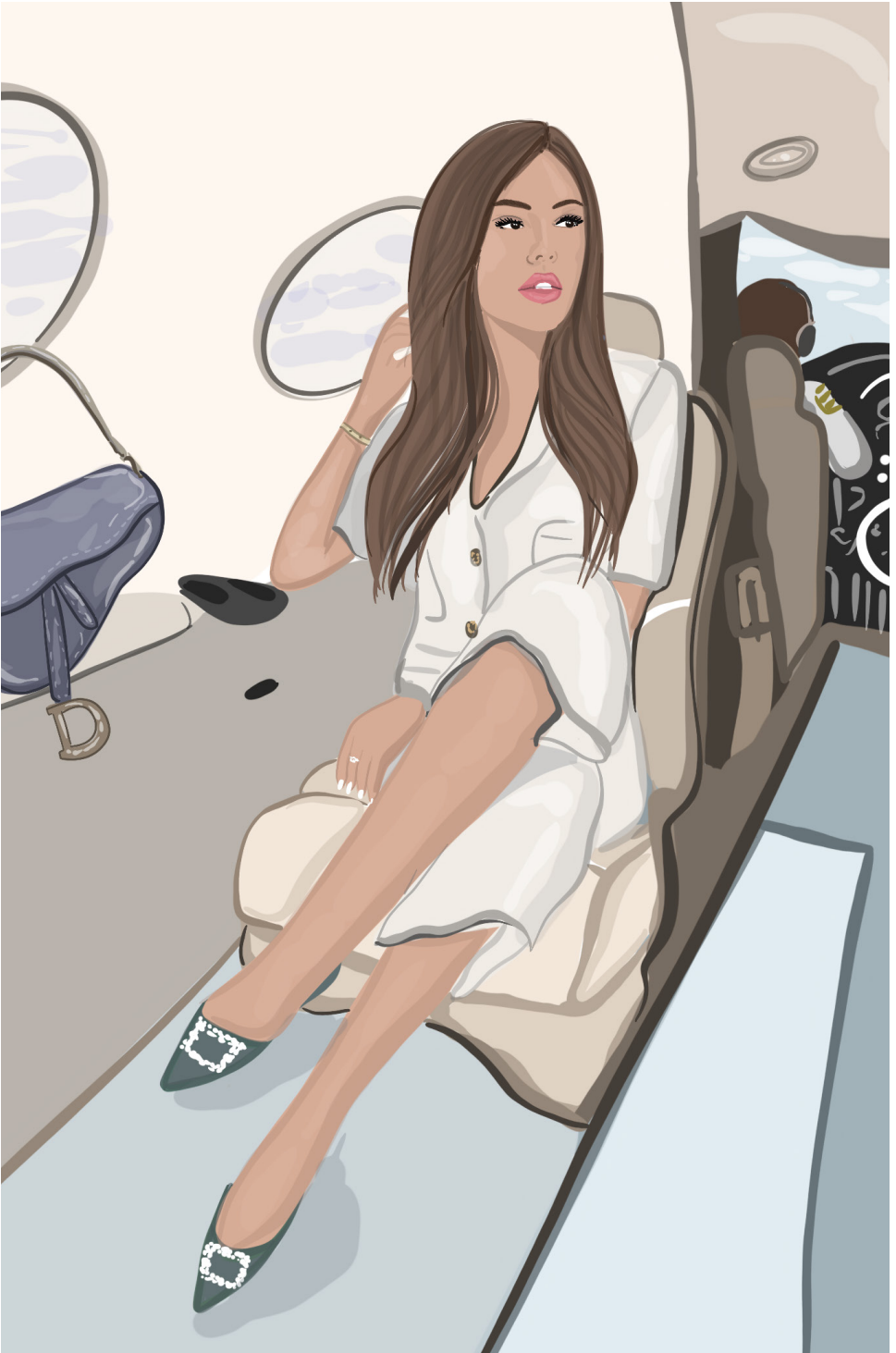
## 062 – Connect

This beautiful illustration was taken from a photograph of my father and I sitting in his backyard in Shanghai. I remember that moment vividly. I had done a lot of internal healing in Thailand just the week before and this moment happened right after I poured my heart out to him. I let go of years of pain that I felt towards him, and wrote him a letter. I read the letter to him and we both cried and forgave each other for being human. We had tea afterwards and went outside for some fresh air. I had connected more with my father in that moment than I had in the totality of our time living together growing up. It was beautiful and blissful all at once.

Deeper connections with the ones we love don't happen overnight. They take years of building, of removing layers and of real bonding. You cannot expect them from everyone but you can always bring more connection in your daily life. You can connect with a stranger just by smiling or caring more about them, as much as you can connect with a sibling or a child over quality time. There is nothing more beautiful and fulfilling in our lives than our relationships. That's what this is all about; creating and sharing life with others. Make it a point to connect with your fellow brothers and sisters of life, it will make you a better person in the process.

Here's a great way to connect deeply with the ones you love; make a point to have an uninterrupted dinner once a week with your family. Make it fancy, make it a night out or just a

special occasion where everyone can just be present and connect. In the Jewish religion, there is the sabbath every Friday that really brings the whole family together after a long week. I had a friend in college who would have Sunday brunch with her family every week and it was always a beautiful occasion with fresh flowers on their table and formal attire. Whatever your routine is, make it a habit! This will bring everyone so much closer together.



## 063 – Keep Your Affairs Private

Privacy is a luxury. The better you get at something; the more recognition will come to you – it is inevitable. So, get used to being more private now before it gets out of hand. If you have the mentality to go far in any field you will always reach a point that will feel like your privacy is gone. Sometimes that happens because part of your persona relies on you sharing information with the public whether through social media or other means. If that's your department then make sure you keep the following private at all costs:

- Your home address
- Your relationship
- Your current location
- Your SIN number
- Your family affairs
- Anything that can endanger you or put you at risk of jeopardy
- Your phone number

We often overlook these things because “who cares right?” Wrong. People are watching. They are interested in what you're doing and who you're doing it with. Be prepared ahead of time by keeping certain things private. We'll dig into oversharing and how to avoid it in tip 066 but for now the priority is to make sure to keep certain information secured. Also avoid



giving your cellphone number if necessary – I suggest getting a business line (which today can be done on the same phone with an eSIM card). Also, instead of putting your home address, give your office address or invest in a PO Box. This will prove to be very efficient and sometimes necessary. I know people who didn't set themselves up properly from the start and had to deal with some messy stuff in the long run because of it. Protect yourself. Keep your privacy as number one and security as well.



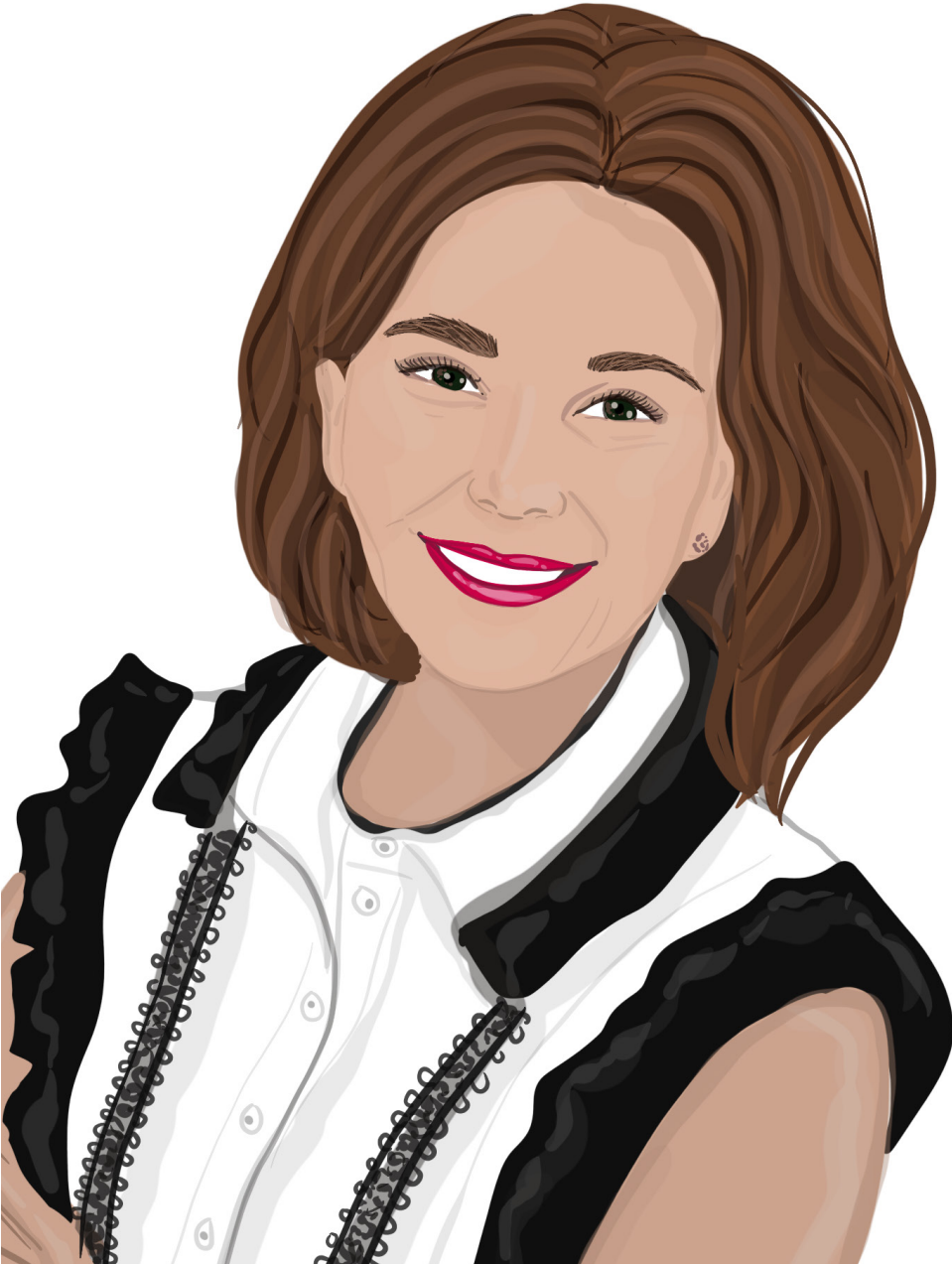
## 064 – Keep an Open Mind

*“Those who can’t change their minds, can’t change anything”*

We were all brought up with certain paradigms that are unique to our individual upbringing. Based on culture, geographic location and religion our set of values change drastically. Even based on the type of education we get. This is without bringing in politics which, as we know, left wing or right wing belongs to the same bird. That being said, some people are so strung up with their beliefs they do not allow new ideas to flow in. Some people change their minds with education, which alters a lot of our original thoughts. Others, have a drastic life experience that makes them reconsider everything they know. You will go through many changes naturally as you grow and evolve. The best optimal way to stay balanced through it all, is to keep an open mind. If someone is speaking about a religion that you might not be fond of (most probably because of your belief systems or family’s heritage), still listen to what she/he has to say. If you’ve been taught to do business a certain way for over two generations and the new girl comes after two years disrupting the entire market, *listen*. We are adaptive beings by nature. We evolve. For years we thought tobacco was a healthy recreational pastime, and allowed it on planes. Today the rules have restricted smoking to anywhere five meters close to a public space. I strongly believe by the next generation it will be

illegal. Can you image the difference? A century ago women weren't allowed to vote. Today they are presidents of countries. What you think you know so well can change from one day to the next. Some people are so stuck in their ways and try to block change, they stay paralyzed for years.

There's a great example of the famously known Blockbuster which was a rental service for videotapes to watch movies on over a decade ago. The owner didn't think it necessary to give consideration to innovative ways to watch movies. He was stuck in his way. Surely enough when Netflix took over the market, his company went bankrupt. Times are changing – and the winners are the ones who change with it. Things are evolving at a rapid pace. By the time I'm done writing this book, you'll be reading it from your sunglasses. Well, almost, but you get the point. Artificial intelligence and Virtual Reality has made it so easy to make money online. The jobs that we needed ten years ago are slowly disappearing. They have robots and machines that can replace many professions from nursing to legal positions. You would do good to follow along, by believing in the possibilities of this world. Anything can happen at any time. Stay open to it and be flexible.



## 065 – Keep a Positive Mind

There will be many times in your life when challenges will occur. Things won't go your way, and your patience will be tested. Your resilience will be at stake and how much you really want it will come to play. All of this can be combatted with a positive outlook. Seeing the bright things in everything. If you are someone who naturally sees the beauty in everything, this should come fairly easy to you. If you are more pessimistic or overall have a bad habit of seeing things negatively, this will take practice.

Here's a way to trick your mind to think positive thoughts: be grateful. Over and over again in the day. Go through the routine of asking yourself: how grateful are you? Then make a physical or mental list of all the wonders of your life. This will automatically make you feel better, and we are feeling beings. The better you feel, the more positive you become. It's science! There's been so many studies that have been done that prove a positive mind can literally change your mood and your physical state – instantly! It has shown that it can cure cancer, it can create miracles and it can change your life. Don't underestimate the power that lies inside of you. Use it to your advantage. Trick your mind as long as you have to until it truly believes that it is in a good state, that it is happy, that it is safe, that it believes it can achieve anything. Then you will see every obstacle as a challenge and not as a reason to give up. You've made it! You're here. Look how far you've come already. Celebrate the

small wins and the big ones won't feel overwhelming at all. You got this.

Something I've always done over the years is to have a gratitude journal. In this journal, which I write in every morning and every night, I go through my day and find these that made me truly happy and grateful to be alive. I write down the smallest details from how the grocery man helped bag my groceries, all the way to the bellboy of my hotel getting my luggage. I remember and reflect on the days wins through gratitude and it puts everything into perspective — that I am truly blessed beyond belief and this experience called life is truly beautiful. It also makes all the painful and negative instances flow through me much more easily for they don't hold any space in my world. I chose to focus on the bright side of things, all the time.





## 066 – Keep Secrets to Yourself

Trust takes years to build, and one moment to ruin. When someone tells you something that is confidential, make sure that you keep it to yourself. Be known as someone who is trustworthy. Of course, if you are in the medical, psychological or law professions, you are vowed to secrecy when it comes to clients or any professional matter. Try to keep this above just professional but personal matters as well.

If someone is getting a divorce, lost their job or had an affair, it is best to be politically correct and keep it to yourself. You can give advice and be a support system to the person, but do not think it is your “duty” or responsibility to share it. If it is an ethical matter such as a suicide attempt or something that can risk someone’s life, of course you are better to speak to someone who can help – but if it is gossiping, be the judge of good character and don’t spill the beans.

There is a Japanese proverb I love that says “We have three faces; the one we show our close friends and family members, the one we show the world and the one we show ourselves.” Keep that last one a mystery to unravel over the lifetime of your existence. Some people like to overshare their life, some like to pick and choose what to show you and then you have some people who are so discreet in how they live. They don’t share much, they listen more and you are intrigued by their way of being. Now this is not to say you should be mysterious or you should change your persona, but rather to keep things to

yourself. I have this habit of only sharing something once it's been done. So, for example before telling people, "Hey, I'm going sky diving today," I wait to actually go and then share the experience. I do this as well with business ventures, investments and intimate relationships. I don't like to overshare and usually under share personal things. It's not done with a bad intent, I just don't see the point in bloating or showing off something. There were times in my life when I was younger when I would be the complete opposite. I would overshare everything to everyone. It made me less credible when things didn't go as planned and it gave more reasons for people to gossip about me. So, with time I decided I wanted to be different. I wanted to be more of a "doer" than a talker. I wanted to walk the walk and I did. I understood as well, when you are doing the thing, you don't feel the need to share it as much. It becomes your thing. And I like it like that. Find your way of doing it and stick to it.



## 067 – Do More

We often reach this peak of learning. As if we know it all and decide that we will live the rest of our lives complacent or just as is. Whichever time in life when you decide you're done growing or learning new things is when you live a mental death. We are here to LIVE and explore over the course of our lifetime! To learn and challenge ourselves. Get into the habit of setting new goals and learn new skills to be a better person than you were yesterday. We see this often happen in couples where one person decides they're ready to be a homebody and the other gets this peak of excitement and wants to try new things and explore. This is usually when the couple goes separate ways. You cannot be at different stages and stay together. You will eventually grow apart. A way to avoid this is to never be comfortable where you are. Keep moving, keep setting new goals. You're not here very long. You can watch television every day and stay in bed or you can go see the world, learn about cultures, eat different foods, give back to communities. There are hundreds of studies that show as humans we are the most fulfilled and happy when busy! Look at the waves of the ocean; she never stops working. You get to play, and relax and enjoy your time here. But make sure you enjoy it!

I have this ridiculous goal I set a few years back that I would try one new skill a year. Last year it was skydiving and this year it's scuba diving. I also want to see every place on earth at least once. Will I get to? Probably not but setting the bar

that high will guarantee that I see more places than if I didn't.  
That's just how I roll. Whatever works for you, but please don't  
get stagnant; do more!



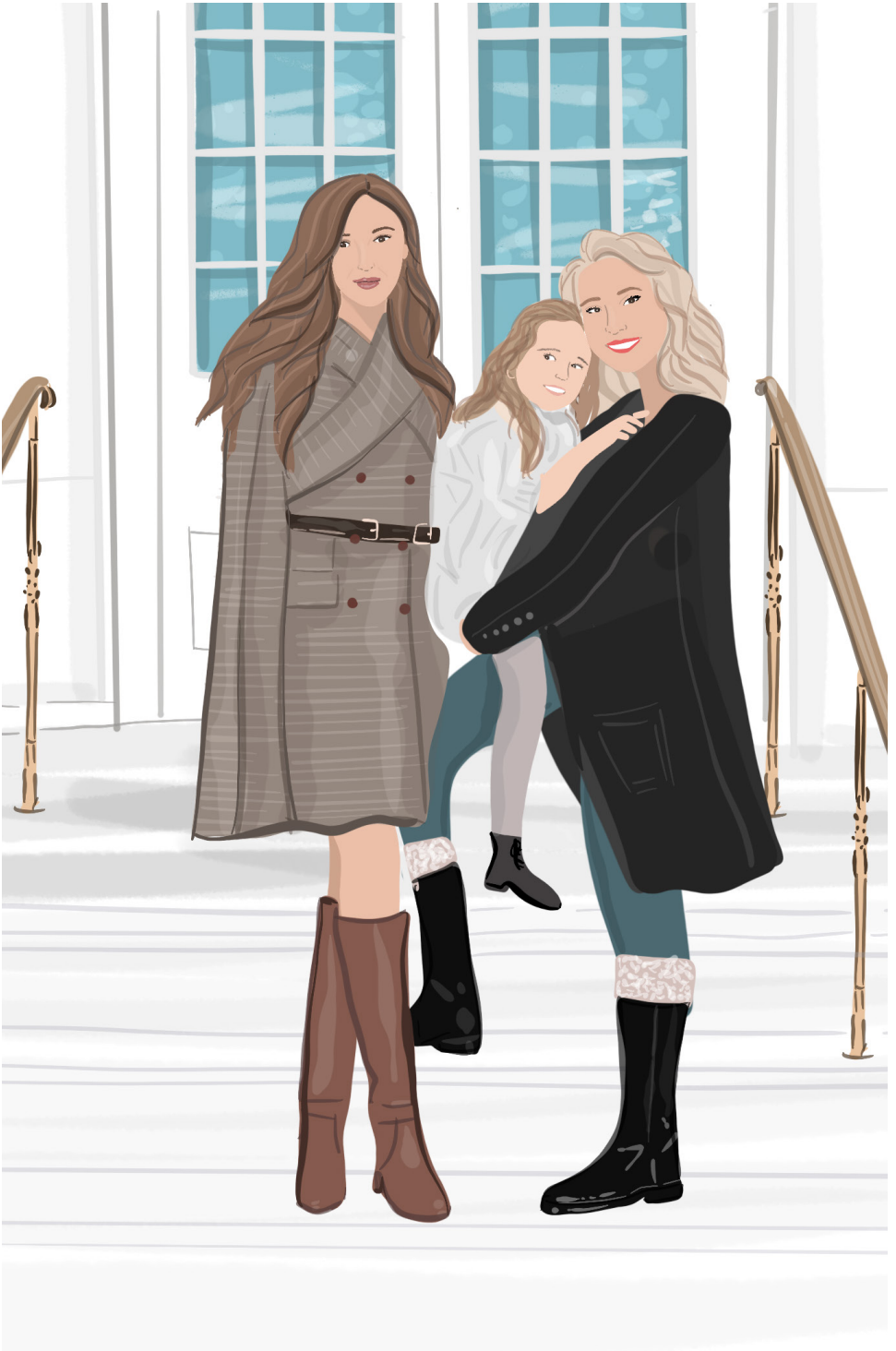
## 068 – Do More For You

Here's one we always forget about; taking time for ourselves. Some well-deserved self-care, baby. There is no definition to self-care; sometimes it looks like a long walk on the beach, other times it's a bubble bath, and on some occasions it's saying no to going out with friends because you want to stay in and read a book. All of it is okay. It's what feels right for you. I say to give 20% of your time for you. That can be one hour a day, or a full day off. Depending on your situation sometimes it's not realistic or there will be periods of your life that are more hectic than others. If so, just find a peaceful ten minutes a day where you can just reflect and breathe. Where you can meditate with your thoughts. Where you can journal on your dreams. There is really no right way of doing it, but please whatever your situation is, don't ever neglect it.

Many women do, for we are selfless beings by nature and feel the need to give so much of ourselves all the time to everyone. Don't be this woman. Be selfish. You are allowed to have moments that are for YOU. I remember growing up my mother was best friends with this sweet woman named Myriam. Myriam was happily married for fifty plus years. Her children were now in their adult years with children of their own. Yet she still had the same advice to give my mother: "Honey, you have to love yourself first. Forget the children, or the husband. YOU. Because if you're not well, everything else falls." My mother couldn't understand this mentality of putting herself before her

children. She is indeed a gentle heart and loves her children very much, but the truth is, we would still love her just as much if she did. What Myriam was trying to say is don't forget about you. Fulfill the desires of your heart and you will be a happier wife, mother and friend.

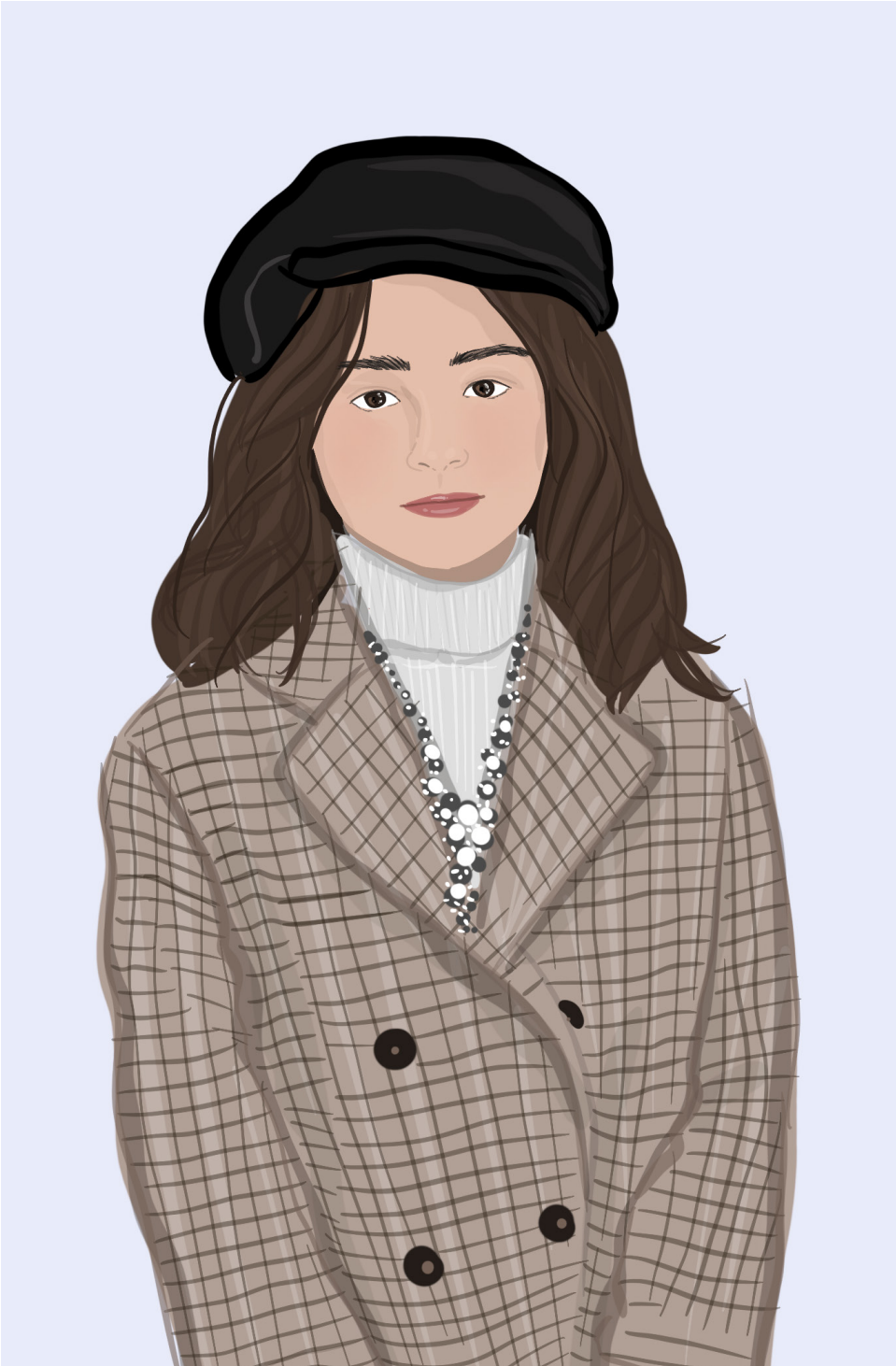




## 069 – Don't Be a Snob

No matter how much money or success you have, the true definition of character comes from how you treat people – all people – no matter how big you get. I heard this wonderful saying which came from a famous book written by Lama Marut: Be Nobody. Such strong and simple words of advice. Don't think you are better than anyone and, as a matter of fact, do the opposite someone would normally do when they get successful. Don't boast, don't talk about your successes and let your actions speak for themselves. This photo was taken in our last issue, which was a Mommy Daughter series. We had real-estate icons Liza and Alfee Kaufman with daughter Ella Emyrson and I just absolutely loved the shoot. Now, in case you don't know them they are one of the most successful powerhouse duos in my hometown of Montréal, QC. A legacy that began from the ground up built by Liza and continued on by Alfee. What I love most about these women, behind their ambition, is their humility. They hold themselves with such grace, confidence yet with the kindest open hearts. This is I believe the reason for their success and why they will keep on climbing to greater heights. Another beautiful thing I love as well is their close family bond. During an interview, Alfee told me that regardless of how much success she had, her number one priority always remains family first. She wanted to have a work life balance and show her daughter that you can do both. Instilling those values is so important for a healthy upbringing.

This is your reminder to keep your feet on the ground, no matter how big you get. We've seen how it can backfire when you take yourself too seriously and get in over your head. Many actors, artists and political figures have gone through their fair shares of power struggles and examples not to be led by. When I think of true success the names that come up for me are Oprah Winfrey, Jamie Kern Lima, Toby Robbins. They have remained true to themselves, didn't sacrifice their family life, and keep service as their main motivation throughout their pursuits. Stay humble.



## 070 – Don't Be Shy

We've all had moments in our lives where we revert to keeping quiet or being more reserved. Sometimes we regret it, others we don't think about too much. It's important to get into the habit of speaking your mind, and not caring what others think. I'm sure you see it in your grandparents or in older people. They just have this suave way of not really caring any more. They hardly have a filter and say exactly what they think. Kind of like children do. As children we are taught to stay quiet or to not speak too much, and unfortunately, we take that into our adult life. We don't speak up in meetings when we have great ideas in our minds. We don't raise our hand in class when we know the answer, waiting for someone else to shout it and then saying to ourselves, "I knew that."

We don't say I love you when we mean to. We do it again and again and again. Here's how to fix it: get out of your head and into your present body. Speak. Open your mouth and just say what comes out! That simple. Stop thinking, stop filtering. Just be. I admire people who speak their minds. The ones who are so sure of themselves they will say what they feel or think without caring too much about others. Those who have passion in their voice, who have fear in their hearts yet still speak the truth. Those are the ones to be admired. Confidence is not about showing up but rather showing up as you are, with the tools you have and attained authentic to that version. You are here only for a short period of time. Be loud, be disruptive and have

conviction in your speech. Don't be a shadow or a sheep and definitely don't stay on the bleachers when you are meant to be on the frontline. Push your extremes and go get what's yours!



## 071 – Don't Rush

Slow and steady wins the race. Take your time when you are doing things that require quality work. I know my generation tends to want things now, and they are not at all patient with receiving it. Nevertheless, you should force yourself to take time. I can recount multiple times when I wanted to do things quickly and ended up with so many mistakes which cost me a fortune. This usually ended up with me having to redo the thing and it then took me twice as long as it would have originally. I realized with time and effort that I would rather be slower and reach my goals a little bit later yet end up with a quality product or service.

Nothing makes me happier than creating. Whether that's a magazine, an event or a book. I love the process from brainstorming to putting the final touches on my art. Yet there was a time when that wasn't the most important factor: I wanted to make more money and reach more people fast. What good was that if my work had plenty of typos and would not resonate as clearly? If my message could not be delivered as efficiently because the perfectionists would discard it altogether. I don't know about you but when I read a book and catch more than a dozen typos I don't find the author as credible as I would have without any. It's human nature to look for faults and to want to be perfect. That being said, we can never attain perfection but if we slow down and focus more, I'm sure we can deliver much better product or service to our customers. Focus on quality



over quantity. Don't rush the process.

Sometimes we also notice that the great masterpieces, take years to develop. Look at the greatest artifacts of the world, they took years if not generations to build. Look at companies that we look up to, they were never built in one generation. You get better as the years go by, as does your chosen work of art. Don't be impatient in this process but instead enjoy the ride. You will look back at the younger, less experienced version of you and reminisce at "the good old days." You are exactly where you are meant to be. Enjoy the journey, don't rush it.



## 072 – Think Before You Act

Emotional Intelligence is not something we are born with, but if taught, it can alter our life forever. I learned about it for the first time in my early twenties through Daniel Goldman who was the father of EQ. He brought the concept to life over a decade ago and it has grown ever since into its very own pragmatic idea. In short, emotional intelligence is how you respond to your environment at every point and time in your life. It can be how you react to your spouse, your co-workers, your clients. It's how you manage emotions in real time. When practiced frequently, it can make for a calmer and more positive interaction with others. It can help you get through your own emotions and sever other peoples instantly. Here's how you can practice to elevate your EQ right now: before you respond to anything, take a pause and ask yourself these three questions: is what I am about to say:

- Going to help?
- Nice or polite?
- Going to make the other person feel good?

If you answered no to any of these, better to continue on and not speak. Remember, that people will seldom forget what you said but they will always remember how you made them feel. We are feeling beings, and if there's one thing you should avoid doing it is hurting others. There's no good reason to. You are better off staying silent, and letting karma do its thing. Think before you

act.

We are in a society that reacts before it thinks. Reacting is never the answer. Reflection is. Some people are just having a bad day, or just heard stressful news. There could be a death in the family, or they could be going through terrible things you know nothing about. Why make someone's day more difficult or painful because of your own lack of consciousness? This makes you rethink many situations. Don't be that person who regrets having said this or that, and instead be the person who holds their tongue in moments of tension. Stay the wiser, quieter one.



## 073 – Think Big

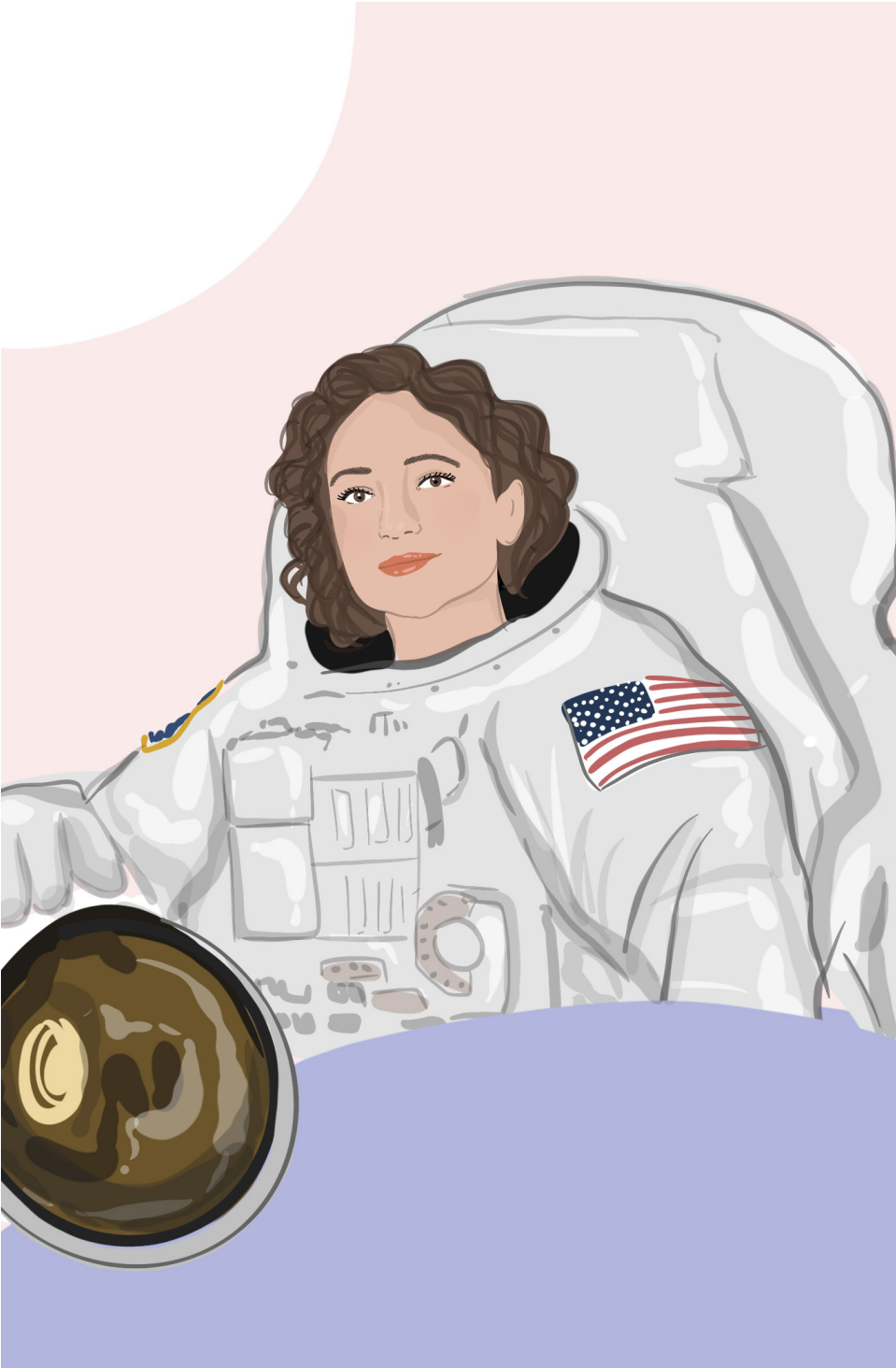
*“The sky is just the starting point”*

If you haven't been taught to think BIG about your dreams or what you want out of life, you will always stay in a box. I have acquired this skill naturally and not by my environment. Growing up we didn't come from money and my mother's mindset was more frugal and conservative. Yet I had friends with money and I saw how their parents acted so differently from mine. That natural ability to want more and go and get it is something I practiced until it became my reality. I want you to learn this. There's a concept created by Grant Cardone which says to “10x” your goals.

Meaning whatever you want to reach, as a sales goal or for your business, multiply it by ten. Great! Now that you learned to think big, you have to believe it. You have to actually bring it into your reality. When this becomes second nature, every part of your life will follow. Instead of “I want to work for that brand or company” think how can I become that brand? Instead of “I want to be the Manager,” how can I become CEO? “I want to own one property,” how can I own ten? You see what I'm getting at? Once I became a certified private pilot I wanted to rent a plane so I can fly it whenever I wanted to gain more hours on my logbook and for training purposes. Then I thought bigger: how do I own a plane? And then even bigger: how can I create a company to make money off that plane by renting it out

to other pilots? Now we're talking. Men are naturally taught to think big. It's boys talk, it's dinner talk, it's what they do.

Women are taught to be more conservative and get less attention. To be safe. Bullsh\*t. I was also brought up with three older brothers who are all entrepreneurs and let me tell you, the conversations are different at their table. I listened and now I am here to give you the juice ladies. Get creative and think BIGGER. You can do it. You are no different than the people who are doing it. They just have a parent or a mentor or someone who taught them the ropes. Or they're like me; relentless at giving it their all because they want it. They desire more for their family, their legacy or the world. You doing more and becoming more will inspire the women that come after you. It will inspire your children and their children. Be the example. Be the leader. Be the outlier. Think big. Billionaire, trillionaire, Olympic athlete, Grammy winner, Fortune 500 company type of BIG.





## 074 – Think Bigger

Here's one that will probably make you uncomfortable and that's okay. Getting out of your comfort zone just means you are now thinking differently; you are creating new neuro-pathways in your brain that will become the norm with time. Here's an example of thinking really big. Jessica Meir, whom I had the pleasure of interviewing, is now an astronaut for NASA , yet she wanted to be an astronaut since she was a little girl. She studied the right type of science and with the credentials she had, applied for the opening. She got rejected. So instead she continued on with her life and studied marine biology and went to write a thesis on marine life. Four years later with more experience and newfound passion in this new world, she now went to reapply to NASA and got in! She didn't give up or assume she wasn't good enough for the position. She knew what she wanted and she kept going until she got it. When we spoke, she was one of two women to have done the moonwalk. When asked how it made her feel she said, "You know it's funny but at first I didn't think much about it. I was just a woman, but more so a human that was fit for the job. It only took me months to realize what that moment meant [to others]. It wasn't me, but us, two women who are making history by proving that it is possible. That we could be up here whereas ten years ago it was only men. So yeah, I am proud and I hope it inspires young girls watching to follow their dreams."

Please ladies. Whatever it is your heart deeply desires, and

no matter how big or gigantic of a goal it feels like it is. Don't ever think you are not fit for the position. Don't think "how will I ever do this?" Think: HOW will I do this! With passion and confidence that you can. Because you really can. Anything. Anything you want no matter how big it feels. It is yours to have if you think big enough, and believe in yourself.



## 075 – Get a Mentor

Anything you want to do has already been done before – so wouldn't it be smart to get someone to show you the ropes? This applies to every single thing in your life from motherhood, to finances, to running a business. We have mentors in each part of our lives without even realizing it sometimes. Your mother teaching you how to cook or how to take care of your child has a lot of influence on what you will or will not do. Some people are not fortunate enough to be able to learn from their parents so they get the advice from external mentors. This could be a friend, a colleague or someone you look up to. Regardless of the affiliation, it is important to find mentors and actively seek them if we want to succeed. I love this inspirational photo which is of Pilot Maria Fagerström with her father who is also a pilot. In her words:

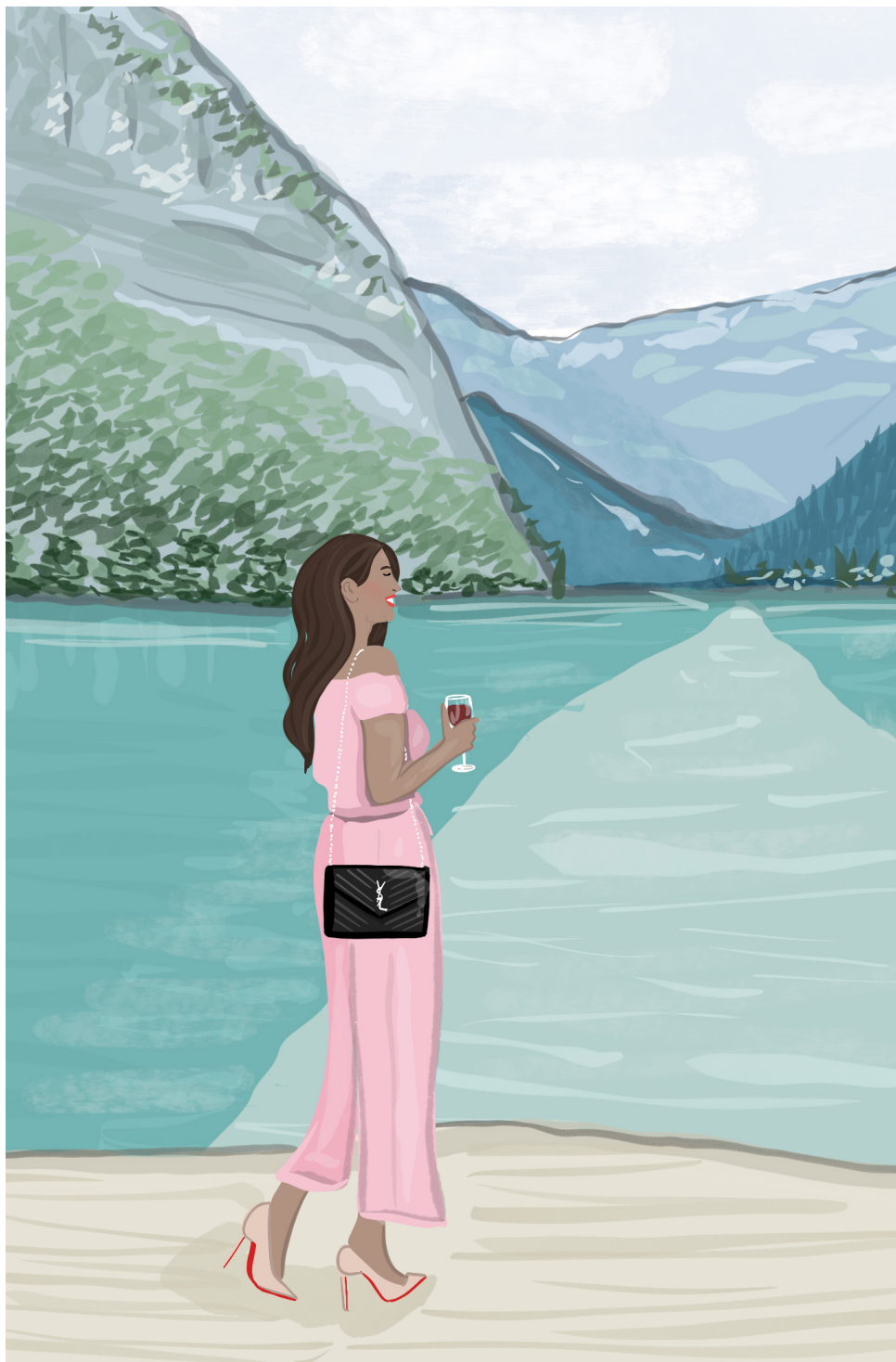
“Everyone deserves to have a mentor in their life. People around us will always try to influence your decisions, and some will disagree with what you chose to do with your life. That's when the self-doubt and criticism start.

“That's why it's so important to have a mentor in your life. Imagine someone you seek to become, it could be the future you or someone in your life that you look up to. Someone that's successful and stands behind you and what you believe in. Someone that can push you to do better.

“Whenever you are in a tricky situation, then ask yourself, what would this person do in this situation? What principles does this person live by? Imagine what your mentor would do, and make decisions based on that.

“My mom took this picture of Dad and me last month when I was home in Sweden. My parents are my role models and my dad inspired me to become a pilot myself.”

**If that’s not inspiration enough, I don’t know what else is.**



## 076 – Get a Life

*“Everybody dies, but not everybody lives”*

Seriously though. Stop being so boring. Live a little. You’re young. You’ve got your entire life in front of you. Why did you stop living? Do you remember yourself at five years old? How passionately curious you were, how much life and joy was filled inside of you. Keep that joy wherever you go. There’s no extra time or no extra money is bullsh\*t. You can find so many things to enrich your life right now at no cost. Go to the museum on weekends when they have free passes. Join a contest online just because.

Give that handsome stranger your number. Be spontaneous! Collect those stories you will one day tell your grandchildren. I promise you will never look back in your older years and wish you didn’t do it, but instead the regret is always the things we wish we did. Jump into the ocean and go diving with sharks. Visit a safari in Africa. Launch that business with your friend. Marry that man. Eat that weird looking dish. Take that sabbatical and travel all over Europe. Make a bucket list and dreams list and wish list and make them all come true. There’s this beautiful message I heard during a Tony Robbins speech that I always share when I get the chance to. It was about an eighty-five-year-old couple that was sitting front row at his show. He commented that they were so madly in love, laughing and flirting with each other the entire three days of the seminar.

By day three he had enough and invited them up on stage.

He said to them: “What is with you two? You can’t keep your hands off each other! How long have you been married?”

They responded: “Over sixty years.”

“WOW! And you’re this in love?”

“Oh yes,” they replied. “We never stopped playing.”

“What’s your advice for long lasting love?”

“We have this one rule,” the woman replied: “We try everything once. And if we like it... we do it again.”

Don’t stop playing, don’t stop loving and find new ways every day to grow with your partner and within yourself.





## 077 – Get Attention

Here's a little story about my business strategy: when I started my magazine, GOSS, I wanted to reach as many women as possible – and also wanted men to be aware that we need to empower women. So, I collaborated with Lamborghini right from the first and had this habit of putting GOSS decals of our logo on top of their flashy sports cars. It got so much attention, and recognition from men. I'll never forget one night after one of our events, a couple was walking by our line ups of cars and the guy turned to his girlfriend and said: "Look it's GOSS!"

I laughed out loud at the irony: a man telling a woman about a woman's movement. Which proved that I was right – getting attention works. It felt too flashy and even like we were putting too much attention on luxury items – or so people thought. I knew exactly what I was doing. Success to people, unfortunately, is attached to material wealth – and so having such a strong symbol like a Lamborghini behind our logo just made it equal to success. In the eyes of others, we were seen as the symbol for successful women. That is how we indirectly attracted so many powerful and strong women to our movement. With time, the association was so clear we didn't have to push it so much, but it still remains as a classic branding move and my ultimate favorite story to tell. You need to get attention! Do it in the most disruptive way possible and be bold. That's how you truly make an impact.

One of my favorite sales gurus, Grant Cardone mentioned

this multiple time in his bestseller “10X.” It’s one of his rules to success; you need to get attention. You need to put yourself out there. He was known to post on Twitter and social media platforms around 10-12 times per day. He knew it was disruptive — and that was exactly his point. When you make big moves like advertise the biggest billboard in Times Square, or book a slot for your business during the Super-Bowl commercials, what you are telling others is “look at me. I am here to stay.” The more you do this, and get comfortable doing this, the more people believe you. The more they believe you, the more they buy from you. It’s about trust and sometimes it’s also about how far you are willing to go to prove to people that you’re all in.



## 078 – Get Out of Your Comfort Zone

This is a big one and is overlooked. As a matter of fact, most people avoid this altogether. Why? Because safety and comfort is where most people live. They only take very calculated risks and therefore never enjoy what lives on the other side of uncertainty: the opportunity to truly grow. Here's one example I swear by: I've been afraid of sharks since I can remember. As a matter of fact, I've had vivid dreams about being front to front with a shark in the water and being paralyzed from fear.

This fear has made it impossible for me to swim in the ocean without worrying or being stressed. I love the water and crave the ocean yet this fear had paralyzed me. It also drove me to confront it by taking scuba diving lessons. As I write this, I am a Master Scuba diver with over fifty dives and I have **SWUM WITH SHARKS**. They are like big puppies in the water. Confronting my fear has allowed me to take my power back and realize that everything is truly in our heads. Whatever you fear, dissect it at its source and ask yourself what is it that scares you? Can you surmount it? Can you be bigger than your fear?

Here's a more on-earth example of another fear I had: speaking in public. I would host these huge events in the beginning of my brand and always expected my co-host to do all the talking. I did not want anything to do with that... until at one event I had Sonia Zarbatany, International Business Coach, as my co-host and she made me confront my fear by giving me

half her cue-cards right before the show. She turned to me and said: “Here, babe, I think I’m talking too much and you should speak too.” Her genuine support and push made me confront my fear. Since that event I’ve been speaking in front of five hundred people and beyond with no issues whatsoever. Practice makes perfect! But you have to start somewhere. As Nike says, just do it.



## 079 – Get Out of Your Head

*“And get into your heart”*

Thoughts are a human’s worst and best friend. With them we have the power to change our reality, to create and manifest our dreams, and yet they can also kill us with anxiety, stress and negative thought patterns. Most, if not all of us, have at some point let our head get in front of our heart. We “thought” something happened or created a scenario in our head and that clouded our judgement for what was right in front of us. Sound familiar? Something along the lines of: “He doesn’t like me. she’s like all other guys.” Or “Sh\*t. I spoke too much. I definitely didn’t get the job”, all the way to “My child hasn’t answered the phone in three hours. Oh, my GOSS she got kidnapped”. We create these false scenarios in our heads, and of course because thoughts become things, we innately create them into our reality. I have a trick for this. Next time you find yourself thinking negatively or not so nicely about yourself, count until three and then think the complete opposite really quickly, and hold that thought until the negative thought disappears. It can look like: we’re on a plane and there’s turbulence. Now I want you to think “this is totally normal. As a matter of fact, my pilot friend has told me that when there’s turbulence it’s a good thing because it means we’re moving against wind. Relax. The pilot knows what she’s doing”. Keep thinking this thought. Take control back into your hands. You



have the opportunity to do this at all times of the day.

For example, if a client paid you in full for a service and it is your first time charging a really high price that makes you uncomfortable, instead of thinking “This is too much money, I don’t deserve this”, or, “Who am I to think I can charge that much?” Switch to, “My work is of high service and worthy of massive compensation,” a phrase my mentor Amanda Frances has nailed, and it works every time. Bring back your confidence level whether in your personal life or professional one by getting out of your head and into your heart. Feel the feelings. You are worthy. You are safe. You deserve everything in your current reality. Stop self-sabotaging it for you will create chaos because of it. Let yourself live in this peace. Allow yourself to be this happy. You deserve this! That man loves you with all his heart. Your job is impeccable and deserves a raise. You get to have everything you want. Stop thinking so much and let it come to you.



## 080 – Get Your Hands Dirty

There's this misconception that women should be polished and definitely shouldn't "play in the dirt." Let me stop your train of thought right there: women can be or do whatever they please. Let's start off by not telling women how to live their lives. Secondly, getting our hands dirty is a necessity. Let me explain. Your car gets a flat tire and you are driving on the middle of a highway without any stops or ways of getting help. Your husband or partner is not with you and waiting for roadside assistance will take over an hour in midday traffic. There is of course a spare tire in your trunk. I would teach my daughter how to use it in case this scenario ever happened. Now of course it would be even better if she never got in that situation in the first place, but just in case, she is prepared. This also applies to taking care of your finances or any task that is usually deemed a "man's job". No such thing by the way. Women are entering every field and dominating in industries that were never intended for women. Because we have passions and sometimes, they require you to get your hands a little dirty. So what? I remember growing up being so close to my brother and playing tackle football with his guy friends. They were much gentler on me of course but I was still allowed to play with them.

Let's stop telling women what to do and urge them to step into their power. Whether that's working on a construction site, driving heavy machinery or becoming a mechanic. We can and should be able to.



## 081 – Get Out of the Sun!

If you haven't already, I suggest you get the bestseller: *Get the F\*ck Out of The Sun* by Lauryn Bosstick. In her famous theory, she dissects everything from beauty regimen to tips on how to stay young with fresh glowing skin. She interviewed some of the most renowned doctors, naturopaths, and skin experts in the country to give you the ultimate best tips and tricks. Her title says it all: get out of the sun! I agree. Long gone are the days when getting tanned to a point where sunburn was a casual conversation are necessary. As a matter of fact, pale is the new tan and we are loving it! If you need a natural glow for a night out, I suggest a spray tan. Don't get into the horrible habit of soaking yourself in front of the sun, especially without sunscreen. It is the first thing any dermatologist will tell you: put on sunscreen, wear a hat and stay under an umbrella. This applies at any and all skin tones. There are benefits to the sun of course like Vitamin D but in excess consumptions they can be more negative than positive and especially in the long run. In case I didn't make myself clear enough let me repeat it: get out of the sun.

It's much like everything in life, in moderation always. We need vitamin D in our cells in order to have a healthy and prosperous life, but there comes a time when the sun causes you more harm than it does a positive effect.



## 082 – Breathe

It's funny because it's so simple yet we forget to do this in the most important parts of life; when we feel anxious, when we are stressed, when we're underwater scuba diving. Something so simple to do which will change your perspective and your state of mind immediately is to breathe! Inhale in, exhale out. Do this five, ten, twenty times in a row until your nervous system calms down.

Here's a real-life example of the opposite effect; I was about ten dives into my scuba diving, and still not comprehending very well, my nose being essentially blocked and my mouth doing all the work. You'll understand if you're a diver. That led to me panicking when I was 100 feet down, and made me come back up to the surface. Once there, my instructor kept asking: "What happened? You were doing great."

"I couldn't breathe," was my answer. He laughed because truth is, it was the opposite: I was breathing too much! I created this whole scenario in my head when all I really had to do was breathe in and out and just relax. How many situations can you think about in your life where you could've avoided so much by just taking a breath? A potential fight with your spouse? A presentation meeting at work? There are so many scenarios every day that can change drastically by us just breathing and reminding ourselves we are okay. Sometimes just taking a second to breathe, can really change our perspective. As a

matter of fact, it can change our life. It has been proven time and time again, taking a few seconds could alter your entire path and decision making. It could avoid you doing something you'll regret, in the spur of the moment. You're always just one decision away from a completely different life. If we were all taught from a young age to breathe more, and react less, our world would be such a different, more pleasant place to live in.





## 083 – Drop Your Ego

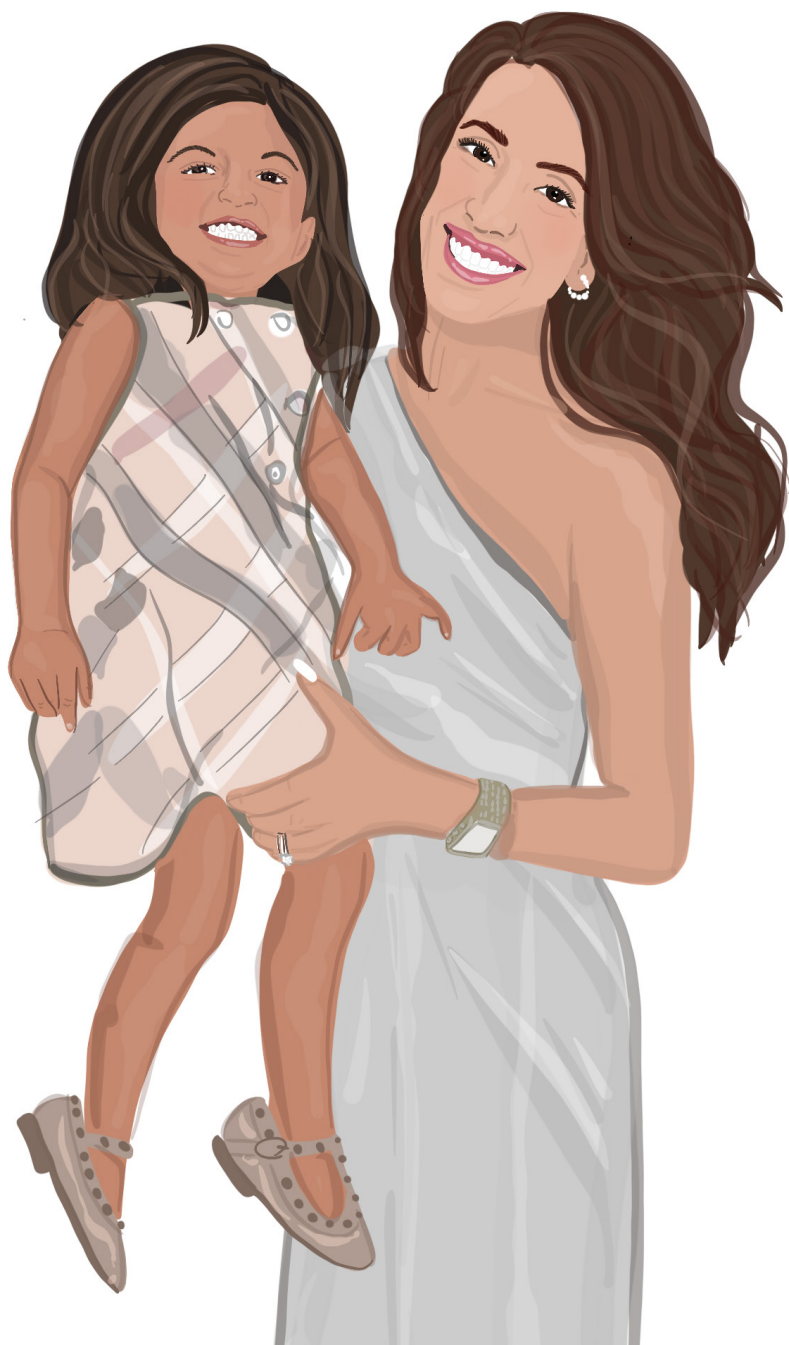
*“Your ego is your greatest enemy”*

The ego is a term deemed to define a person's sense of self-esteem. It is supposed to protect you from dangerous situations but, in our reality, it just hurts us. It separates us from one another and it's what drives us to chase material wealth and put them above human connection. It has no place in relationships, in love and quite frankly in business. It will only hurt you should you decide to use it in these circumstances. Trust me, I am talking from experience here. From years of bottling up emotions and not really speaking from an authentic place. I was so driven to prove myself to others, not caring who got in the way of that. I hurt a lot of people in the process but the one person that I hurt the most was myself. I felt deep guilt and shame for my behavior. Since then, I have done a lot of work on healing my inner child and have forgiven the unauthentic version of me that was leading the way.

This was in my early teenage years which really taught me to grow up quickly and “kill” in essence the persona I was living in. That ego death allowed me to blossom and grow into the woman that I am proud of today. I don't even recognize me ten years ago. Some people go through this much later in their lives, some don't have to go through it at all. Here's a life hack to avoid it altogether: just drop your ego.

When you speak, who is speaking? Tune in to the person

inside of you who is guiding the dialogue. Is it your gut? Your intuition? Your heart? Or is it the perceived version of you that others would approve of, might find cool or might be people pleasing. Once you recognize that voice, it no longer starts to resonate or align with who you are. The more you speak from your authentic voice, the more that voice leads the way, the better your life will be.



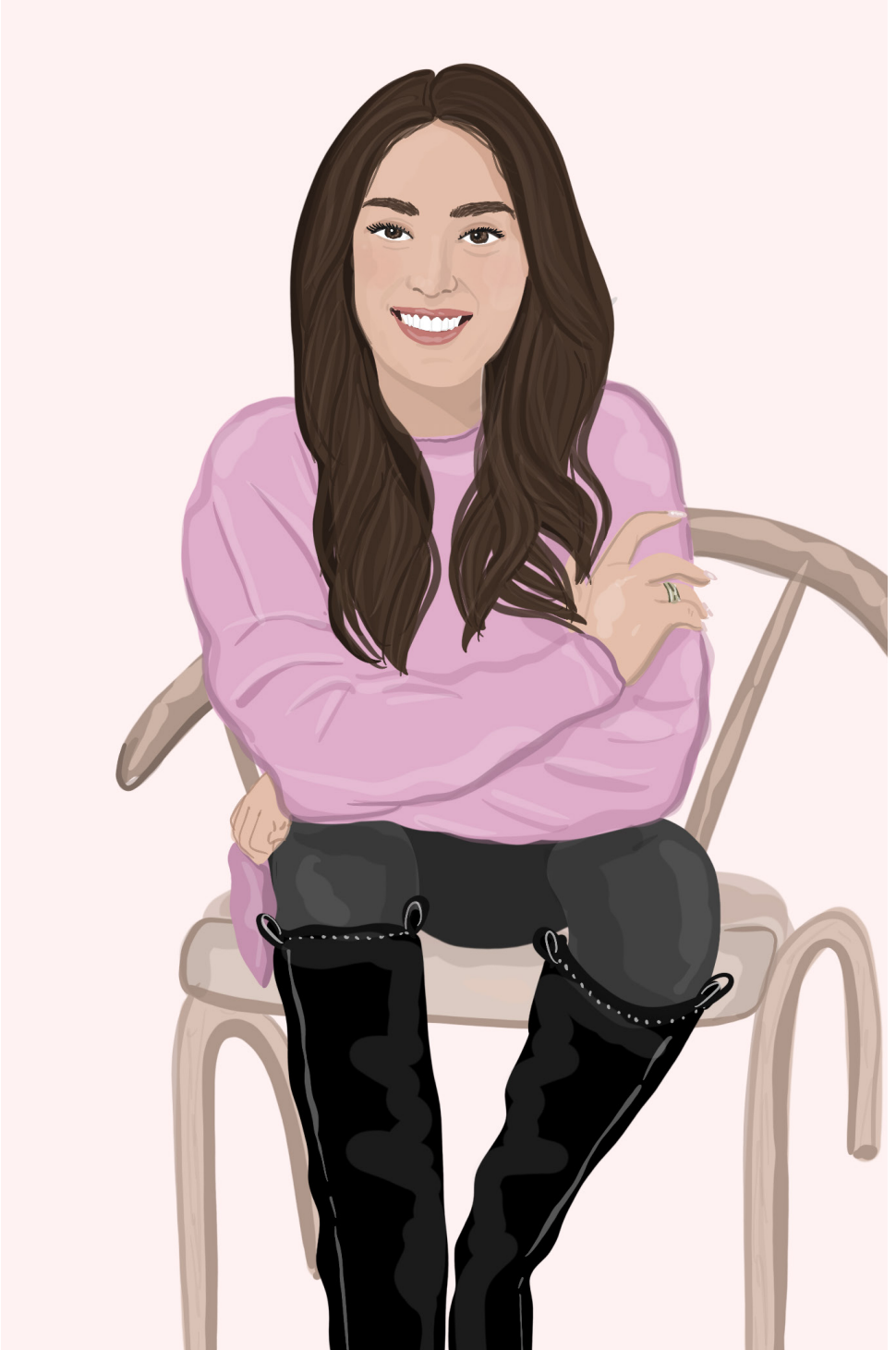
## 084 – Drop Expectations

You want to be happier right now? Drop your expectations of what life and people should be like. Drop it with your partner, with your family members, with your colleagues. Everyone comes into a relationship or an interaction with their own belief systems, with their cultural backgrounds and childhood traumas. How you expect someone to show up for you, or to treat you, has absolutely nothing to do with them and everything to do with you. It is the hardest thing to grasp as we all want to believe that there is a person out there who can read our minds and fulfill our destinies – newsflash: that person is you!

Prince Charming won't save you, your dad won't fix your finances and your boss will not reward you because you're doing an excellent job. You want a raise? ASK! You want flowers every week? Ask or get them yourself. I promise so many of your issues can be resolved if you take a closer look at what you expect others to do for you and instead do it for yourself. Of course, if someone goes above and beyond for you then you should be grateful and if that is the non-negotiable reality you created then good for you! But if you didn't get exactly what you wanted – ask yourself is it really what you wanted? Can you do without it? If so, move on. Change jobs. Get out of that relationship. If it isn't and it's the *idea* that you are turned on by – reflect on this.

Seldom we think we want something that has been

programmed for us to want – in reality it is not what we want. The best quote I heard to represent this is “what you think you want isn’t actually what you want,” that’s why people get unhappy with what they thought they wanted. It wasn’t their story to begin with. So instead of chasing an ideal, begin with figuring out what it is you truly want and then dropping your expectations of getting it from an outside source. Find it inside of yourself. That feeling will enlighten your soul to find purpose instead of reassurance. That feeling, will set you free.



## 085 – Smile More

The easiest and simplest way to uplift your energy and others. The world is beautiful when everyone in it fulfills their own happiness. Here's how you can be happier instantly: smile more. It's been proven by much scientific research that physically smiling can change your mood instantly. Try it right now. I've got a huge smile on my face as I type this and I can't help but feel joyful. Practice doing this daily in front of the mirror. Practice saying the words "I am happy." It is so powerful. I never really had an issue being happy or feeling positive, yet ultimate joy only came to me when I allowed myself to feel it. It's true! The more emotionally savvy I became, the more in tune with my feelings, the happier I would get.

There are plentiful of positive emotions such as excitement, or gratefulness, contentment, joyful, but only ONE happy. Happy is this release of heart-filled ecstasy. That's how I picture my happy place. It happens when I sign a huge client, when I'm doing a fun activity with family, when I dive in the ocean. These bubbles of happy atoms come at me from every part of my body. It tingles to my toes and bursts in my abdomen. It's truly euphoric. It is said that you can only experience true happiness when you allow yourself to feel sadness. I believe this to my core. As in my earlier years, I seldom felt "okay" or "normal" but HAPPY the way I feel it now, is a new emotion. That is also because I finally let go and released so much pain



in reverse. I allowed myself to feel deep sadness, anguish, grief. In return my level of happiness has increased. I used to think sadness was “bad” or negative to feel but it isn’t! Sadness is a healthy emotional feeling on the spectrum.

Negative feelings are anger, depressed, anxious. Those feelings lower your vibration. Love, joy, happiness, gratitude are feelings that higher your vibration and therefore make you a match for more good vibes. Stay in this mood as frequently as you can. I suggest writing down a list of a hundred plus things that make you happy. Revisit them when you need a reminder... and keep smiling.



## 086– Pick up a New Skill

*“You can’t teach an old dog new tricks but you can teach humans”*

It’s never too late to master a skill. Whether that is social media for your personal branding or learning how to play golf. As a matter of fact, these things will only help you in life. As you know from previous chapters, I decided to learn to fly planes because of my genuine love for flying. That grew into launching a magazine about women in aviation, interviewing world renowned astronaut from NASA’s team Jessica Meir (who was one of two first women to land on the moon) and starting my own foundation to fund women’s aviation education. All this because I got curious and decided to learn something new.

You never know what will come out of acquiring new skillsets. It might open up your mind to a completely new world that will inspire you. I recommend setting a goal to learn one new skill per year. It can be as simple as, learning how to bake, and as complex as building a home. You should even keep a list of “new skills to acquire” on your phone or on paper, that you can revisit frequently. Here are skills if you don’t know where to begin: Learn how to :

- Read music
- Play an instrument
- Cook Italian food

- Make sushi
- Make bread from scratch
- Master the art of Golf
- Play pro Tennis
- Practice Ju Jitsu/any type of martial arts
- Yoga
- Read faster
- How to scuba dive
- How to become a sky diver
- How to fly a plane
- & the list goes on!



## 087–Be of Service to Others

There's a beautiful quote by a Monk that says, "as long as you take care of others for your entire life, they will take care of you". It's a beautiful symbol of what happens when we are in a true collective agreement with one another. When we truly give our time and energy for the good of humanity, being of service to others, we will always win. That is the true path to fulfillment and inner success. That is why people that work in nonprofits, or doing deep soul work are the happiest. There is nothing more fulfilling to our souls to be of service to other. To know that sure presence can change lives. The way that manifests will depend on your own personal journey, but if you make that a priority and part of your intention in all that you do, you will remain at peace. Restlessness or people who are not in alignment with their true purpose feel terrible on the inside for a reason. They know they are meant for more. They know they are meant to create, to love more, to be more of service to our planet and its habitants.

I know from my own personal journey, I feel like the year I started Goss was the year that re-birthed me. It opened up the gateway to my purpose, and my soul's mission. To create, to give more love to the world and to write. I've always been a writer. It's been my chosen outlet for self-expression since I could write in my early child days. I would write stories, I would manifest my dream life through scripting, I would empower others through my words. It was my place of peace

and serenity. I am grateful that I have created so much for others and for myself from this one skillset, as it has open doors and avenues, I never would have thought possible because of it. And because I hold service so close to my heart in all that I do, I am fulfilled in each one of my pursuits. Ask yourself this question every so often : *what more could I do? How can I make someone else's day better, just because? How can I put a smile on the faces of the people I love?* Just asking this, will open up possibilities for you. Seize them.





## 088 – Pay Yourself First

*“The most expensive and important asset in your business is YOU!”—Jasmin Manke*

Not many women do this and yet it is the only investment that will truly make you wealthier. To pay yourself first means to prioritize your growth financially by setting aside part of your income in order to grow. This could be investing in a course, investing in real estate or simply saving for a real estate or business opportunity. Regardless of the end goal, it should be your top priority. Before you pay rent or your bills. Make it a habit to PYF: pay yourself first.

Now that you have the practice engrained in your mind, how much should you invest, is the next question. I always invest ten percent of my incomes in “stable” investments and then ten percent into more riskier ones. Then I do twenty percent re-invested into my business. I am very talented in turning any and every creative project I have into profits, and therefore have learned how to create ten to twelve income streams from my one business. I own five different businesses to date. Now don’t forget it all started with one. Focus on that one business first, and once you are able to create a stable income stream, start thinking about growing those into multiple streams. This will open up the possibility for you to have more money to play with in terms of your PYF fund.

Your fund will vary depending on where you are in life, and

what your expenses look like. The first thing in my opinion to get rid of, is paying your rent and basic expenses (food, bills, car, etc.). Once you have created enough passive income to take care of those bills, you can get to thinking bigger and investing in riskier places with higher returns. We won't get ahead of ourselves here, the following tips will gradually bring you to this place. What I want you to remember the most here is simply to get into the habit of setting aside funds for the future you.



## 089 – Think

About everything critically. Ask questions and think before you act. Unfortunately, in our school systems we are taught to follow rules and not to think outside the box, which is a necessity to succeed in the outside world. To think critically is an asset in everything we do. It challenges the status quo; it makes us reach for more. We seek knowledge and truth yet one only finds it when one asks for it and chooses to listen to the world for answers.

I used to not care so much about thinking too much – I was more focused on my emotional states and how to regulate them. Had I been taught to think about my actions and their repercussions I probably wouldn't have to regulate my emotions so much! There is of course a fine line between thinking and over thinking which leads to anxiety and more stress.

Here I talk more about: what is really in my food? Then looking up the ingredients on Google. The rule of thumb is usually if you can't pronounce it or see five unfamiliar terms on the packaging, don't eat it. It's filled with crap. In nutrition it is easier to filter out things that are unhealthy for us but in our daily lives the lines are blurred: should I marry him? Should I stay in this job position? Should I open my own business? Should I travel for the next five years? Should I have a third child? These lifetime changes require critical thinking. If you are not taught to do this properly, it can alter your life for the worst! Much like Miranda in *Sex & The City*, I usually make a

list of pros and cons each time I need to attack a subject that requires critical thinking. I force myself to find over five things on each side... and then I argue both cases. Once the best- and worst-case scenarios are laid out in front of me, I let my heart guide me for the final round. Looking at how far I've gotten, I will say it is working quite well! Give it a try.



## 090 – Trust Your Intuition

Women have a natural ability to tune into our sixth sense. We just sense things and those senses are extremely real. Don't ever doubt your gut feeling, it is highly connected to source. If it comes from that place, listen to it. With the years, women have suppressed their power and were forced by many different cultures and religions to not listen to it. I urge you to. Before you make any big decisions like choosing a life partner or a career, sit with yourself and ask the questions to the Universe. It's that simple. "Tell me. Am I making the right decision with [insert topic of choice]," and then wait five seconds for a reply.

I know every single one of my biggest decisions in life were guided by a higher power. I've been connected to source, God, the Universe, Mother Nature since I was a little girl. I felt deeply protected and supported in everything I did. I feel grateful that I let this power guide me, and I know some of you call this intuition or just a higher knowing. That voice has saved me from making terrible decisions, it kept me on the right path and whenever I felt like it wasn't around, all I had to do was get really quiet in my mind, get present, and wait for it to speak to me. If you're into Abraham Hicks, then you're very much aware that we all have our own guides that are here to protect and lead us to our purpose. If the concept is quite foreign to you, than get into meditation a lot more. Read those books and ask for guidance. It will come to you at the right time, when you are ready to hear it. We are all capable of greatness. I believe as a

collective, we are just at the cusp of our true potential. Our powers are limitless when we chose to believe, create actively from a place of love, and stay in service to the greater good of all. If you ever feel lost, or like something is not exactly right, it is probably because somewhere, you have lost that voice. You have blocked it from speaking to you. Your intuition is your soul. When you are connected to yourself, daily, you can never lose it. Always come home to your inner knowing, as it is a part of you. It is the most beautiful connection you'll ever get to experience.





## 091 – Visualize Success

They say every successful person has visualized success over and over again before they got it. Beyoncé talks about the moments before getting on stage to the details of the dress she wore to the shoes on her feet. Train yourself to see these moments clearly in your mental vision. Practice daily aspirations and visualization sessions. As we mentioned in Tip 065, we are feeling beings with magical powers. Our frequency changes when we think positive thoughts. We consciously and subconsciously attract the things we want when we think and feel them being ours. The Universe does not know the difference between reality and our minds. Time is a man-made concept. Therefore, if you know now that it is yours, the Universe will move mountains to bring it into your physical reality.

I trust that if you picked up this book, you are already a believer of miracles and magic, therefore I won't brief you on its history. All you have to do is believe. Think it into your current reality. Break down each and every barrier that says you can't have it and do the work around getting it. It is that simple. Some teachers that have unlocked this paradigm in this department are Dr Joe Dispenza, Amanda Frances, and Melanie Ann Layer. I highly recommend them if you're not already part of their world. It will blow your mind. Another thing I can add about visualization is being around the things you want will also heighten it struth for you. For example, renting your dream

home before you buy it. Test driving your dream car before it is yours. Feeling the leather on the steering wheel, the revving of the engine, smelling the air of a new car can all play into the emotion and bring you closer to it. Sleeping in the dream bed, overlooking an ocean, can motivate you to get up earlier to work harder and to fulfill that dream of living on a beach. Staying grateful for your current reality and letting go of your desires is the last step. You need to already know it's yours therefore release the want. It is already yours! You don't have to hold on so tightly that it breaks. Flow naturally through your life and let it come to you when you are ready for it.

Look out for Mme. Millionaire in 2023, she will have digital courses and programs on turning dreams into reality.



## 092 – Talk Less

There's a beautiful proverb that says "Speak only when you feel your words are better than the silence." There have been more instances than one where I felt that happen in my own life. Where silence could have been a better melody. We have this western culture belief that empty silence must be filled with words. It is wrongly so. Silence is pure. It holds space for other things to happen. The sound of the breeze. The crickets of trees. The whistle of the birds above your head. Sometimes even brilliant ideas that pop in our heads out of nowhere. Silence must not be filled with speech. Did you know that over 90% of communication is done non-verbally?

I understood this very well when my father suffered from a stroke that left him paralyzed and unable to speak. All we had was the sound of silence, and the feeling of being present with one another. It was the most beautiful time together. I learned more about him during those moments than I did years of him talking. We seldom take the time to just "be" and let silence take its natural course then, when we finally do, we notice things that were there all along. That gentle warm gaze a loved one gives can only be felt without words. There's so much beauty in that.

From a professional standpoint, the less you talk, the more confident you appear. Try it out in a meeting or dialogue. Let the other person lead. When silence comes naturally from the end of one conversation, wait three seconds before you jump to

fill the void. Watch how your opponent will naturally do the same. Sit in silence with comfort and confidence. It brings people the biggest discomfort to be quiet. They are so afraid of their thoughts or the void. Let it be. Play with it to your advantage and appreciate staying quiet.



## 093 – Talk More

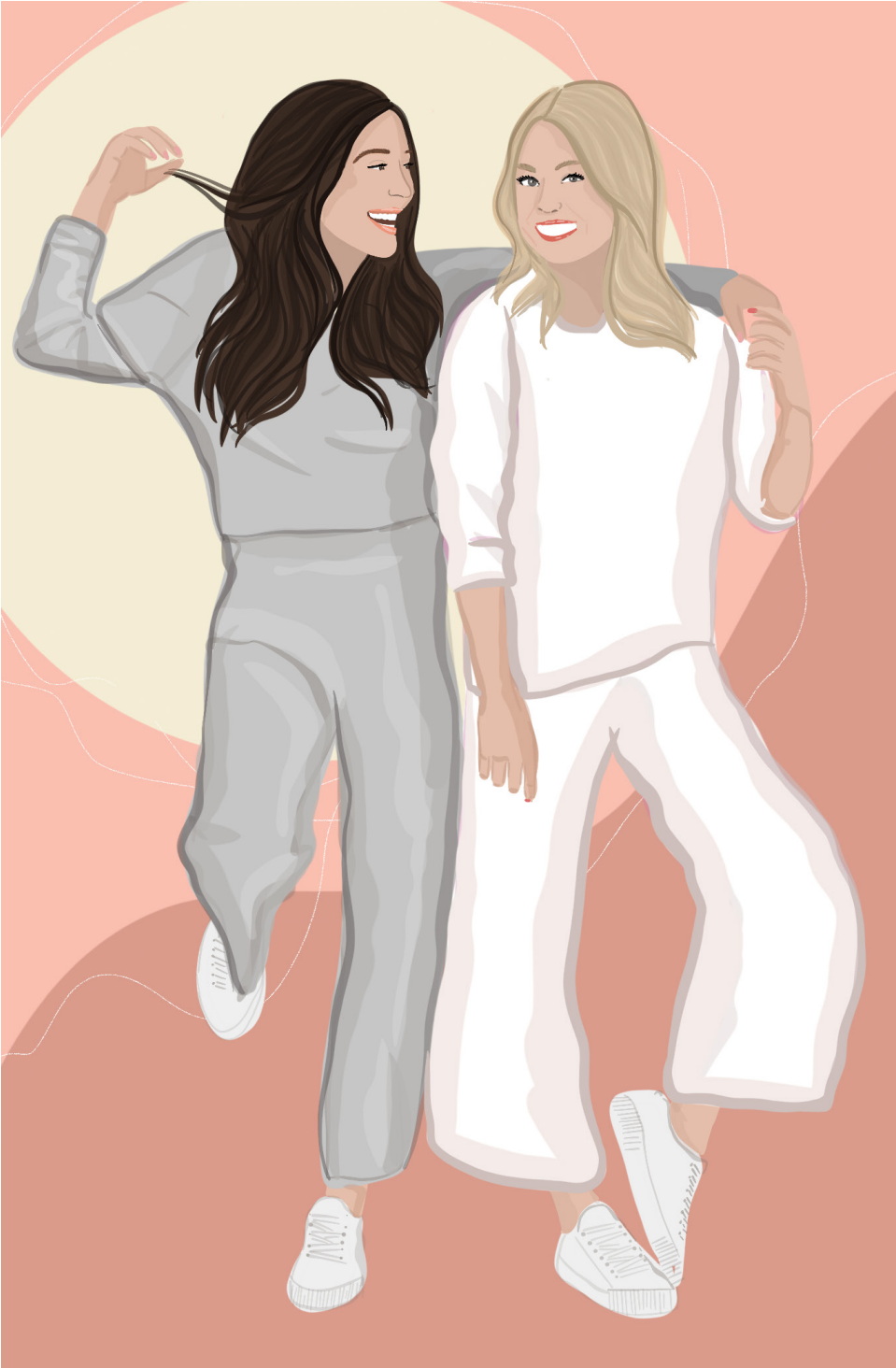
Sometimes we shy away from putting the attention on us, especially as women, because we are afraid of what people will think. We were taught to be humble, gentle and kind. Not to be overly loud or opinionated. “I’m not smart enough, I’m not knowledgeable enough to speak up” and so on. Complete lies! Don’t get stuck in this pattern. Speak up. All the time. Even when you feel stupid or like you will get ridiculed, even more then. It’ll keep you practicing to rebut your negative self-talk until it goes away. Don’t be afraid to let your voice be heard.

This applies more in a professional setting or when someone is crossing a boundary of yours. When you’re in a business meeting with your team, don’t be afraid to question things that don’t sit right, don’t be afraid to give your input. Most people would prefer to sit back and listen than to risk being judged. But it is your duty and responsibility to be yourself in everything that you do. Those ideas floating in your head might be exactly what they need to hear. When it comes to setting boundaries, it is primordial that you speak up about your intentions: “I don’t like when you do this” or “can you please give me space when it comes to...” are ways that you teach others how to treat you.

Nobody will intentionally disrespect your boundaries (at least not healthy, normal people) and sometimes they’re just going off their own boundaries. By you standing your ground and communicating clearly what you want, you will be



surprised that people genuinely listen. Sometimes we assume that “if I tell her/him they will be so angry with me” when really they’re just waiting for you to speak up! If a boundary has been set and the person is still not respecting it, that’s a different conversation altogether and should be addressed. Another great way to communicate our ideas and intentions works very well on social media. Most influencers started there before becoming an offline presence. You can communicate through text via Twitter, through status updates on Facebook to diverse ways on Instagram and YouTube. Video communication has changed the way we can interact with others. We have become more open and honest because we decide and filter what we want to share. Many people have been able to come out of the closet through the help of online communities and friends. Some people have been able to speak up about suicidal thoughts and healed themselves thanks to platforms like these. It has done better than bad in my opinion and is a trusted resource to let things out. Give it a try.



## 094 – Talk to Someone

*“A therapist, a friend, a confidant”*

The importance of being vulnerable with the ones we love... this can change our entire connection and deepen it tremendously. In the older generations, it was seen as a weakness to show emotions. How sad it must have been to grow up in such an environment. Thankfully, today, we see feelings very differently. Men are openly crying and showing great strength because of it. As we develop our EQ (Emotional Quotient) we realize how emotions are there to show us what's wrong, they are triggers that can help us solve great problems. Therefore, the more in tune we are with them, the sounder decisions we can make.

Once we can label our emotions, the best thing we can do for our wellbeing is to speak about them. What happened to you that you feel this way? Usually your best bet is to speak to a business coach, if you're having troubles at work or in your business. Then you should speak with an outside source such as a therapist, or love coach. And lastly, a family member. I put the business coach first because it probably is a money-related issue. If it is not, your therapist can help you sort through it and lastly, a family member can put the pieces back together. There is nothing as perfect and unconditional as the love of another. It can heal, it can protect and it can change us for the better. If you are fortunate enough to have family members who you can go

to for support, than definitely speak to them. Make it a point to stay close, nurture that relationship and hone it (as referred to in Tip 098 and 099).

Also, be honest with what you're feeling. Is it pain? Is it rejection? Is it loss? Is it acceptance? A practice that I truly love and have been doing since I knew how to write is to journal my feelings and reflect on them. Yup. That's right. Ever since I could write! Unfortunately, feelings were not a safe place to communicate in my own family so I learned how to cope on my own. It made me a great listener and very empathic to the feelings of others. Regardless of the pain it once caused me, it has made me a better me today and for that reason alone I would not take it back. That being said, there was always my older brothers that I could go to when I needed emotional support. Mainly Maximilien, my almost twin, eleven months older brother. I cherish our relationship so much and am so grateful that he was there for all the tears and smiles. Today, he is the proud father of a daughter and I am sure his first experience handling and supporting my emotions has helped him become a better father. I love you, Max!



## 095 – Get a Business Coach

If you're working on yourself and your business, there will come a point when getting a coach or business mentor becomes primordial to your growth. There are just some things you will not be able to learn on your own. You can reach a certain amount of success but then to reach new heights or to get out of your own way, you need an objective opinion. I know many women who reached the cap of their resources usually around six figures and were able to create seven and eight figure wealth just by having a coach guide them. I highly recommend it in every way. I was blocked for many years and overworked myself to burnout not once but three times. I started to loathe my work and even considered giving it all up because it was just taking too much out of me and not giving back. I invested in a business coach who completely blew my mind. I made more with her in a few months in my business than I had the entire past year – and I worked half as hard and relaxed more than ever... the results grew again and again and I've been more successful and happier than ever.

I know for a fact that I could not have done it on my own. I didn't know or even believed in a reality where I could make more money and work less. A reality where work was easy and fun! All that to say, I am here today because of her and multiple others who have showed me a different way. I know of many entrepreneurs who have similar stories. As a matter of fact, I don't know one business owner who hasn't reached out at one

point to a business coach, a mentor or someone with resources to help them scale. Therefore, this tip is highly conducive to your success. If you are looking for recommendations, I suggest starting off with the most successful person in your field and go from there. If they are in reach of you – go ahead and ask them who they've worked with or even if you could hire them directly. If they are unreachable or too big, read their biography or get your hands on any information about them and I promise you will find links or connections to other names in the business. A few hours of research and you'll get to the right person or close to them. Start here and don't stop until you reach your goal.





## 096 – Enjoy the Ride

Like a New York Minute! This photo depicts to me what it means to “enjoy the ride” so vividly. If you’ve been to New York City then you can relate to this moment: taking their famous yellow taxi cabs and sightseeing the bustling streets of New York! Such a feeling. In other places where you would be stuck on looking at your phone or catching up on emails all of a sudden stop when you’re here. New York just has a way to pull you into its visually attractive setting. It makes you take a second and breathe it all in. The skyscrapers, the pizza stands on each corner, the loud obnoxious people that bring it scharm. Even if stuck in New York traffic on Upper East Side, you can’t help but smile. I wanted you to think of this when you go through the motion of your life. Enjoy every second of it. The five-ten-fifteen years it took you to manifest that dream career, home, partner. The backpacking through Europe, your first car that almost broke down at each push. Be grateful for all these wonderful moments. They are all necessary stepping stones to the top of the mountain. If you’re into hiking, it is a known fact that the journey is the ride. Getting to the top is satisfying, and the view is extraordinary yes, but it’s the climb that makes it all worth it.

I remember vividly moments in my own journey when I got impatient. I wanted to succeed so badly that I didn’t care about the process to get there. What I didn’t realize is, I was already there! I would be sitting down with the government of

China, after a successful event I put together with them as one of the main sponsors and I would be thinking of “what’s next?” There was a time in my career where I would be on a flight to a different city every two to three weeks from Dubai, to Hong Kong, to Paris for Fashion Week back to Shanghai and I wanted more. It is a terrifying feeling to be living your dream and to have your mind wander elsewhere.

Today, I am immensely present. My reality has changed drastically where I find peace of mind in a calmer environment. Instead of living at the airport, I live by the beach. I work a lot harder than I did then but in a smarter way that does not burn me out or make me live in a future that does not exist.

Looking at those moments so clearly, I can only appreciate them even more for they brought me here. That fast-paced life taught me so much about my performance levels and everything that I want. Knowing fair well that I can get it in the way I choose to have it. Enjoy every step of the way!



## 097 — Live with No Regrets

Regret is a scary word. It fills the hearts and souls of many, and only realize its potent power when it is too late. So many regrets of lives that were not lived, of love that was not chased, of dreams that were not fulfilled. Usually all based on fear.

The fear that we might actually get everything we want and still remain unsatisfied. The fear that we might get hurt by the one we choose to love. The fear that it might still end in despair or defeat. How funny our brains work. It tries to stop us from loving and living and then convinces us that it's for our own good.

If you have something or someone on your heart, there is usually a reason for it. Dreams and desires don't just appear out of thin air. They are real — they are potent — they are true. Don't risk losing something you're scared is not meant for you. I promise your soul is right. It is speaking to you in this moment, and it is for you to listen closely and intently.



## 098 – Plant Seeds

*“The day you plant the seed is not the day you eat the fruit!”*

I remember this day clearly; I wanted my now partner so badly at the time. Little did I know the Universe had different plans for me. It took time, effort and purging our own paths before we were to meet. Which is when I started to apply this same motive in everything else in my life. It could happen with a client, where you start the relationship and nurture it for years before you ever get paid.

It happens in many different areas of our lives. You know when people say you’ll walk down the same street multiple times and spot new things every time? It’s the same theory. We have so much information coming to us all day long and to grasp all of it would make us super-humans. We retain or even notice in our peripheral vision whatever interests us, which is why it is important to make deposits along the way in diverse things. You might not care about saving today because you have a successful career and you’re young, but in twenty to thirty years the conversation will change.

You might not really care to settle down now, or meet your perfect partner, but in five to ten years your needs will change. Plant seeds where necessary now to eat the fruit later when you’re hungry. Do this preemptively and you’re ahead of the game! Set up your finances in your twenties or teens so you

don't have to worry about it in your thirties. Eat well and train daily in your younger years and you won't suffer in your later years and most importantly feed your brain. Don't ever stop learning or educating yourself about all things. Continue to evolve and you will stay rich forever.





## 099 – Water Your Garden

It's not enough to nurture relationships or create bonds with people. It is also important to keep these relationships growing by watering your garden. That is an idiom for relationship building. Every single day, or week, you must check in, keep the conversations rolling and remember to treat each person in your network like you would your garden. Spend time with each one of them. Deposit energy and love in each of them.

We live in a society that chases outside wealth to fill inside voids. We are taught that our stature in society will grow by how many awards and statues are made under our name or family lineage. We pride ourselves and even define ourselves based by what we have achieved and goals we can accomplish. Although it is of merit, and it can feel gratifying, none of that really matters. You can't take any of that with you. Your funeral won't have a lineup of paparazzies, publicists or your luxury car collection. You won't be buried with all the money you have, or the properties you own. The only thing you will want in your last moments of physical life, is the people that you love. Your family, your friends, your lifelong relationships. They are the only thing that truly matters. Don't wait until your last breath to figure that out.

Give it attention, love and care throughout your life. Harvard University had a fascinating study that uncovered the lives of Harvard graduates and of Boston born troubled youths. To date, it is the longest study of adult life that was ever done.

The Harvard Study of Adult Development tracked the lives of seven hundred and twenty-four men for seventy-five years. Year after year, asking about their life, their health, their relationships. What they got to discover at the end of their study and essentially of these men's lives is that, it wasn't the ones with the most money or accomplishments that were the happiest – but the ones that had fulfilling relationships and connections. At the end of the day, our happiness grows by the sides of the ones we love. This is the most important part of life.



## 100 – Grow!

*“A heart well lived is one that is constantly growing”*

Never forget to grow. At any age and any moment, growth is never within reach as it continues to evolve over time. What you need now, you will not need in ten years. A heart well lived is one that is constantly growing. Think of a tree. It stands tall with its ever-ending leaves and it has been dancing with the sun for centuries. Some trees have been there for one hundred to three thousand years. Look at how it keeps growing! It doesn't end. When you stay stagnant, you cannot stay fulfilled. We are here to learn, unlearn and learn some more. We are meant to learn about others, about our environment, about how we can make this world better, all while unlearning the past that was wrongly taught to us, unlearning everything our parents instilled in us that today no longer stays as valid. If we are lucky, the ancient paradigms we have been taught are timeless and can be passed on to our children but some households are taught toxic patterns or negative beliefs that we spend years having to release and unleash. Both are a process and a way of life. Wherever you stand, you must keep on growing. Read books, take classes, speak to strangers with different thoughts or ideas than you. Stay open minded when seeking the truth for it is always a perception and usually subjective by its given source. I look back at just a few years ago and *wow* have I evolved. I get excited about the future because if I know all I know now, I can only imagine how much more knowledge I will have obtained

and continue to absorb. Keep a reflective journal outside of your gratitude list and desires and just mark down every day what you have learned to be new information. Do this for months and years and don't stop doing this. Share information with others, recycle and give it back. This tip is one that you will revisit multiple times in different times of your life and it will hold different meanings every time. Growth is personal, it's a journey and it lasts a lifetime. As Michelangelo said at age eighty: "I am still learning."



## 101 – Love

It's a full circle moment. You started at 001 – KNOW THYSELF and you end with 101 – LOVE YOURSELF! Ladies, I cannot say this enough – your success externally will truly depend on how you feel on the inside. That natural glow you have when you're loving your life, will transcend into everything you touch. This last image is very special to me, as I got Lainey Molnar to draw it. The instructions I gave her was to describe what “love yourself” represented to her.

She said “eating ice cream, as a curvaceous woman who looks beautiful and happy, wearing colorful pants.” I loved her description of it so it stayed. I hope this picture will be the reminder you need to know that you are loved, deeply, by the universe that surrounds you. That all she wants, is to watch you live your ultimate dream life. To be in a state of joy, of gratitude, of love at all times of the day. If you take anything from this book, I hope you remember this: you can achieve whatever you set your mind to. It is your destiny to live out the wildest dreams you have. You are supported immensely in the pursuit of what sets your soul on fire. Don't give up, keep moving forward and always remember to LOVE yourself freely, completely and unconditionally. Only then will the world and everyone in it, match your beautiful energy and respond to you how you deserve to be spoken to. I love you, more than you will ever know. I am here to watch you grow and to see you shine your light on all of us...

In the last seconds of your life when you are waiting for your soul to go back to source, you will have a moment with God and she will ask you: did you love? And I hope you will smile up at her, and say : Yes.

Love yourself, love others, love your world. That is the only reason we are here.

Always remember to...

**#BeGOSSY**



## Full list from Tip 004: Learn Geography

**Afghanistan:** Kabul **Albania:** Tirana **Algeria:** Algiers  
**Andorra:** Andorra la Vella **Angola:** Luanda **Antigua and Barbuda:** Saint John's **Argentina:** Buenos Aires **Armenia:** Yerevan **Australia:** Canberra **Austria:** Vienna **Azerbaijan:** Baku **The Bahamas:** Nassau **Bahrain:** Manama **Bangladesh:** Dhaka **Barbados:** Bridgetown **Belarus:** Minsk **Belgium:** Brussels **Belize:** Belmopan **Benin:** Porto-Novo **Bhutan:** Thimphu **Bolivia:** La Paz (administrative); Sucre (judicial) **Bosnia and Herzegovina:** Sarajevo **Botswana:** Gaborone **Brazil:** Brasilia **Brunei:** Bandar Seri Begawan **Bulgaria:** Sofia **Burkina Faso:** Ouagadougou **Burundi:** Gitega (changed from Bujumbura in December 2018) **Cambodia:** Phnom Penh **Cameroon:** Yaounde **Canada:** Ottawa **Cape Verde:** Praia **Central African Republic:** Bangui **Chad:** N'Djamena **Chile:** Santiago **China:** Beijing **Colombia:** Bogotá **Comoros:** Moroni **Congo:** Republic of the: Brazzaville **Congo, Democratic Republic of the:** Kinshasa **Costa Rica:** San Jose **Côte d'Ivoire:** Yamoussoukro (official); Abidjan (de facto) **Croatia:** Zagreb **Cuba:** Havana **Cyprus:** Nicosia **Czech Republic:** Prague **Denmark:** Copenhagen **Djibouti:** Djibouti **Dominica:** Roseau **Dominican Republic:** Santo Domingo **East Timor (Timor-Leste):** Dili **Ecuador:** Quito **Egypt:** Cairo **El Salvador:** San Salvador **Equatorial Guinea:** Malabo **Eritrea:** Asmara **Estonia:** Tallinn **Ethiopia:** Addis Ababa **Fiji:** Suva

**Finland:** Helsinki **France:** Paris **Gabon:** Libreville **The  
 Gambia:** Banjul **Georgia:** Tbilisi **Germany:** Berlin **Ghana:**  
 Accra **Greece:** Athens **Grenada:** Saint George's **Guatemala:**  
 Guatemala City **Guinea:** Conakry **Guinea-Bissau:** Bissau  
**Guyana:** Georgetown **Haiti:** Port-Au-Prince **Honduras:**  
 Tegucigalpa **Hungary:** Budapest **Iceland:** Reykjavik **India:**  
 New Delhi **Indonesia:** Jakarta **Iran:** Tehran **Iraq:** Baghdad  
**Ireland:** Dublin **Israel:** Jerusalem **Italy:** Rome **Jamaica:**  
 Kingston **Japan:** Tokyo **Jordan:** Amman **Kazakhstan:** Nur-  
 Sultan **Kenya:** Nairobi **Kiribati:** South Tarawa **Kosovo:**  
 Pristina **Kuwait:** Kuwait City **Kyrgyzstan:** Bishkek **Laos:**  
 Vientiane **Latvia:** Riga **Lebanon:** Beirut **Lesotho:** Maseru  
**Liberia:** Monrovia **Libya:** Tripoli **Liechtenstein:** Vaduz  
**Lithuania:** Vilnius **Luxembourg:** Luxembourg **Madagascar:**  
 Antananarivo **Malawi:** Lilongwe **Malaysia:** Kuala Lumpur  
**Maldives:** Male **Mali:** Bamako **Malta:** Valletta **Marshall  
 Islands:** Majuro **Mauritania:** Nouakchott **Mauritius:** Port  
 Louis **Mexico:** Mexico City **Federated States of Micronesia:**  
 Palikir **Moldova:** Chisinau **Monaco:** Monaco **Mongolia:**  
 Ulaanbaatar **Montenegro:** Podgorica **Morocco:** Rabat  
**Mozambique:** Maputo **Myanmar (Burma):** Nay Pyi Taw  
**Namibia:** Windhoek **Nauru:** Yaren District **Nepal:** Kathmandu  
**Netherlands:** Amsterdam **New Zealand:** Wellington  
**Nicaragua:** Managua **Niger:** Niamey **Nigeria:** Abuja **North  
 Korea:** Pyongyang **North Macedonia (formerly Macedonia):**  
 Skopje **Norway:** Oslo **Oman:** Muscat **Pakistan:** Islamabad  
**Palau:** Ngerulmud **Palestine:** East Jerusalem **Panama:** Panama  
 City **Papua New Guinea:** Port Moresby **Paraguay:** Asunción  
**Peru:** Lima **Philippines:** Manila **Poland:** Warsaw **Portugal:**  
 Lisbon **Qatar:** Doha **Romania:** Bucharest **Russia:** Moscow  
**Rwanda:** Kigali **Saint Kitts and Nevis:** Basseterre **Saint**

**Lucia:** Castries **Saint Vincent and the Grenadines:**  
 Kingstown **Samoa:** Apia **San Marino:** San Marino **São Tomé  
 and Príncipe:** São Tomé **Saudi Arabia:** Riyadh **Senegal:**  
 Dakar **Serbia:** Belgrade **Seychelles:** Victoria **Sierra Leone:**  
 Freetown **Singapore:** Singapore **Slovakia:** Bratislava **Slovenia:**  
 Ljubljana **Solomon Islands:** Honiara **Somalia:** Mogadishu  
**South Africa:** Cape Town **South Korea:** Seoul **South Sudan:**  
 Juba **Spain:** Madrid Sri Lanka: Colombo, Sri Jayawardenepura  
 Kotte **Sudan:** Khartoum **Suriname:** Paramaribo **Sweden:**  
 Stockholm **Switzerland:** Bern **Syria:** Damascus **Tajikistan:**  
 Dushanbe **Tanzania:** Dodoma **Thailand:** Bangkok **Timor-  
 Leste:** Dili **Togo:** Lomé **Tonga:** Nuku'alofa **Trinidad and  
 Tobago:** Port of Spain **Tunisia:** Tunis **Turkey:** Ankara  
**Turkmenistan:** Ashgabat **Tuvalu:** Funafuti **Uganda:** Kampala  
**Ukraine:** Kiev **United Arab Emirates (UAE):** Abu Dhabi  
**United Kingdom (UK):** London **United States of America  
 (USA):** Washington, DC **Uruguay:** Montevideo **Uzbekistan:**  
 Tashkent **Vanuatu:** Port Vila **Vatican City:** Vatican City  
**Venezuela:** Caracas **Vietnam:** Hanoi **Yemen:** Sana'a **Zambia:**  
 Lusaka **Zimbabwe:** Harare



## About the Author

Rebecca I Perez is the Author of *101 Ways to #BeGossy* Published by Olympia Books. For recreational purposes, she is a certified Private Pilot, Master Diver, Skydiver, Real Estate Developer, and qualitative storyteller. She started her journey of empowering women just five years ago and hasn't looked back since. The GOSS movement turned Magazine turned book has transformed hundreds of thousands of lives and continues to empower and inspire daily. Rebecca is at the forefront of women's equality, which is why she has dedicated her life to helping women thrive and to fund their professional endeavors in every field.





# 101 WAYS TO BeGOSSY

101 Ways to BeGossy is a pragmatic business bible designed for women.

A step by step guide outlining self development topics, emotional intelligence and deep-diving into self-love in a playful setting. This book will shift your way of thinking when it comes to leading a life you love professionally and personally all while staying true to yourself. Written in a simple way that will allow you to pick it up at any page and dive into tips directly with adjacent illustrations to prove the points demonstrated. 101 different tips, 101 ideas, 101 ways of becoming fully you.

Author Rebecca I Perez is a serial entrepreneur, thought provoker and qualitative storyteller. Everything she writes about, she has experienced.

Her mission and purpose in life is to empower and inspire women worldwide to find their inner voice and break free from paradigms.

She is an advocate for gender equality and believes this world will be a better place when women lead it from all fronts.

For when a woman leads, she always leads with love.

You can find her on all social medias at @rebeccaiperez

Make sure to keep your eyes out for her next best selling phenomenon,  
Cash Is Queen."