

# The Stress Survival Kit for the Alpha Female



*How to lead powerfully with  
care, compassion and respect*

**Lori Hanson**

Award-Winning Author of *It Started with Pop-Tarts®*

Foreword by Mara Purl

# Praise for

## *The Stress Survival Kit for the Alpha Female*

*I love this book! Easy to read and packed with ideas to lead a stress free life. I had the great pleasure of being interviewed by Lori Hanson and admire her passion to show us women an easy approach to being the Alpha female. Lori's advice is contagious enough to make you pull out a notebook and pen, even as you read.*

**Dawn Gallagher**

Author of Nature's Beauty Secrets

*Most of my clients are strong women who I help tap into their inner resourcefulness to live strong, empowered, confident lives. Survival Kit for the Alpha Female is a brilliant resource for female leaders and future leaders at any age, stage or status. Filled with tips and resources, affirmations and practical ideas, this book has the potential to share all the wisdom of a best friend, wise elder, caring teacher, preacher, mother, mentor and coach, all in one place. You will want to share it, but get an extra copy to share. Mark yours up with a highlighter and lots of folded page corners, and keep it for reference.*

**Michael J. Kline**, RIM Master  
Certified Canfield Success Trainer & Coach

*If we successfully manage ourselves, we can successfully manage and navigate all the areas of our lives, thus alleviating a lot of stress. The Stress Survival Kit for the Alpha Female is a great tool to use to help create your self management plan. Two thumbs up!*

**Donna Evans**, Former President & CEO  
Colorado Women's Chamber of Commerce &  
Women's Leadership Foundation

*Success is predictable if you know what determines it. This book offers some valuable insights that will challenge you to leap beyond your current comfort level and stand up and be heard. If you want to strengthen your life and your effectiveness overall, you'll discover a great friend in this book. You'll probably want to recommend it to all your female friends.*

**Jim Britt**, 13 times best-selling author

*Lori Hanson not only delivers an empowering message for women to embrace their inner "Alpha Female", she also provides practical advice and doable actions steps for women to successfully navigate today's stressful landscape. This book shines a light on how critical it is to create a pack and work collaboratively, how true strength lies within vulnerability and authenticity, and how to lead and live a well-balanced life. If you're an "Alpha Female", or aspire to be one, this book will give you the tools, courage, and motivation to wear that letter "A" as a badge of honor.*

**Aimee Cohen**, author of WomanUp!

The STRESS  
Survival Kit  
for  
the Alpha Female

*How to lead powerfully  
with care, compassion and respect*



# The STRESS Survival Kit for the Alpha Female

**Lori Hanson**



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*This book is dedicated to all my fellow alpha females. May you lead your pack with confidence, compassion, gratitude, integrity and respect.*

*Remember to care for yourself first, and allow space for harmony and balance as you lead, this is critical for success and survival of the pack.*



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# Foreword

**H**ow many to-do lists do you have? Do they get shorter as you work through them? Or do they somehow get longer as you discover still more tasks you must complete? And here's the kicker: Are you even on your own to-do list?

These are among the questions I ask when I give my “Heart Matters” talks to groups of women. The audience members are stopped by that last question, and then begin to shake their heads. No, they realize, they're not. Why? Because they put everyone and everything ahead of themselves.

This realization—that women tackle everything in life but often fail to care for themselves—is part of Lori Hanson's core message. To answer a critical need, she has created this remarkable Tool Kit, which will give you the ways and means to restore your energy, restructure your professional relationships, and rethink your way of honoring yourself and your gifts.

Lori redefines what it means to be an “alpha female.” If you’re reading this book, chances are you’re an alpha female yourself. But perhaps you’ve spent energy for years concealing this part of your identity, as it makes you uncomfortable to accept your natural talent for leadership. Or, conversely, perhaps you’ve earned a reputation for being “difficult” or “blunt” and have resigned yourself to these labels, whether you like them or not.

This is not a combative book that recommends pushing our way past adversaries, or pulling our way into inner circles of influence. Among the misconceptions she clears up are new definitions of teamwork, collaboration, self-respect, and true leadership.

As we acknowledge our authentic talents and qualities, we come to realize each of us truly is the alpha female to our own pack, or packs. As such, we need every bit of canny awareness, skilled self-care, and balance we can achieve. Lori’s book takes you on a comprehensive tour of your own life, giving you’re the opportunity to review, re-frame and re-boot every system that isn’t working for your optimal happiness and well-being.

She covers physical health, financial health, emotional health, spiritual health, and, well, you get the picture—the essence of health itself, until by the end of her book we feel streamlined and toned, strong and resilient, and ready to fulfill all that matters most

to us. She shares important wisdom from four mentors and colleagues. And most importantly, she speaks from her own experiences in the trenches—as a corporate leader, former body-builder, golfer, and now expert author, speaker, and coach.

*Mara Purl*

*Best-selling author, speaker and performer*



# Acknowledgments

**I**t takes a team to birth a new book. Although the initial ideas and concepts come from my head, there is always a strong team of people I work with and count on to help me make the final product the best it can be.

Thank you, thank you, thank you to my four alpha female interviewees: Dawn Gallagher, Dr. Cathie Lippman, Annette and Victoria Quintana. Thank you for making time to share your life experiences to inspire the women who read this book.

Dawn, thank you for saying “yes” and getting on board quickly to contribute to this project. I appreciate your openness in sharing your life experiences with my readers. You have been an incredible resource and I’m intrigued by the new path we have to explore working together to help busy women.

Dr. Lippman, I am grateful for your contribution and making time in your schedule to be interviewed. You’re *always* willing to help and have contributed

## *Acknowledgments*

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Victoria, thank you for the gift of friendship we've shared as we travel this journey of life. Our coffee talks through the years have been fun and inspirational. I am so grateful you agreed to share your life lessons and insights for this book. Your words will inspire and challenge readers to think more about their spiritual journey.

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To all the women I've talked to at a keynote speech or met throughout my life that are stressed out, overwhelmed, and struggling to let go and “be” *you* inspired me to write this book. Thank you.

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And lastly, to Sasha, (my Malamute) partner in crime and little wolfie. You were *the* model alpha female, strong, powerful and confident, aggressive when you need to be, yet compassionate, beautiful, and a caring companion with a wonderful sense of humor. I love you, and I miss you every day.

# Introduction

**A**s an alpha female, and a woman who leads the pack you've experienced stress in both your personal and professional life. We live in a world where the roles between men and women have changed significantly in the past thirty to forty years. Those changes have created role confusion and stress that didn't exist in the sixties and early seventies when I grew up.

The lines have blurred, the pendulum has shifted, and too many women, in their pursuit to be the best and run the show, have depleted their resources in the process. I've been fortunate to have all varieties of alpha females as mentors on my journey: from stressed to successful and balanced.

The debate about "having it all" (marriage, career, kids, and balance) is still a hot topic. As females' roles shifted in the working world, the questions grew regardless of whether we:

## Introduction

- ✧ took the risk to start our own businesses and follow the call of the wild (aka entrepreneurship)
- ✧ accepted the challenge of being corporate executives
- ✧ set our sights on being great managers, or
- ✧ followed a creative path

If you decided to go for the career *and* family people will ask you, “How you do it?” “Are you happy?” and “Can you really have it all?” The end goal, the big prize, is to follow your passion and keep the excitement about your career and life alive.

And hey, make no mistake, it takes *cojones* to take big risks and follow that passion because most of the time, there’s no safety net to catch you if you fall. But oh, the rush of excitement you get from answering the call to being the alpha female!

Out of curiosity, I Googled some images of “Alpha Female” before I started writing this book. I was amused (not) to find numerous images appear of “the hottie,” scantily clad women designated as alpha females. Other common results included women in business suits, female wrestlers, and the obvious parallels to wolves. One image had a man in the background holding a laundry basket. It’s interesting that people believe there has to be one or the other in charge, because in the animal world

there is both an alpha male *and* an alpha female that lead the pack.

In recent books written about the alpha female, the word *bitch* is prominent. In order to be an alpha, they claim, you've got to be a bitch: stand tall and take charge. And while there is some truth to that perception, back in my corporate days I didn't enjoy working for a bitch. She showed no compassion, was uptight, displayed lots of ego, wasn't any fun, and was rarely interested in collaborating. More on this to follow.

No shock, there are varied interpretations of what an alpha female is. As I started sharing the title of this book with women, I got many responses such as, "Oh, that's me!" or "I'm an alpha female; I've got to read that book."

The stress of being the alpha is deeply rooted in the association with being one. Many women I've spoken with have a sense that being a strong woman also means being worn out and having no time for oneself. Alpha female wolves and dogs don't look stressed out. They know their role, as does everyone else in the pack, because there is a hierarchy—a system that provides for the health and well-being of all pack members.

Let's define alpha female characteristics to dispel the myths and create a common platform from which to learn and grow, as you begin to *devour* the contents in the book. (Remember, the alpha always eats first!)

In the dog/wolf/coyote world, the alpha female is a strong, confident, dominant leader who rules the pack. Other members of the pack are submissive to the alpha female. She establishes and reinforces her position with her stance, body position, and facial expression. She gets to eat first, and has priority for mating with alpha males. The hierarchy of the pack is defined, and all members are happy when they know their roles.

I must confess that while I have a huge place in my heart for wolves and dogs (and animals in general), my personal favorites are arctic breeds. Having a publishing company named Shewolf Press might have been your first clue.

Sasha, my Malamute, is my partner in crime whether she's playing therapy dog—during a client session—or sharing her perspective on life lessons in the “Sasha’s Story” segment of my *Learn2Balance eZine*. She is a strong alpha female, so the synergies of the metaphor come easily on this topic.

## *Alpha Female Characteristics*

The alpha female woman has many traits similar to the alpha female dog. For our discussion in this book, the list includes:

- ✧ Athletic
- ✧ Energetic

- ✧ Healthy
- ✧ Aggressive
- ✧ Controlling/dominant
- ✧ Determined
- ✧ Outspoken
- ✧ Overachiever
- ✧ Resourceful
- ✧ Risk taker
- ✧ Career is critical to identity
- ✧ Independent
- ✧ Resilient
- ✧ Revels in her time alone
- ✧ Comfortable with her masculine energy
- ✧ Loves sports and competition
- ✧ Engaging with great sense of humor
- ✧ Magnetic personality
- ✧ Loyal
- ✧ Genuinely cares for and looks out for her pack
- ✧ Authentic—speaks her mind

As Dr. Gabriella Cora says, “Alpha females get themselves in more stressful situations by virtue of being more dominant and on the front lines at all times, which in turn makes them more vulnerable to personal attacks...more head-to-head physical, emotional and intellectual confrontations. Their innate ability to endure frontal assaults may exceed others’ genetic capabilities to sustain stress itself.”<sup>1</sup>

Alpha females are wired to be tough to withstand the stress and confrontations that come from running ahead of the pack. Resilience and determination come easy, but the stress must be released to recharge their batteries and be ready for the next new challenge or adventure.

Collaboration, delegation, and relaxation are practices that must be adopted on a regular basis to sustain life as a successful alpha female. Whether you're working collaboratively with an alpha male or delegating tasks to members of the pack, learning from other alphas will make the journey easier and more enjoyable.

## *Empowering Alpha Females*

My passion for helping women started when the mother of one of my eating disorder clients came to my support group in California. She felt it was her responsibility to fix her daughter's eating disorder. Like many parents, she was embarrassed about the progression of her daughter's life and wanted to quickly make the "behavior" go away.

This woman had her own issues—when her children became young adults, she essentially lost her place in the pack. She was totally consumed with following her adult children around the house and picking up after them (she was a bit OCD).

When I asked what she was passionate about, she sat there stumped and couldn't answer the question.

I found out at the next support group this woman was an artist, a sculptor with a studio in her home. What a gift to explore and enjoy! But instead, by working so desperately to please everyone else, she gave up her *self* and her ability to feel alive. She lost her passion and her sense of where she fit in and why she was here. Her pack was dysfunctional.

I've since met hundreds of women in similar predicaments. Women who aren't connected to their passion, who merely exist day-to-day feeling like slaves to the To Do List, their children, bosses, spouses, and significant others. They don't even know they're missing the beautiful scenery out their windows as they travel on their life's journey.

You only get today once. Don't you think it's time you felt passionate, happy, and excited about your life?

When I was bulimic I was intensely passionate about food and my body. My binges were followed by horrible episodes of self-guilt, embarrassment, and shame. I'd beat myself up for days. I used to feel bad about spending over thirty years of my life dedicated to self-hatred and bulimia. I asked myself why I was so stupid, why it took me so long to figure out what my real passion was, and why I was here on this planet. What a waste of time *that* was.

Then I adopted the understanding that this was my *journey*, and I'd figure it out when I was supposed to. The longevity of my addictive behaviors has given me much more compassion for my audiences and clients. I fully understand what they're going through, whether it's stress, nutritional and weight issues, finances, or workplace politics.

If you've followed me for any period of time, you probably know that I love to study biographies of other people. I've studied the brain and the subconscious mind for over thirty years. I'm inspired by learning how people achieve success and reach their goals. What type of mindset do they use to assist them? Do they work hard and fall on their face at some point, or is it an easy path? People intrigue and inspire me.

One day I watched a bio of Julia Child. I was excited to discover she was fifty when she published her first cookbook. Wahoo! I had just gotten a huge dose of empowerment and validation because I beat her by a year. My first book, *It Started with Pop-Tarts*®, was released when I was 49.

Last year I saw a bio on Judy Sheindlin and felt even better when I found out she was in her fifties when she started her TV career as *Judge Judy*. More validation that I still have plenty of time to fulfill my life's purpose, to share my story and what I've learned to inspire women to find their passion, live consciously, and improve their quality of life. Whew.

My goal in this book is to share an easy-to-adopt approach to being the alpha female. It includes working collaboratively within your pack. It includes being compassionate, leading not only through your strength but through letting yourself be vulnerable on occasion and *ask for help*. You'll learn how to be a healthy, happy, well-adjusted pack leader who enjoys having balance.

I've had the opportunity to interview several women who are strong, successful, balanced alphas for this book. They were gracious about sharing glimpses into their personal journeys and some of their practices, providing examples of thriving as a working woman leading her pack.

## Full Circle

I remember men holding the door for me as a young girl. I considered it a natural, polite thing that men just did. But as a young professional working woman in the early eighties, if a man attempted to hold the door, I made it clear I could handle it myself!

In the past ten years, my appreciation for the very few men who still hold the door open has returned. They are simply displaying respect for me as another human being, vs. those who race ahead, almost knocking me down to get through the door or board the plane a mere five seconds ahead of

*Introduction*

me. I make it a regular practice to hold the door for people behind me, because *I value random acts of kindness*.

I was pleasantly surprised last year when none other than local celebrity Bill Hanzlik (a retired pro basketball player) held a building door open for me and waited several seconds for me to enter. After expressing my gratitude I smiled and said, “Hey, I’m feeling really short right now!” Bill is listed at 6’7” and I am a feisty, 5’1¼”.

Lori Hanson  
Denver, Colorado



## B – Business and Bitches



**Y**ou know one, don't you? She's the Type-A Bitch (capital B) who makes your work life a living hell. You may have even thought she was an alpha female because she's controlling, nasty, demanding (shades of *The Devil Wears Prada*), doesn't care about your time off, and wants what she wants, the way she wants it, by the deadline—period. And somehow it seems like she always wins.



Part of the issue with dominant behavior is the blurred lines: what some people *think* is alpha behavior is merely that of an egotistical bully. The loudest one in the room isn't necessarily the alpha.

I worked with a Type-A control freak in one of my last corporate jobs. During the interview process, she was cordial, asked questions, seemed interested in other people, and concerned about whether this was the right job for her or not.



But once she came on board, that act went out the window. She wasn't a collaborator, she was a show stopper. Wherever she had the chance to control, she



applied the brakes, regardless of the client deadline anyone was working with. She was rigid, unforgiving, unpleasant and quite frankly a bitch. If you stopped by her office to ask a quick question, you got a raised hand in response, “Can’t talk, have five minutes at two o’clock.”

“But I just have a quick question; it will take one minute.” I’d say.

“Come back at two and close my door when you leave.”

My proposals depended on her input. And her schedule and inflexibility meant I would be working late into the night *again* to meet my client’s deadline for the proposal. There was no small talk, no warming her up, no meeting her for a cup of coffee. I remember one time she rode with me to a meeting 45 minutes away. She was on her cell phone the entire trip with someone else. No care or feeling for the pack in this woman, just a power trip.

Not surprisingly, I wasn’t the only one who had issues with her; she treated most everyone in the office this way. Behind her back everyone called her a bitch. Not the kind of person I ever wanted to emulate in any way, shape, or form. Not an alpha female.

## *What Defines an Alpha Female?*

A true alpha female is a leader. People want her to lead because she exudes the traits that make people

feel good about working with her. And she's earned it. It feels good to collaborate with her and deliver the tasks she's delegated to you, and it feels great to be on her team and celebrate the big win. While the Type-A Bitch may seem to always win, her days are numbered because she can't keep up the charade she uses to mask her insecurities. Sooner or later the cracks surface, and just like in any good movie, the wicked witch...er bitch, will fall.

What, then, does it *really* take to succeed in business?

Many women think it comes from emulating male behavior. But that won't take you where you want to go because it's based in masculine energy and you're a female. Your traits, characteristics, and strengths are different.

The alpha male sets the stage with body language, confidence, risk taking, intelligent decision making, and by being calm and relaxed, generous and deliberate.<sup>2</sup> The alpha female complements his efforts with her energy, determination, resilience, collaboration, ability to take risks, and ability to be authentic. This is one of the missing pieces of the misguided dominant female.

An alpha female does not try to mask her insecurities by being dominant, calling people out in meetings and embarrassing them, or trying to win a pissing contest by being rude. Reality TV has certainly glorified this idea and put it on a pedestal, but it existed long before. It's not too much different than

what happened on the grade school playground. Remember?

An alpha female has a magnetic personality; she doesn't have to push people around to get what she wants. She's either a born leader or someone who learned and absorbed the skills so they come naturally to her. And everything she touches either turns to gold—or provides a great lesson that catapults her into success on the next project.

## *Career Stress*

As an alpha female you'll encounter a lot of stress, both from being dominant and from being on the front lines. As a business woman you have multiple demands on your time that can stress you out, including leading your work pack and your family pack, collaborating to help the community, and more.

As a go-getter, you typically have a lot more on your plate than a more passive type, and setting boundaries doesn't come easy to you. The lines between work, family, and social times are blurred. And if you're like most women I talk to, you carry a backpack of guilt around with you. (The Type-A Bitch gets stressed out too, because it takes a huge amount of energy to keep up the charade.)

When I talk with working women about balance and creating time for themselves, I get lots of groans, eye-rolls and, "Yeah, I need to do that, but there isn't

time.” Every now and then I meet a gal who’s learned how important it is to take care of herself first in order to be a good alpha female provider for her pack. I’ll tell you about one in a minute.

But first, let’s contemplate career stress. Depending on where you are and what you do, your stress level can be extreme, frustrating, or manageable and under control.

### *The Dues-Payer*

When you’re first starting out after school, you’ve got to prove yourself, climb the corporate ladder, pay your dues, prove you’re reliable, and become an asset. All the while you may be learning how to manage your personal budget, set up house, make new friends, and explore the nuances of work friendships and where to draw the line so you don’t get too close to people you work with.

I fell right into this trap in my first job after college. I made the mistake (against my better judgment) of dating a guy at work. While we dated it wasn’t so bad and everyone thought we were a cute couple. I was the Personnel Assistant for Compensation and Benefits and he was an accountant.

When I broke it off and was ready to move on, *everyone* was in my face about it. They said things like, “Oh, you two were so cute together,” or “You didn’t really break up with him did you?” I had no

interest in rekindling the relationship, and because this was long before the days of saying “Seriously?” I made the decision I wouldn’t date someone from work again. And even though I did a few years later, we hid it from fellow employees and bosses until I left the company for another job. Be careful if you mix business and pleasure—evaluate what you’re getting into. What is the potential effect and how will it impact your career?

### *The Rising Star*

Once you’ve paid your dues and you begin to rise up the corporate ranks, the stress level will increase. Whether you’ve become a manager or solo star, now that you’ve established a reputation you’ve got to build on it and not screw it up by being too aggressive. Many women have married and started a family by the time they’re in this position, and so begins the challenge of managing family and career.

At work people rely on you for guidance, advice, and great ideas. And your alpha leadership is growing. You’re feeling the pressure from multiple sources, and you realize you have to prioritize and delegate or you’ll drown.

If you aren’t prioritizing time to take care of yourself you may gain weight, develop health issues,

and wonder how you'll keep up the pace. But you've learned some great career lessons now and have built a platform to take you to that star you've set your sights on. The level of balance you had in your life is shifting.

### *Corporate Executive*

As a corporate executive you are playing a completely different ballgame. Whether President and CEO, Chairman of the Board, or Executive Vice President, as an alpha female you've made it in the ranks of the male dominated work world. Your stressors may include spending millions or billions of dollars and making decisions that impact large numbers of people. And you've got to develop new strategies to stay competitive and relevant in a changing market, all while managing the internal politics of the corporation.

You've earned a great deal of respect as an alpha female, but in a corporate organization, chances are there is someone who wants your job and is trying to oust you.

If you have a family, the demands change as your children grow to teenagers and college students. You may even be looking into how to manage elder care for one or more of your parents. It's a lot to manage. You may still be carrying that backpack of guilt

around with a lot of dead weight, stressing yourself out unnecessarily.

When Annette Quintana (Chairman and Co-founder of Istonish, Inc.) decided to start a call center business in 2001, she was confident the other parts of their business would remain stable to finance it. They entered into a big lease in Canada and invested over a million dollars to get started. In less than four months of building out the operation, 9/11 hit. Not only was the new venture at risk, their entire business was at risk. Suddenly it felt like they were walking a high-wire.

Annette said it felt like an experience she'd had taking flying lessons twenty-five years ago. She had accumulated enough hours to practice touch-and-go landings. One day after taking off from Centennial Airport, something happened to the airplane.

“You’re supposed to lower the wing flaps so you can slow the airplane down. The problem is if they stay down, you can’t take off. It starts to drag and you’re not going fast enough for the configuration of the wings,” Annette explained. “The wings got stuck. All of a sudden an alarm went off and the airplane starts to stall. I remember thinking if I lose my cool, I’m going to end up dead in the ditch at the end of the runway. And I’ll be God damned if I’m gonna go that way! I was able to get *really* clear and *really* focused and *really* determined and was able to get situated on the radio and land quickly.”

After landing safely, instead of feeling thankful and saying, “Oh, thank God I’m still alive”, Annette said she was really *angry*. As she got out of the plane she was thinking, “This piece of shit nearly killed me.” (I love her honesty!)

The memory of the touch-and-gos came to her during the period after 9/11. She realized there are times in life you make the choice to survive. It’s just a decision you make. “This is what we’re going to make happen. If for no other reason than that I choose for this to happen.”

They got through the tough time by looking at the financials week-by-week and seeing some things they thought would be in place start to erode. Annette said, “You’re laying off this, cutting that, it’s all real time like a high-wire act, but with the idea, *we’re gonna survive this*, firmly behind it. I don’t know how we’re going to make it happen—but then remarkably, one day it begins to emerge.”

During this period Annette went away on a Vipassana meditation retreat because the stress of trying to make it all work exhausted her. This was a rigorous ten day retreat where they meditated on and off for an hour at a time, all day from 4:30 a.m. until 9:30 p.m.

Finally about four or five days into the retreat she got calm enough to surrender. She got to the point of saying, “Thy will be done.” She had a binary experience (the extremes “either it is this or it isn’t

this”). Annette said, “There is no shade of gray about surrender. You are either in the state or you are not there yet. I just said, ‘Whatever happens is okay but give me a sign, show me my path.’”

That night she had a dream about her business. In her dream she had just come back after lunch and everybody was really busy. She said “What’s going on?”

The employees said, “We have a new client; we’ll fill you in later.” She had her sign. Now she had to trust it and move forward.

That was early January. By the end of March they’d signed a \$14 million annual contract that completely changed everything. They added a *thousand employees* to service the client. The way the deal happened was amazing. It didn’t require a lot of capital investment—the financing just worked out and everything fell in place. Annette said, “We couldn’t have imagined a mechanism to make it come together more favorably than what happened. And it was like, wow it’s amazing how the Universe supports you when you surrender and let go.”

## *Entrepreneur*

For alpha females who take the independent route and start their own businesses, the stressors are different. Starting your own business is full of risk. Financial decisions like when, how, and where to

grow the business cause stress. If you are managing the demands of family in addition to being immersed and energized in your passion, the choices can be difficult if your priorities aren't completely clear.

Being a business owner is high-risk, high-reward and can be very fulfilling when you are pursuing something you're passionate about. The guilt often comes from the hours you work that take you away from family in the evenings and weekends.

Dawn Gallagher is the first female entrepreneur I've ever spoken with who is very clear about her roles and time commitments while running her own business. This model, author, TV host, and spokesperson's number one priority is quality time with the family. She works, runs a business, and is an expert host for Home Shopping Channels, but she devotes 60 to 70 percent of her time to family and 30 to 40 percent to work. Dawn says, "Work is a reflection of your happiness in life." And her work reflects her happiness. I'll tell you more about why Dawn made this choice a little later.

So many flavors of career stress to choose from. I've listed just a few and I'm sure you can add more to the list. But let's not get too focused on the stress.

## *Are You Living on Purpose?*

In my 30-plus years in the working world, I've seen huge numbers of women who hate their jobs,

are bored with their jobs, and have no connection to their passion or purpose in life. This doesn't always show up as stress. It may manifest as boredom, apathy, and angst over doing something you don't really want to do. But it causes stress and toxicity in the body.

I was fortunate to have a wonderful mentor in the late nineties, back in my information technology (IT) sales days. I met Donna Cohen when I signed up for Sandler Training, a sales course she was offering at Microsoft's office. I quickly absorbed what she taught and was empowered by the Sandler Sales process, which showed me a way to be authentic, not "sales-y." It catapulted me into winning bigger deals, it improved my confidence, and I achieved a new level of financial freedom as I began reaching and exceeding my monthly sales quotas.

In 2005, after reading Jack Canfield's *The Success Principles*, I called Donna and asked her to meet me for coffee. I was taking immediate action on Jack's principles—interviewing people who were successful at what I was doing so I could reach the next level.

"Donna, what keeps you motivated to do what you do?" I asked her.

I had a list of questions prepared, but before I got to any more of them, she looked at the list and said, "Lori, you've changed. You aren't the same person who took my training. If you were still motivated to sell complex technology solutions you wouldn't be asking me these questions." She then recommended

I go home and write a list of the things I was interested in and enjoyed doing.

I started my list the next Saturday. It had everything from designing petite women's golf clothes to creating a website for female NASCAR fans. (A passion that was big for me back then.) The one I missed out on was creating purses with pockets for cell phones. That product would have met a need for women, but it wasn't my passion. I didn't even know who my target audience was at that point. I had been selling to mostly men in the C-Suite for years.

I continued adding to the list and kept my eyes open for what I enjoyed doing. I knew I was tired of being in IT sales. It took a couple of years for the list to shake out. I started writing lyrics and recording music with my boyfriend and then the idea came to write a book. When I wrote *It Started with Pop-Tarts®* I had no idea I would ever write another book. You're reading my fourth.

Connecting with your passion starts with a seed. And then, as many of my practitioners reminded me, you have to let it grow. Letting it grow means leaving it alone, not continually checking to see how it's coming or asking where it is. Some things just take time.

To set the groundwork for living an enjoyable, balanced, and stress-free life, you've got to live your life *on-purpose*. While living in Southern California, I had the good fortune to meet Dr. Cathie-Ann Lippman, a holistic doctor who practices environmental medicine

in Beverly Hills. I was this brand new entrepreneur with my first book and a strong desire to be a keynote speaker and help people holistically.

I reached out to connect with whomever I could, to learn from them and share my new baby, *It Started with Pop-Tarts*®, especially people who practiced alternative, integrative, or holistic medicine. I was fearless because I had so much passion for what I was doing.

Dr. Lippman graciously invited me to her office so she could demonstrate for me what she did in her practice. We spent over an hour together. I learned about environmental medicine and how she tests for toxicity and allergies in the body. To this day I'm blown away by the early pioneers in alternative medicine, because I was in my forties before learning about it. Doc Lippman is definitely a pioneer.

Cathie comes from a family lineage of doctors. Her father was a pediatrician and her uncle a prominent psychiatrist. She has been “wellness oriented” in her adult life. Cathie describes her first introduction into environmental medicine as serendipity. She'd joined a study group on clinical ecology where a prominent psychiatrist described a case of a woman with panic attacks who was able to reduce them by 80% just by eliminating corn from her diet.

“I am sensitive to foods and chemicals, that have caused health challenges for me. I had significant migraines so severe it was difficult to function. I slept

if I could,” Cathie explained. “Then I decided to figure out what was causing them. I stopped using dairy and am now healthy and migraine free. I learned about homeopathy through a doctor in my area that was treating my son and found it enlightening.”

Cathie’s personal experiences led to her passion for helping people with their health care. She’s been fortunate. Opportunities have been presented to her all her life, and she’s grabbed them whenever she could. Cathie *took action*. And as a result she lives her life on purpose.

## Stress Or Opportunity?

With all the years of study I’ve done on the brain and the subconscious mind, I’ve learned how powerfully our perspective, mindset, and beliefs influence our ability to deal with the challenges we face—and our outcomes. It starts with the lens you’re looking through.

Chris Prentiss, in his book, *Be Who You Want, Have What You Want*, talks about seeing every difficult situation and obstacle in your life as a workout situation. Chris says, “Welcome difficult situations. Use them to see ‘Who You Are’ and to gain the valuable information and wisdom they hold for you. That is an act of courage. Courage is only necessary when you are feeling fear.”<sup>5</sup> He suggests we see *everything*

as a benefit. Because what we learn from *every* life experience is a benefit.

Think about it. I'm sure you've had situations that initially seemed insurmountable and traumatic. Then you look back a few months or years later, only to discover the huge blessing that came from the situation. Maybe you met someone during the process who gave you guidance or information you needed to get through it, or pointed you in a different direction. *Everything* happens for a reason. When I adopted the philosophy from my mentor Bill Harris to "let everything be okay," it significantly reduced the amount of stress in my life.

When I got fired from my "dot.bomb" job back in 2001, I was traumatized. I had never been fired in my life and was mortified and embarrassed. Then three weeks later, I found out it was all corporate politics, and I let go of all of that emotion. That jolt was followed by three more instances of getting laid off in the next few years. It's just how the technology sales world is.

The last time I got laid off, my first book had been out for six months. I knew I wanted to be a motivational speaker. Because I had been through the financial stress of being laid off several times already, it didn't hold any fear for me. So off I jumped from the high dive and started my own business in a "bad economy."

The embarrassment of being fired has long since faded. It was a blip in my life that holds no emotion for me now. I got sucked into the promise of making big bucks with a rapidly growing company in the dot.com era. It happens.

## F-E-A-R

Do you know what the word FEAR stands for? I learned this from Jack Canfield, whom I followed long before he became the successful co-creator of the Chicken Soup® series. FEAR = Fantasized Experience Appearing Real. Fear is a product of your imagination. When you worry about something, you're usually imagining how a situation might turn out badly, over and over in your head. It's accompanied by strong emotion: FEAR.

You can break the chain of fear and use your imagination for something more powerful and positive, by substituting the powerful emotions of joy, excitement, or passion for the FEAR and by visualizing the result you *want* to see happen.

At the end of each chapter in this book, you'll find a toolkit with tips, processes, and techniques you can use to reduce stress. Each toolkit is followed by affirmations created to help you put new thoughts, beliefs, and programming into your mind. Author and brain expert Dr. Arlene Taylor says, "Affirmations are the programming language of the brain."

If you want to change your webpage, you write new html code. If you want to change how a software program works, you've got to change the code as well. If you want to adopt healthier thoughts and beliefs, you use affirmations and repeat them over and over until your subconscious mind starts to operate on the new programming. Your brain is a goal seeking mechanism. It works hard to bring to reality what you focus and spend your energy on.

Because the subconscious works on images, it is important that the images you hold in your mind are what you want and *not* what you're worried about. Even if you don't believe what you are saying in the beginning, keep saying them. Repetition is key.

Dolly Parton used her imagination to create her future as a country star. She had a dream and a big imagination when she was a kid. "I used to put a tin can on a tobacco stick. I would jab one end of it into a crack on the porch of our old cabin. And those were not chickens out there in the yard, they were my audience."<sup>3</sup>

She describes how she imagined her ragged dress to be made of silk, glittery and covered with rhinestones, and being onstage with her guitar, singing her heart out into a microphone (her tin can) to thousands of people. "It was all a dream, but it was a dream that I just couldn't get enough of. I've held on to that dream every day of my life ever since and done everything I could to make it come true."

Dolly used repetition, a strong imagination, and belief in her dreams to create what she wanted. She is a savvy business woman who pushed the limits and paved the way for the female country singers who followed her. She reached her dreams and now graciously gives back in meaningful ways.

## *How to Use Affirmations*

- ✧ Sit quietly.
- ✧ Take 5 to 10 deep breaths. This will relax you, helping you to concentrate and focus on the words you are saying.
- ✧ Repeat your affirmations 3 to 5 times out loud when you first wake up and again before you go to sleep at night.
- ✧ There is less resistance from your conscious mind when you first wake and before you go to sleep.
- ✧ Falling asleep with images of what you want in your brain will help you sleep better (vs. worrying) and bring you closer to what you want, because your brain is contemplating and working on those images all night long.

Here are some business and career tools to help you create more balance in this important chapter of your life.

## **Business Tools**

### *1. Get Clear on Your Priorities*

One of the biggest stressors for the working woman is not having a clear definition of where she should be spending her time. Having a blurred or gray line about your responsibilities and time commitments adds unnecessary stress to your daily life, because you're running around feeling guilty all the time.

There are several things that contribute to this. First of all, if you aren't passionate about what you're doing it will add to the confusion. Identifying and pursuing your passion makes life flow with ease, because you know you're on track and fulfilling your purpose for being on this planet.

Second, if you aren't good at time management and setting boundaries, you're constantly running late to meetings or calls at work, missing soccer games or other family activities—you're probably adding more guilt to your back pack. *Using a white board for this next exercise is helpful.*

- ✧ Make a list of the top ten priorities in your work life.
- ✧ Now make a list of the top ten priorities in your personal life.

- ✧ Put the lists side-by-side and number the things that make up your top ten *life priorities*.
- ✧ This list will vary depending on your age and where you are in your career. It will also be likely to shift every 5 to 10 years so you'll want to revisit it and make adjustments.
- ✧ Once you have a solid list of your top priorities and you feel comfortable with them, adjust your daily schedule to mirror them. Schedule what is most important and say no to the things that don't fit. It *is* okay to say no. You have my permission.

Remember we aren't machines, we are human beings who cannot work all the time and expect to stay healthy, well-adjusted, balanced, and happy.

## 2. *Get Organized*

Are you dealing with the stress of disorganization? Are your office, home, and car a mess? Clue: Do you constantly talk about needing to clean out your car, clean the house, or put some order in your office? Have you ever said, "If I could just get organized, I would be much more productive?"

Part of the issue with organizationally challenged people is that once they clean up, they don't create a new habit to keep it clean. So it's kind of like dieting. Unless you are going to adopt the new lifestyle, why bother? Clutter affects your life in numerous ways. By getting rid of it you create space for new people and experiences to show up in your life. Clutter is also linked to being overweight. When you remove the clutter, you lose weight. It doesn't have to be overwhelming. It's just the picture you're holding in your head that makes it that way.

- ✧ Recognize what a relief getting organized can be. Close your eyes. Imagine what it feels like having a clean car or walking into your office and starting to work right away—because everything you need is right where you need it. Virtually experience walking into your home at night, hanging up your clothes, fixing dinner, and relaxing in your spacious, comfortable, and organized home. *Feel* and be in the experience.
- ✧ Hire someone to come to your home or office, help you sort through your mess, and get organized. By bringing in someone who isn't emotionally attached, the process will go much faster. Professional organizers will set up and

show you new systems and processes to stay organized.

- ✧ Hire a housecleaner to come every week or two. This will force you and the family to pick up on a regular basis before the housekeeper arrives. Before you say, “I can’t afford it,” ask yourself how long it would take you to vacuum, dust, clean the bathrooms and floors. Next take your hourly rate and multiply that by the number of hours it takes you. Include time for distraction from the kids and spouse. Compare that number with what a housekeeper will charge you. Which number is lower? Voila! You’ve just created more time to spend with the kids, walk the dog, run errands, or with your hubby or significant other.

### 3. Plan Your Day the Night Before

Before you go to bed, make a list of the things that must be done tomorrow. I use my white board to make it easier. Pay the mortgage, dentist appointment at 10 a.m., little Susie’s soccer game at 5 p.m., create proposal for new business prospect.

Now list the things you *want* to do. Schedule lunch with your girlfriend, schedule coffee with your boss or employees, get tickets for the concert you want

to attend, buy a new blouse for your presentation next week, or spend time with your hubby or significant other.

Prioritize what *has* to be done with what you'd *like* to get done and put it in your calendar for the next day. Now schedule things in fifteen, thirty, and sixty minute increments. You will be amazed at how quickly you get things done by following these practices, because your subconscious mind has been working on these tasks all night. The benefits are huge. You'll get much more done and create more time in your day, and I don't know a woman who doesn't cherish that.

#### *4. Schedule Time for Checking Email Vs. Having It Open All Day*

I learned this one from Donna, my sales mentor. Email is disruptive and distracts your focus from the scheduled task. Contrary to popular opinion, our brains aren't really capable of multi-tasking. Schedule two to three times during the day to check in.

#### *5. Schedule Time to Return Phone Calls*

Schedule slots in your day to return phone calls, instead of answering the phone while you're performing another task with a deadline or that requires focus. Your concentration will be much better and

the task will be completed more quickly without distractions.

## *6. Ma'am, Put Down Your Cell Phone Now!*

If you are constantly checking your phone and texting while you do everything else, your brain is scattered, and you're expending too much mental energy on all the distractions. I know it's become a way of life for many people, but it's rude to constantly check your phone in meetings, during lunch appointments, and when other people, (including your kids) are talking to you one-on-one.

## *7. Make Breakfast a Priority*

Alpha females eat first. You've got to eat four to six healthy meals a day to be able to care for your pack. Breakfast is critical for fueling the tank to sustain you throughout the day. It helps your productivity, keeps your blood sugar balanced and eliminates cravings.

I had a client who came to me for help with nutrition and stress. She didn't eat breakfast and complained that she snacked all day long. Candy, cookies, and other sugary things found their way into her mouth without much thought. She wanted to lose weight, was miserable in her job, and didn't have energy to get things done at night.

When I suggested she begin to eat breakfast, I heard all the excuses of how she had “never really been a breakfast person” and how hard it was going to be to start “trying to eat” (try = I will fail) in the morning. She was simply amazed at what happened when I gave her easy-to-prepare breakfasts, including items she could make the night before.

Pretty soon she noticed it wasn’t hard at all to eat breakfast, even though she hadn’t done it in years. Then she noticed that, magically, she wasn’t snacking all day long. Once we got her blood sugar leveled out, things changed. Soon after she had breakfast under control, I started hearing reports of things she’d been putting off for months around the house finally getting done, because her energy level increased and her brain and body chemistry were back in balance.

## *8. If You Aren't Happy at Work— Do Something About It!*

If I only had a dollar for every time I’ve said, “You always have a choice.” I know too many people that constantly bitch and complain about their work.

*You* are the only person who can change it. *You* only complain because your mind sees a different picture. Your imagination tells you there is a better career opportunity out there and that’s what you want to do. It’s up to you to step out of your comfort zone

and find something connected to your purpose where you will thrive.

Your objective is not to go from job to job and continue to complain with each new situation. That's an indicator of a more serious issue that again, only *you* can change. If nothing makes you happy, you aren't happy with *yourself*. Time to do some introspective study and see what's holding you back. Hire a coach or get a therapist and get to the root of it, so you can get on with your life.

Make the decision to be happy. It *is* a choice. Remember that every situation is for your benefit, so look around and ask what you are supposed to learn from your current situation. Then finish your homework, absorb the lesson, and look for the next opportunity if it's time to move on.

## 9. *Speak Your Mind...Eloquently*

Be a strong member of the team. Speak your mind firmly, politely, and eloquently; let your voice be heard and demonstrate that you are an asset to the team. If speaking up is difficult, practice. Boost your confidence by visualizing how well your comments will be received, and you'll soon be a confident, effective communicator.

If this feels too difficult, spend time improving your self-esteem. You can read books, listen to audio programs, or hire a coach like me who will help you.

## 10. Be Early

Don't just be on time. Be early. Show that meetings, appointments, and lunches are important to you. Be thankful and gracious for the time the other person gives you. By giving respect, you will receive it.

I learned this the hard way early in my sales career. I was coming out of an abusive marriage and had very low self-esteem. I had an issue with chronic lateness. I finally got my first meeting with RTD in Denver, an account I'd been calling on for a long time. I had to meet my boss at the office so we could drive together to the meeting. I was ten minutes late.

He read me the riot act and deservedly so. He said, "If you requested the meeting with someone you'd better be on time." Realizing how disrespectful my daily, "Sorry I'm late" was to people was a huge turning point for me.

My home in Southern California was a good thirty-five miles north of everywhere I needed to go for meetings. I typically left 60 minutes early for an anticipated 30 minute drive, because in LA you never knew what you would get with the traffic situation. Now I would much rather be 20 minutes early than arrive even two minutes late. It alleviates so much avoidable stress when you are there, grounded, and ready for the important conversation.

It's also important in the office. So much time is wasted waiting for people to show up for meetings.

Be early, give respect, and show you care. If you're the meeting organizer, set the meeting to start at an odd time, like 8:03 a.m. and start it right then. This helps eliminate the time wasted waiting for Joe, Martha and Sally to saunter in at 8:07 a.m. for an 8:00 a.m. meeting. Starting at an off-time sends a message that you are respectful of people's time and serious about when the meeting begins.



## Affirmations

- I am confident
- I am decisive
- I go with the flow when unexpected events happen
- I speak my mind and am respected for my opinion
- I view challenges as benefits for my life education



## A – Almighty Dollar



**T**his is a topic everyone has strong opinions, beliefs, and experiences about. There are people who've never once had an issue with money and others who've struggled their whole lives—no matter how much they made.



Some immigrants who came to the United States in search of *the American Dream* had next to nothing when they arrived, and yet they made it big. A great example is Gloria Estefan, who fled Cuba at a young age with her parents. And yet there are plenty of others born right here who never seem to have enough.

If there was an altar made of money people could pray to and get what they wanted, the line for it would be longer than the one for people waiting to see Mother Teresa.

### *Money Beliefs*



We are programmed from an early age by our parents' beliefs. Before you could even use money to



pay for things, you were heavily influenced by how it was used, whether there was abundance or lack, and by the recurring comments your parents made. You most likely knew if your parents had issues with money or not.

I find coaching young teenage clients who talk about the family's money woes to be disturbing. A teenager shouldn't even be privy to the conversation, much less carry the burden about lack of money.

All your childhood experiences shaped your beliefs, attitudes and perspectives about money. You likely heard the phrases, "money doesn't grow on trees," or "that's too expensive, we can't afford it," or even "well, the Smiths are filthy rich..." somewhere along the line.

As a busy, hard-working professional woman, you are a financial step above many other individuals. You earn your own money and depending on how well you budget the money you earn, you're able to pay your bills, go on nice vacations, and buy the things you want for yourself and your family.

## *The Early Years*

My early money programming was fairly healthy. I didn't lack for things, but I knew we weren't rich. I was keenly aware that my two younger siblings grew up with more, like skiing in Colorado every year (they lived in Chicago). There was never that kind

of money when I was growing up. (There's a ten year gap between me and my two younger siblings.) By the time the younger ones arrived, my father was running hospitals and his financial situation had changed.

Fortunately, one of the things my parents taught us early was budgeting. We had to divide our allowance up into four categories: tithe, savings, clothes, and spending. So every dollar I got was divided into four quarters. I wasn't allowed to shift money from one category to another; that's grade school budgeting 101. Whenever I think back to those days, I always see cold baby food jars in my mind. Our house was broken into several times, because we lived in the country so we started hiding our money in baby food jars in the freezer. Hey, it worked.

My dad taught me accounting in the car on the way to grade school. I still remember him explaining "T Accounts" and how all the debits and credits worked. I wanted to be a hospital president just like him, so I listened intently and studied accounting for three and a half years in college. Then realized it wasn't my true calling and changed to business management and organization.

From a young age, my older sisters and I saved money for our personal items, our clothes, and the other things we wanted to buy. I learned to negotiate with my mom to get what I wanted: tennis lessons. She wanted me to continue to study violin (I was an

accomplished violinist) so I continued to take violin and got my tennis lessons too, a great bargain.

I started working at fourteen, earning money toward boarding school tuition and my incidentals. My solid education in budgeting served as a foundation for being on my own right out of college. I was in debt once at an early age, but I diligently paid it off and learned how to manage credit cards so it wouldn't happen again.

I was blessed during my corporate career to move through various jobs and increase my salary every time. When I got into professional sales, I had the ability to earn commission and bonuses, increasing my income significantly. In the beginning I was embarrassed about making commission, but in the end I found I was motivated by the thrill of the hunt and the reward for closing the deal. I'm competitive—it worked.

I survived being laid off from sales jobs three times because of my savings accounts. I'm so grateful for all the lessons I learned about money and budgeting early on, because in the end, it prepared me for starting my own business (which I never expected to do).

## *Financial Stress*

Finances are a source of stress for many of the people I talk with. People call me wanting help to

relieve stress, to get unstuck, or to reach the next level, and then say they can't afford it because they are going on a weekend trip or buying new patio furniture. Somehow people let "things" trump their health, which doesn't add up in my book. They are miserable and complain, but can more easily justify buying material stuff vs. investing in their health, happiness, and quality of life. That's living in denial.

The financial stresses of the past few years have been very real for many people. Lost jobs, lost homes, and living at a level below what they are used to. Many are embarrassed, adding to their stress. When it's difficult affording the basics like food and shelter for yourself and your family, it's hard to see your way through the situation to something better.

While many individuals were struggling, there were plenty who weren't affected by the "economic downturn." Did you ever stop to wonder why? There's no need to be jealous; instead it's something to study and learn from. It's all in their belief systems. When you hold the belief that money is abundant and don't worry or buy into fear about how you'll pay the bills or where the next meal is coming from, your financial mindset is healthy and you meet your expectations.

But when you invest the powerful energy of fear and the, "oh shit" factor into your financial health, you'll meet *those* expectations. You start thinking something bad *could* happen and then it does because you've invested so much time hitting the panic button

in your mind. The end result, a match with the image you've been holding in your head.

## *Why Is Financial Health Easy for Some People?*

Do you know people who never seem to worry about their finances? People who are secure in life and confident about money? For some people it just happens easily, right? Well, it's also tied to their financial belief system.

Dawn Gallagher just stumbled into being a business woman. She was discovered at age 17 by an agent at a parade in Buffalo. She moved to New York and was signed to a huge contract with Elite Modeling. She appeared on more than three hundred magazine covers, flew to Rome, Paris, Milan, and Austria. "I got caught up in it and let it take me, and it swept me away," Dawn said. "I wanted to go to college, but the money was *so* good. For twenty years I was very successful and I invested in a lot of real estate. But then I realized it was time to find the next step—and I had no skills.

I decided to study anthropology at NYU. In the process I said to myself, why not write a book or keep notes about women all over the world? I started a journal of recipes. Then I approached a publisher and got published."

When *Naturally Beautiful: Earth's Secrets and Recipes for Skin, Body and Spirit* came out in 1999, it

was a huge success for Dawn. She was on *Regis and Kathie Lee*, *The View*, and other TV shows, sharing information on beauty, knowledge, and ritual. She loved it, she got paid well, and in the process discovered a new career path. After becoming a published author, Dawn started to work as a TV host and did some commercials. She is an expert host on the Shopping Networks and is still taking classes to continue her self-development and improve her skills as a television host.

It started out seemingly easy for Dawn, but along her journey she also had to adapt and answer the challenge of “what’s next” after her modeling career ended. By staying true to her desire to take college courses and staying conscious on her journey, she was led to her next step and now helps millions of women through her books and products. She is dedicated to helping busy women make time for themselves. That’s why we felt an immediate connection.

Here’s another mindset example. I met a holistic doctor recently who told me everything she touches turns to gold. She didn’t even blink when she said it. After our conversation, it occurred to me how cool that was. Her belief system doesn’t have a hint of doubt, fear, or concern about money. Her challenges came early in life, but she had a conviction that money would never be an issue for her and it has never been. Now that’s a healthy financial mindset!

## *Changing the Conversation and Beliefs*

Many of the business women and men I talk with have a pre-recorded dialogue about money. They constantly talk about why they can't afford things they want and need. It's deeply stored in their belief system. Interestingly, people always seem to have money for what they really want, whether a home addition, dinner out, a new cell phone, or an iPad. It's all a matter of priorities. Many people are taught to have FEAR about money and they hold that at the cellular level. They live in a state of lack, always wanting more, always wishing for more, but never finding it.

Here are two core things that contribute to financial issues:

### **1. Your Comfort Zone**

If you want to have more money, you've got to be comfortable with a higher standard of living and income. You've got to be okay with what that money will allow you to do and how it will change your life. What do *you* want? Is it a bigger house, nicer clothes, going on dream vacations, or being able to help other people? The energy of money has to flow. You can't just hold on to it.

We saw what happened in 2008 when everyone became concerned about the economy and stopped spending. What happened? Lack, scarcity, financial

ruin, and FEAR. People “feared” their way into lack by spending huge amounts of time and energy worrying about money.

I love the analogy of the thermostat. If you are used to having the temperature set to 68 degrees, 80 or 100 degrees will feel uncomfortable for you. It’s the same thing with money. I’ve heard that 90 to 95 percent of people who win the lottery are bankrupt within five years. They weren’t used to having that much money and couldn’t reset their thermostat to a point where they were comfortable with it. Sounds weird, but it is true.

There is an old saying: You can’t use the same mindset to make a million dollars that you used to make to \$100,000. The comfort level is completely different for seven figure vs. six figure incomes.

## **2. Energy Flow and Focus**

This is the part that holds most people up. As soon as money looks scarce, what happens? You start worrying about how you’ll pay the mortgage or rent. You start thinking and saying, “I can’t afford that.” You secretly invest lots of energy worrying how you’ll fund your child’s college education and manage that special trip to Europe you promised your family. After all, you’re the alpha female—you have got to deliver!

Like attracts like, it’s a Universal Law. So if you are investing your energy on worry and freaking

about money, what likeness are you bringing to you? More lack! More worry, more “not enough money.” You’ve got to change your focus, and the best way to do that is to be grateful for what you have. Not just thinking, *yeah, I’m thankful for what I have*, but taking on a daily practice of gratitude for everything you have and expecting good, positive outcomes.

## *Be Thankful*

I had a note above my bathroom sink that said, “Start every day with gratitude.” I thought I was doing that, until I read *The Magic*, by Rhonda Byrne. If you really want to make some serious changes in your life and understand the practice of gratitude, read her book. She has a daily practice that may just completely alter the course your life.

Mindset is such a big part of financial issues because it’s those deeply harbored beliefs that get us in trouble. But there are also very practical things you can use to improve your financial situation and eliminate the stress in this area of your life.

Let’s review some financial tools to improve your mindset around money.

# Financial Tools

## 1. Evaluate Your Spending Habits

Do you know where your money goes? Do you know how much you need every month? Do you use cash or credit cards? Do you pay your credit cards off every month? Answering these basic questions and understanding your financial habits will make it a lot easier to adjust.

If money is tight for you, be realistic about where you spend it. Eliminate the unnecessary expenditures for a while to give yourself a financial boost. Paint your own finger and toenails; limit restaurant meals to once or twice a month.

If you use cash to pay for things, do you know where you spend it or does it just disappear? A practice I learned a long time ago has served me well. I charge everything on one credit card and *pay it off at the end of the month*. This requires discipline. You've got to *keep a running total* to know how much you're spending, to stay within the budget. You can write the entries in your checkbook or in a spreadsheet or journal, so you know where you are.

You can also use cash, just keep your receipts because the same principle applies—you've got to keep a running total to stay on budget.

## 2. Pay Yourself First

You've heard this numerous times, but are you doing it? The best way to save money is to have it taken out of your paycheck directly so you don't even see it. Figure out how much you think you can afford and *do more*. If you think you can afford five percent, then save seven or even ten percent. You'll find you won't even miss it.

It's helpful to have more than one type of savings account. How about:

- ✧ Short-term savings account for incidentals like birthdays and small "big purchases" of \$100 to \$500.
- ✧ Auto expenses (this can be separate or combined with above account, depending on how disciplined you are)
- ✧ Vacation savings account
- ✧ When my nieces and nephews were young, I used a separate savings account to spend on each of them when we hung out. I got the idea from my grandma. When I was young, she saved money all year so my sisters and I could buy Christmas presents for our relatives. I loved that.

- ✧ Max out your 401k. If you have access to it, use it. If you're self-employed, contribute to an IRA. These are great ways to save money and reduce your taxes. I didn't really utilize my 401k benefits until I was forty, but then I made sure to max it out every year. No matter what age you are, don't touch it. Let it grow.
- ✧ Save \$5 bills. I have saved my change for years, but recently a good friend in my Mastermind Group shared this idea with me: She saves every \$5 bill she gets. She's built a deck and done several other home improvements by doing this. Great idea.

### *3. Create a Budget and Stick To It*

Now that you've evaluated your spending habits and identified some savings accounts you want, it's time to create a budget. I use a comprehensive budget I created back in 1982. I budget for everything—including incidental expenses. It's the new tires, car maintenance, or broken A/C that throws a wrench in people's budgets, because they didn't plan for it. If you own a home or car, you will have unexpected expenses. It comes with the territory.

When you create a budget, be realistic. In addition to the mortgage and car payment, include savings,

insurance, auto expenses, clothing, daycare, animal food, veterinary expenses, medical co-pays, utilities, entertainment (restaurants, movies), food, gas, and spending money.

If you'd like a sample budget to use, email me: [Inquiries@SpeakerLoriHanson.com](mailto:Inquiries@SpeakerLoriHanson.com).

#### *4. Negotiate the Budget with the Family*

Since opposites attract, chances are if you're good with money, your spouse isn't. If you share a joint account this can be challenging. Finances, religion, and children are the three big issues for couples.

- ✧ Agree to be accountable to each other and get buy-in to the budget you create. Find creative ways to keep on budget.
- ✧ If one of you lets money slip through your fingers, give that person a set amount of cash and that's all they get until the next payday.
- ✧ Set a reward you can both buy into that makes the discipline worth it, whether it's dinner and a movie or a concert, whatever you would enjoy that motivates you.
- ✧ Put your kids on a budget with their allowance. Better yet, make them earn it by doing chores.

## 5. Be Thankful for Every Discount and Gift of Money You Receive

I love Bed Bath & Beyond. They take coupons any time, even if expired. That's FREE money. Say thank you and be grateful for the gift. Any time I get a discount or someone buys me tea or lunch, I am very grateful for the gift. Remember, *like attracts like*.

## 6. Review Your Bank and Credit Card Statements

If you don't, you may be missing mistakes or extra unnecessary charges. Looking at a credit card statement I just received, I noticed a late payment charge on it. I knew I paid on the correct date, so I called and asked why I'd been charged. Apparently I had paid it past their cutoff, which I was not aware of before. I politely asked the gentleman if he could remove it for me and he did, saving me a \$35 fee. I assured him I had noted the cutoff time so it wouldn't happen again.

I've had really positive results by calling and asking for adjustments and refunds of fees from credit card companies, phone companies, cable companies. I don't scream, I merely call and ask what they can do to help me out with the charge. It is a rare occasion that they can't refund it. It's important

to be able to remind them you pay your bills on time and are a great customer.

## *7. Evaluate Whether Having a Gardener Or Housekeeper Is a Good ROI for You*

As a busy professional woman, it may be a better use of your time and money to hire someone to cut the lawn and clean the house twice a month. Of course if you have teens, yard work and mowing the lawn are great chores to give them. But evaluate the time spent vs. family time together, and see what makes the best return on investment for you and your family.



## Affirmations

- I am financially healthy and balanced
- I am happy living within my budget
- I deserve to enjoy financial abundance
- I have an abundance of money and financial gifts
- Thank you for the money to cover my

\_\_\_\_\_ .  
(Incidental expenses, monthly bills,  
medical bills, European vacation, etc.)





## L – Life, Love & Alliances



**A**s I write this chapter I'm listening to the cackling—or more accurately the clucking—of my neighbor's chickens, indicating it must be dinner time. I was initially annoyed by the noisy distraction, until I realized they were reminding me about their pecking order and how it helps them function within their family unit. It gives them a comfort level in their relationships with each other.

As the alpha female, you have a huge responsibility for your pack. As a human alpha, you may lead more than one pack. Relationships require balance to be meaningful and rewarding. Relationships come in many flavors, all of which require your attention in varying degrees. Here are some common flavors:

- ✧ Family
- ✧ Spouse
- ✧ Children
- ✧ Significant other
- ✧ Boss

- ✧ Employees
- ✧ Co-workers
- ✧ Committee or board members
- ✧ Contractors or freelancers
- ✧ Alpha males
- ✧ You

## *Clear Communication*

In the wolf pack, the hierarchy determines the behavior of each member, in addition to who eats first, who gets to mate with whom, and in what order. Having a hierarchy eliminates any confusion in roles and communication. Wow, how nice that must be! I've said for years, "If humans had tails there would be no politics." In my experience, so many of the issues I've had in relationships have come down to communication: lack of, not being honest, and game playing either in the form of politics or passive/aggressive behavior.

Over the years I've grown to love it when I hear someone say, "Let me be candid with you," or "I'm just going to be blunt and say this." Hurray! Then I know exactly what is happening. As I increased my self-esteem and became more confident in myself and my abilities, being too direct became an issue for me. I'm driven, goal oriented, and focused on getting things done. I would much rather just say what I need to say than put on the kid gloves and candy-

coat it. But not everyone can deal with that. So we develop and evolve our communication styles to adjust, based on the type of person we're talking to.

## *Nurturing Relationships*

Relationships require a bit of tender loving care, nurturing, and time to evolve. For married couples, money, religion, and children are some of the biggest stress causing issues that often lead to divorce. Another big issue is not creating space for the relationship. You get busy with work, the kids, your charity work and the next thing you know you have grown apart and have nothing in common with the person who used to totally float your boat.

People change. Without a conscious effort to evolve *together* it's easy to drift apart. If you spend time on self-improvement and your spouse doesn't, it can create tension and even the demise of the partnership. Been there, done that. But I learned a great deal in the process, so it was great education from my life school.

## *Infertility*

For Dawn Gallagher, the most stressful thing in her life was the seven years of infertility she experienced. "I had multiple miscarriages, stress, sorrow, mourning, grieving, and wanted it (a baby) so badly,"

Dawn said. “I had a tight grip on it and thought about it all the time. Those years ended up being a *huge* growth period for me even though they were so emotionally taxing.

I decided to go to a retreat for women with infertility issues to be with like-minded women going through the same thing. At the retreat I decided maybe in this lifetime I’m not going to have a baby.”

Dawn did her last fertility treatment and decided to let it go (sound familiar?). She and her husband went out and had fun, drank a couple of bottles of wine and got drunk together. Six weeks later she found out she was pregnant. Dawn learned that it’s important to put your dreams out there and then let go. I call that “not being attached to the outcome.”

How many times have your expectations been the cause of stress in a relationship at work or in your personal life? We cannot control other people; we can’t make them do things they don’t want to do. And by trying to control others, we’re the ones who end up with all the stress toxicity in our bodies.

Dawn shared candidly with me (which I loved) that when she was younger, she was very controlling and tried to fix things and people—like her husband. Of course it affected her relationships. If there was a problem in her relationship, she was all about fixing it.

“But that tells people something is wrong with them,” Dawn said. “When I was dating, the more

problems a guy had, the more controlling I was. It was the Florence Nightingale syndrome. I didn't see it until it was pointed out to me.”

Dawn had to realize she needed to let people be and not try to fix them. Now she's aware of when she starts trying to control. She knows she doesn't have to be the perfect housewife and mother. She just does the best she can. *That* is great advice.

## *Divorce*

When Victoria Quintana (Istonish, Inc. CEO and Annette's sister and co-founder) got divorced, it was the most stressful period of her life. “I had a framework for my life that I thought was just great—and then it shattered. Some people have a car accident, other people have a physical illness, but for me, the divorce caused distress to one of my core values—family. When it fell apart my identity was affected because I was so tied to it—that's just part of who I am. The divorce was just really devastating because it was a big way I defined myself. Suddenly that identity was just gone.

“But I learned that the bad news is the good news. Sometimes we look back and say ‘was that a bad thing or a good thing?’ When I looked back it ended up being a great thing, because I was able to find myself again. I knew how I *defined* myself. But I had really forgotten who I was.

“It was a *huge* lesson in terms of personal attachment—how attached I got to the idea of what I thought I was. I thought I was happy and alive before the divorce and didn’t even realize my life could be exponentially better after coming out the other end. But it was a process to pop out the other side.”

Victoria, who happens to be a good friend of mine, remembered the breakfast and coffee meetings we had during this time. “You gave me a huge gift by introducing me to Tina Meyer (an integrative therapist). She was the primary person I worked with through the divorce. I had a team of people around me who’d say, ‘You seem to be doing great.’ I told them I couldn’t have done it without Tina. I took my children too, some people take their kids to the therapist—we all went for bodywork and that was huge.”

## *Breaking Up Is Hard to Do*

When you experience a break up of a personal relationship, family, or business partnership, understand you will go through a grieving period and that it takes time. It’s an adjustment from what you knew, what you were comfortable with—even if you hated it, it’s what you knew.

Next you have to figure out where you fit now. Should you date? Look for a new business partner?

Join a book club? Now what the hell happens? It can be really uncomfortable for awhile. But just sitting with those emotions, being uncomfortable, and not rushing it will bring the calm after the storm.

After my divorce from an abusive marriage in 1996, I was very happy to get my life back. I could breathe again and had time to discover what and who I wanted to be. I didn't understand why I was so down, until I learned that regardless of the level of post-breakup happiness or relief, there is still a grieving process. You slept next to that person, they were always around, you bounced big decisions off of them and you were used to all of that.

Shortly after my divorce, I started planning group events to do the things I wanted to do. Match.com didn't exist yet, and I wasn't really ready to date. So I planned Winter Park Ski Train trips, water rafting trips, and hosted many themed margarita parties as a single hostess. I went on vacations alone. Whenever anyone said, "Wow, you travel alone?" I replied, "Well, there's a lot of things I want to do in life, and I'm not gonna sit here and wait until someone shows up to do them with." Next...

## *Learn to Let Go*

I see many parents who struggle with letting go of their children when they become young adults. One friend was constantly beating herself up for her

daughter's anorexia and drug addiction. She always brought it back to herself: it was because of the divorce, it was because she had an affair her kids didn't approve of. It was all her fault. No matter how many times I listened to her cry and tell me the same thing over and over, I could never get her to *hear* that these things were just part of her daughter's path.

As a parent you just can't fix your adult children's addiction issues. The goal is to raise your children to be independent and develop an adult-to-adult relationship with them.

I keep hearing the term "helicopter parenting" and it makes me nauseous. It's bad enough that our youth are growing up attached to technology devices they think are extra digits. They have no skills for dealing with conflict or having candid conversations looking others in the eye, because they use technology to communicate.

I spoke at a fraternity conference recently and one of the advisors told me something even worse. He mentioned a college that set up a separate phone line to take all the calls from parents *who phoned daily* to check on little Johnny or Susie. Let go! Otherwise they will never learn how to make the simplest decision or wipe their behinds without you. And that just isn't healthy. You figured it out—give them a chance to screw up and learn from it.

## *Dealing with Conflict*

The news is full of crazy stories about parents getting into fist fights at their kids' soccer or hockey games. People killing other people because of a child's sporting event? This is truly a poor example of conflict management and hopefully not the lessons we want our kids to learn. There is too much violence in the world already without fighting over such insignificant things. But I digress.

One of the hardest things for most people to deal with is conflict. Maybe you have to confront someone about the affair they are having and how it has become an issue for your organization, or about surfing porn sites while on the clock or a sexual harassment complaint. Does your heart pound loudly; do your hands get sweaty just thinking about having a discussion with your boss or employee about a volatile or uncomfortable issue?

These physical responses increase your cortisol levels, (the fight or flight response causing that sick feeling in the pit of your stomach) and contribute to anxiety and panic. The good news is with practice you can learn how to deal with conflict. You can learn to express your needs, emotions, and desires, without feeling like you're putting someone else out, being selfish, or asking for something you don't deserve.

One of my favorite concepts learned from Jack Canfield is, "What other people think of you is none

of your business.” *Think* about that! We are all on the sidelines of everyone else’s life. If you look around you’ll see everyone is wrapped up in themselves and their own lives. Hence the saying, “It’s all about me.” You’re just warming the bench until they need you.

By learning some easy-to-use communication tools, acknowledging you can’t please everyone all the time and remembering life isn’t a popularity contest—you’ll improve your relationships. And by respecting other people’s personal space and opinions, along with taking time to learn about and remember things people care about, you’ll become a valuable asset and form better alliances.

## *Take Responsibility*

The number one way to empower yourself is to take responsibility for your actions. There is nothing more refreshing than being around someone who willingly admits he or she screwed up. We aren’t perfect; shit happens. You want to empower yourself? Take responsibility. Own what happened. As painful as it might be, take the good with the bad, and accept your blunders and stumbles along with your successes. It’s all about the lessons. We sometimes learn more from our negative experiences than from the ones that feel good.

When you're always looking for someone to blame or worried about the outcome of something that *could* happen, you magnify the level of stress in your life. And whether you like it or not, the scenario you're currently in is all because of everything you've done, thought about, and focused on until now. The Universe rewards our thoughts, focus, and actions. We get what we focus on, period.

To change the results, you've got to change your focus. That starts with taking full responsibility for what you've been focusing on, thinking about, and saying out loud. If you're constantly worried that your daughter will get pregnant by that creep she is seeing—be careful. If you spend a lot of time worrying about the financial health of your company, if you constantly worry about getting laid off, if you continually complain about your spouse or boss, you're putting a lot of power into really negative stuff.

You're attracting more of what you're complaining about. It sends the message out to the Universe to bring you more crap and unhappy situations because that is what's on your mind. It's Quantum Physics. Thoughts have a vibration to them, just like a tuning fork. Negative thoughts have a lower vibration and a lot of company because of all the negativity on this planet. Positive thoughts have a higher vibration. The more you focus on positive circumstances and outcomes, the higher you'll keep your vibrational energy and the better you'll feel.

When you're a courageous alpha female and you accept full responsibility for everything in your life, you'll focus on, think about, and be excited by what you imagine and *want* in your life and that will significantly reduce your stress level.

## *Addiction and Addictive Behaviors*

The most important relationship you have is with yourself. What stresses *you* out? Where in your life are you strong? Where are you weak? What makes you run for cover? It's important to know about that stuff *before* it happens otherwise you'll be easy prey for falling into addiction from what was just a convenient habit when you felt bad and just couldn't deal with something.

A common habit most people don't classify as an addiction is sugar. When I'm in front of a large audience of women, I get moans and groans from the audience when I bring up the Sugar Train: wine, chocolate, ice cream, frakamochalaka (my word) and other processed forms of sugar. These are easy, socially acceptable ways to numb out and hide from stress, take the pressure off, and get a flood of feel-good endorphins.

For others, work is the addiction of choice. They just can't stop. If they aren't available, checking email, and answering phone calls or texts no matter the time of day, the business will surely collapse

without them. It *is* an addiction. You probably know a workaholic or two and hopefully it's not you.

Whether it's wine, chocolate, work, verbally abusive screaming, exercise, prescription meds, cocaine, marijuana, or staying too busy to relax, you've found your "wubbie" (aka blankie). You know, the thing you run to that takes all the pain and stress away. And you can't fathom how you could ever stop because it calls your name so loudly.

An "unhealthy habit" slides into an addiction before you even notice it if you aren't paying attention. And typically you aren't paying attention when you're starting to abuse substances or people.

- ✧ If you just *have* to have a drink or two after work or when you get home, take notice.
- ✧ If you have to have your chocolate fix every day, take notice.
- ✧ If you can't handle not working out or if your workouts are excessive (for most people that's more than an hour every day), take notice.

Addiction is simply a way to numb out and not feel. And the issue is that addictions don't just go away easily. When you're addicted, even though you tell yourself repeatedly you can stop any time—you can't. You've got to get to the root of the issue you're running from to find your way back to normal,

healthy behaviors. It all starts with awareness. Notice what habits are becoming “must haves,” or “can’t live withouts,” whether it’s coffee, caffeine, chocolate, cigarettes or cocaine.

Learn how to deal with issues that cause relationship stress so you *respond* consciously vs. *reacting* on auto-pilot. It’s just a matter of having tools and techniques you practice and put to use when the moment strikes and you’re on high alert for a meltdown. Doing this successfully comes from practicing the tools many times so they’re familiar and effective when the going gets tough.

Here are a few relationship tools to get you started.

# Relationship Tools

## 1. Start Your Day with Appreciation

If you begin each day by thinking about what you have to be thankful for and appreciating what you have in life, you will find your relationships (and life) flow much easier. Focusing on the blessings you've received will help you change focus from the "it's all about me" world and pull you out of the worry, concern, and anxiety you've built up about a relationship.

Gratitude unlocks the door to better relationships and a richer, more abundant life. When you wake up, write down three things you are grateful for, why you're grateful for them and feel genuinely thankful for each one. We'll cover more on gratitude a little later.

## 2. Do Three Things a Day for Someone Else

I share this regularly when I speak to women because I feel it's so important. Take the time *everyday* to do three things for someone else. It can be something small that makes another person smile, helps someone you don't even know, or make's your spouse's, child's or business partner's day.

Pay a genuine compliment to someone. Notice if they have a new shirt, a different haircut, or they're beaming because they got stung by the "luv" bug.

By consciously tuning in to other people in your life, you will experience a genuine flow of energy in your relationships. It's easier to trust, respect, and follow someone who we know truly cares about us.

### *3. Let Go and Learn to Adapt*

When you get worried about a relationship it's easy to stress out, over-analyze, and hang on for dear life. And whether the relationship is with a co-worker, boss, employee, significant other, or your offspring, in most cases hanging on too tightly will only drive a wedge between you and drive them away.

When I was growing up I heard a phrase that went like this, "If you love something, set it free. If it returns it's yours, if it doesn't—it never was."

This is true in personal life and in business, too. When an employee gives notice, your child tells you they are moving out (before you're ready), or your spouse tells you he wants a divorce, keep in mind that when one door closes that means another one will open. And just like Dawn and Victoria experienced, it will be so much better than what you have now.

### *4. Don't Go to Bed Angry*

You've probably heard this one before. But it is great advice. When you are angry and upset, your

body and mind are full of toxic chemicals. You'll sleep with your subconscious focused on the negativity of the situation and wake with the fire still burning.

- ✧ Pick your battles and let the little stuff go. Life isn't perfect. I've met a few people whose last words to a spouse or child weren't pleasant. Their loved one died or were killed unexpectedly, and years later they are still full of guilt and regret.
- ✧ Have the difficult conversations you need to have sooner than later. The longer you wait, the harder you'll make it in your head and the more toxic the situation will become. Make the decision to have a healthy conversation and then focus your thoughts on the best possible outcome to the situation.
- ✧ Schedule time to have *the talk*. Timing is important. Make sure the other person is fully present and ready to listen. If they are doing something else or distracted, you won't resolve the situation as easily and will only add to your frustration.

## 5. Be Authentic

Honesty is one of the building blocks of any great relationship. Over the years I've coached and

spoken with thousands of people. I've seen so many get trapped by the façades they created. They weren't honest in the beginning of a romantic relationship or at work, and now they don't know how to communicate openly and effectively. Since my coaching is designed to help my clients boost or improve their voice and confidence, I hear this frequently.

How can you be a good partner, listener, or lover if you aren't honest and authentic? How can you expect to have a great relationship if *you* don't show up 100 percent? Oh my god, you aren't perfect? You have a past? Welcome to the club. Your light will shine brighter and you'll be able to lead and inspire more people as an alpha female when you are authentic.

I spent four years in Southern California and have seen the extremes of behavior. There are people who say they're thrilled to meet you and want to get together to talk business—but they never do. Some continually spend money to keep up an image, others just have to be out and be seen. I won't even go into the silicon...there is a lot of recycling that could be done with all the plastic existing in people who aren't authentic.

## 6. Nurture Your Relationship to SELF

This is one relationship where many women don't invest anywhere near the time they should. It

happens, in part, because as women we have an innate instinct to care for other people. We are the ones who carry the babies, who care for the children (usually), who love to entertain, and the list goes on. So the “Self” goes to the end of the To Do List, if it makes the list at all.

I taught a workshop a couple of years ago called, “Put Yourself on the List.” Ironically, it was poorly attended. Women just couldn’t find the time to take half a Saturday off. But when I held my first Girl Power Conference for teens, the room was packed. Moms have no problem investing in their daughters (or their sons) to attend The Warrior Conference, but a big problem taking time to invest in themselves.

Dawn books one hour every week for a spa treatment. If she can’t go to the spa, she does a home spa with simple kitchen ingredients she finds around the home such as coffee scrub or a lemon and yogurt mask. She knows the importance of personal time to nurture self. She says, “Getting a massage or facial is very important—anything you do where you feel nurtured will raise your vibration.”

That improves your energy, confidence, and sense of self. It feels good to feel good—and that improves your *relationship* to yourself. Without spending time nurturing and getting to know *you* better, you’ll feel disconnected, scattered, and stressed. If you don’t know who you are, how can you be an effective alpha female? And what can you give to

others if you don't have clarity about your goals, dreams, desires, and the knowledge of what makes you happy?

## 7. Spend Time with "Little You"

This is an exercise I ask clients to do when we are working on identifying who they are and improving their self-esteem. I learned how helpful it was to spend time with "Little Lori" when I was doing bodywork. I had gotten so wrapped up in climbing the corporate ladder and reaching all my goals that I had little time for fun, laughter, and just plain being silly. And being silly is something I've always been really good at.

I've often shared the story of how I have a hard time passing by the wire crate at the supermarket—the one with the big plastic balls in it. As a young girl I used to see how many times I could bounce the ball without missing. I also loved playing with paper dolls. My grandma always had a new book for me when I visited. It was so goofy because the clothes with the fold-over tabs never stayed on the dolls! I'll let you in on a little secret. Last year when I was in Breckenridge with my niece, I saw a magnetic paper doll set and it came home with me. Yup, even in my fifties I just couldn't resist. It made me smile and brought back a flood of feel-good memories.

So the more I realized how uptight I'd gotten, the more I've explored hanging out with Little Lori.

Now she pops up unannounced just about anywhere. When Sasha and I are on our morning walks and pass by the swings in the park, I sometimes jump in to see how high I can go. I used to fantasize about flipping the swing right over the top bar. It brings me back to a place of feeling carefree, which is something I love to feel.

Has it been a few years since you did something you enjoyed as a young girl? Then make a list and get out there and do it! Make angels in the snow; roll around in the grass with your kids or your dog. Lie on your back and watch the clouds go by. See how many faces and images you can find in the cloud formations. Indulge your playful inner child and you'll enjoy better relationships.



## Affirmations

- I am honest, harmonious, and authentic
- I am empowered and confident
- I attract only loving experiences into my life
- I am a kind and thoughtful person
- I prioritize and honor my relationship to SELF

## A – A Social Animal



**A**re you a social animal? Is being socialable something that comes easy for you, or is it difficult to put yourself out there? Are you the life of the party, the neighbor who initiates the summer BBQ, or do you hide behind work, errands, and sporting events with your kids?

To have balance in your life you've got to have a healthy social life and a community. As a business person you understand networking is critical to create referral sources, to market your product or service, and to create partnerships with individuals in your community and industry.

If you are a working mother, you know the importance of having a great team to help out with the kids while you're at work. Often you find the nanny, summer camp, or babysitter through conversations with people in your network. But how often do you socialize just for the fun of it? When was the last time you enjoyed girls' night out, attended a book club, went to a Meetup event, or played in a charity

golf tournament—just because you enjoy playing—not because you had to?

Women are great collaborators, but the way we work has changed, many people work from remote locations. If you're an entrepreneur, you might work at home and spend a great deal of time talking to yourself, working as the lone wolf. I've met several women in recent months at networking events who were there simply because they missed the relationships they used to have with other professional women while working in an office.

## *Your Work Community*

CenturyLink invited me to present my program *B.A.L.A.N.C.E. Find out Where it is for ME* at their Women's Annual Conference in Colorado. During the workshop I helped the women evaluate their level of balance in the seven core areas of life. One of the women noticed she had very little social life. She was a homebody and rarely ate in the cafeteria, socialized at work, or went out for lunch. We quickly developed some social goals, devising a plan to help her schedule lunch with co-workers once or twice a week and go out to lunch with co-workers on a monthly basis.

We created small goals she was able to commit to that would help her step outside of her comfort zone and socialize more. It's interesting how we

don't notice things right in front of our eyes, in this case the lack of a social life.

Your co-workers, business partners, colleagues, and people you serve on boards with are all people who have been sent to be part of your community. They are invaluable resources who may help you both personally and professionally.

Although you may not enjoy *everyone* you work with, through the years I've made countless friendships, many of which are still in place today even though I've moved several times. Those long-time work friendships can provide much needed support, encouragement, advice, and referrals just when you need them.

I spent four years in Southern California from 2006–2010. It was where I left the corporate world after 28 years in the technology market. This change took place shortly after my first book came out. I studied the publishing and speaking business and set out on my own to save young girls and women with eating disorders.

Everything I did for the next two and a half years was completely foreign. I didn't have a network; I had to build a new one. Google became my networking friend. I found other authors, speakers, and individuals involved in the treatment community. Because what I was doing was holistic and alternative, I also did a lot of research to make connections in that space (like meeting Dr. Lippman).

I attended networking events for sober living homes, detox treatment, and eating disorder facilities. Less than six months after my emancipation from corporate I booked my first paid speech (without testimonials and or a demo video). What I had was heart, commitment, and a passion for my new career. As a result I made incredible connections with people who are now part of my core network. By having Warner Brothers as a client, I collected a lot of information about the business of movie-making. When I decided to write my first screenplay I had Hollywood friends I could call for advice on how to budget it and how to fund it.

After four years in “Cali” the mountains called me home again to Colorado, where I’d lived previously for 16 years.

When I moved back to Denver and reached out to some previous clients and colleagues for help, their responses made me feel great. I was looking for part-time work to boost my finances while the business grew organically. Some were people I hadn’t spoken to in five to seven years, yet I heard back from *every single one*. Twelve of the twenty-seven had immediate ideas or referrals and within three weeks, I had a part-time gig.

Equally amazing were the incredible contacts I made during my four short years in California. I used to host monthly Special Guest Interviews for my

*Balance for Busy Women Program* and another online community I hosted to help young girls.

Whenever I reach out to someone to write an article or do an interview, I'm still blown away by how strong the connections remain and how willing people are to help, considering I was only around them for such a short period of time. This level of connection comes from showing up, tuning in, and letting people know you really care and are there for them. That's what made me so successful as a salesperson.

Shortly after I returned to Denver, Victoria invited me to a fundraiser breakfast for the Women's Vision Foundation. (She was on the board.) This breakfast was attended by over seven hundred local women. The gal I sat next to hired me to be the keynote speaker for their Oracle Women's Leadership event three months later. I also asked for an introduction to the Women's Vision Foundation and became one of their speakers, all as a result of attending this event.

## *Tracing Your Community Roots*

Have you ever traced your community roots? I have a lot of fun tracing back just how I met people, found new clients, or got media interviews. I'm fascinated by when and where people pop up to ask me for help or to help me and seeing the

synchronicity of it all. Here's an example of how great connections were made in my community.

After the Oracle event I got a phone call requesting me to be on a panel for the McGraw-Hill Companies WINS luncheon for women. This invitation was a referral from someone who attended the Oracle event. During lunch at the WINS event, I sat next to Dr. Lynn Gangone, Dean of the Women's College at the University of Denver. I had emailed Lynn three times that year on the advice of a good friend of mine, but had never gotten a response. Now I was on a panel with her. We talked over lunch and made a connection. I followed up and invited her to lunch. After our lunch, she wrote a beautiful and well thought out foreword for my book, *Stress Survival Kit for College Students*.

At that same WINS event, I met a local news anchor who was very interested in my message for women and expressed interest in getting together. I left that event with several leads and connections that were incredibly helpful over the next year.

The next month I spoke for the Association of Fraternal Values and Leadership (AFLV) Central Conference (fraternity/sorority program) in Indiana, a conference I used to speak for every year. The room for my *B.A.L.A.N.C.E. Tell Me Where it is for ME* program was packed. We had Greeks on the floor, standing by the doors, anywhere they could squeeze in. After the program this beautiful young

girl ran up and asked me if I took on interns. I said, “Yes, I do.”

“Everything you’re saying—it’s me—it’s exactly what I think. I’m on the EDIT (Eating Disorder Intervention Team) at Denison University,” she explained excitedly.

After a couple of conversations, seeing her resume, and letters of recommendation, I knew she would be a great fit for a summer intern. Katherine Palms was the VP of Programming for the Panhellenic Council at Denison University. She booked me as Denison’s keynote speaker for *Love Your Body Day* in the fall. But wait, it gets better.

Katherine came on as my intern and immediately kicked ass.

Her initial task was to help me find women to interview for this book. She came up with an amazing list. I approved the ones who appeared to be a good fit and cut her loose to get them on board. The first person she reached out to was Dawn Gallagher, who immediately agreed to participate. As I mentioned before, when Dawn and I got on the phone together, there was an instant synchronicity and connection of like-minds.

At the end of the conversation Dawn said, “You should reach out to Diane Israel. I think she lives in Colorado. She’s the co-producer of the documentary *Beauty Mark* that I was in. You will love her.”

Diane immediately agreed to do a special guest interview for one of my monthly membership clubs. This was a great gift because our high-profile guest interview for that month had to cancel at the last minute due to her publicity tour.

Diane, formerly a world class tri-athlete was forced to retire because of anorexia and related health issues. She's been a psychologist for over twenty years and is into alternative practices, so her philosophies and methodologies were right down my alley. I found out she knows Dr. Anita Johnston, my *Special Guest Interview* for the previous month. These were important connections because the bulk of my business network was in California.

A few weeks later this networking chain led to an opportunity to be Vice President of a new association that was forming in Denver. I was able to contribute my organizational and facilitation skills to help build the group and give back.

So in less than two years I had a blossoming community in Denver and a growing number of corporate clients, who hired me to speak for their women's events and give wellness seminars for their stressed out employees. I just love looking at how the neighborhoods of my community are built, where the seeds were planted, how they grew, and how often synchronicity plays a part in it.

Part of networking effectively and building a great community is showing up both mentally and

physically—and above all taking action when an opportunity is placed in front of you. Make the effort. *Follow up and do what you say you will do.* Look for ways to help others. I think networking is a blast because I love watching where the path leads and who it connects me with.

Recently I've been to three networking events where I met people that didn't have any business cards with them. This is an example of poor preparation. You're going to network and meet new people. Take cards.

When you go, show up ready to be of service. Who can you help? Ask how you can help. Think of people you can connect them with, or introduce them to and you'll be far more memorable and valuable. Then when they ask—tell them what you do. If they don't ask, move on.

Make your intro interesting. Have it prepared and rehearsed in advance. It should be quick and to the point. That's why they call it a 30-second commercial.

Be prompt, follow up within 48 hours. If you make a commitment to someone to do something for them, do it. Or don't make the commitment if you won't follow through because it will weigh you down.

## *Your Social Community*

How far does your social community reach? Maybe you attend church regularly, are a member of

a book club, a local chamber organization, or you volunteer for a great cause. Regardless of how you do it, a sense of community is important to your life—whether it’s being friendly with the neighbors and looking out for their home when they’re on vacation, or being of service to the local community. As humans we need that *something* to belong to.

During my early speaking engagements, I spoke with groups who had a purpose and mission, including: Soroptimists, Zonta, Rotary, Kiwanis, and even an Elks Lodge. I have a huge book, *The National Trade and Professional Associations Directory* that lists every trade association in the United States, so there is undoubtedly a group for any flavor you are interested in. Meetup is also a great place to make connections with like-minded people.

In my experience community evolves when it’s easy. A “friend” that never calls you back, or is always asking you for help or resources, and never reciprocates, isn’t a great community member and shouldn’t be in your inner circle.

## *Your Associations*

You have a choice. That’s one thing women forget. You have a choice who you are friends with, who you hang out with, and who you allow to influence you. One of the first things I did as I began

improving my self-esteem post-divorce, was eliminate negative people from my life. When I realized how much these people pulled me down and how drained I felt after being around them, I simply let them go. My life changed *significantly* for the better.

New friends showed up, better opportunities surfaced, my confidence increased, I got promoted, and started to excel as a professional salesperson. Those were the early days of my alpha leadership training.

## Dealing with Other People's Energy

You know those days when you come home completely drained of energy and just can't do one more thing or handle the noise? Well, there is more at work there than you may be aware of. Learning about the four different types of people's energy was really empowering for me.

Each day we are *pushed, pulled, stopped and allowed*. These are the four ways we interact with the people in our lives energetically, the people we encounter at work, in the parking lot, at the restaurant, or even at church. You don't have to know the person to be affected by their energy. You *do* have a choice in how you respond to each type of energy. How you respond to being pushed, pulled, or blocked by other people equates to the amount of

energy you expend (and sometimes waste) on them. Surround yourself with like-minded people and those who are better—more successful than you are at what you do.

## Push

You know *push* energy. It's when you're driving down the freeway and you *feel* a car on your bumper before you even look in your rearview mirror. Those drivers want you to go faster. If you don't, you may just get run over...energetically.

You get to choose how you respond. You can get frustrated and slam on your brakes to make them back off, which can piss them off and connect you with their inner road rage. Or you can choose to ignore the push energy. I find what happens next quite amusing. These drivers will typically either slow down or go around you. Recently I've experimented with pushing them back mentally, and I smile as I watch them back off.

## Pull

*Pull* is the energy of that colleague, friend, child, or customer who wears you out. *Every* time you're with this person—even on the phone—you wind up feeling totally drained and worn out. These types of people complain constantly, dump all their problems

on you, and constantly remind you what a victim they are. Your husband or significant other might be one. I call them “energy vampires” because they are sucking the life out of you. They like hanging around you because they feel your positive energy.

The good news is you have a choice how to respond to this type of energy as well. Instead of letting energy vampires wear you out, you can limit the time you spend with them. You don’t have to spend time with people, even family members, who constantly suck you dry. That’s not what we’re here for. If it’s a work colleague, it can be tricky, but you can protect yourself by pushing back energetically or creating an energetic bubble you don’t let them penetrate. It’s just an energetic way of setting a boundary. Next time you’re around the pushy person in your life, mentally think “I’m pushing my energy,” while you’re around them. Then watch what happens. Yeah, I know it may sound a little weird, but I’m telling you it works.

## Stop

*Stop* energy is the person you just can’t seem to connect with no matter what you do. You say *night*, they say *day*. You say *right*, they say *wrong*. You feel like you’re up against a brick wall when you deal with them. It can be incredibly frustrating if you let it. I recommend out-of-the-box thinking when dealing

with these people. Enlist the advice of someone who does seem able to communicate with them. If it's a colleague, boss, or family member—someone with whom you interact with regularly—ask them how they would recommend you communicate more effectively, and be open for ideas.

## *Allow*

The people who get what you're putting down have *allow* energy. They are always on the same page; you smile, laugh, nod in agreement, and conversations are easy. This is the best friend who *always* knows what you're thinking, can finish your sentences, and has your back. Everything is easy when you encounter allow energy...it isn't work. It feels natural, safe and wonderful.

So now that you know, tune in to your conversations and interactions with people. Notice when you feel pushed, pulled, stopped or allowed. It's fascinating. If you were sitting here in my office, I'd show you how to feel each type of energy through your hands. It always trips people out when I show them how to do it during one of my speeches. Students especially love it.

You can deal with situations and people energetically vs intellectually.

One of my clients, Rachael just soaked up what

I taught her about energy. At first, she experimented with her teenage daughter, using allow energy when she attempted to talk to her. When that brought successful results, she started to use it at work for difficult or stressful meetings. She was blown away by how it worked and uses it regularly now. Hey, we're all energy.

Let's explore some easy to use social tools.

## **Social Tools**

### *1. Leave Your Office Or Desk at Lunch*

I used to be one of the proud warriors slaving diligently through lunch, putting in a 12 plus hour day. I stopped years ago when I learned what I was doing to myself. Our bodies and brains need a break, so stop being the hero and give yourself the break you need to be a productive powerhouse in the afternoon.

By eating at your desk you slip into auto-pilot mode. You don't make conscious decisions about what you eat, when you eat, or how well you are digesting your food. The side effects will lead you to places you don't want to go.

When the weather is nice, get out and take a short walk or eat outside. The change in scenery and fresh air will elevate your mood and revive you. Or use the time to attend networking events or to have lunch with a colleague, client, employee or friend.

### *2. Get Grounded Before You Do Something Big*

Whether it's stepping out of your comfort zone to meet new people, making cold calls, or asking the executive committee for more funding for a critical initiative, there are times when you need to be

grounded and centered before you act. By bringing your “chi” energy back down to your energy center (approximately two inches below your belly button) you’ll have more confidence and won’t be nervous or hyperventilating before you begin.

To get centered, do five to ten “Oms.” Yes, just like meditation. Take a deep breath and sing *Om* until you run out of breath. Let the feeling vibrate in your mouth. You’ll notice that your energy moves lower toward your belly.

This is a very simple, very effective exercise to eliminate anxiety, fear, and exhaustion before beginning an intimidating task.

### 3. *Build, Nurture, and Be Attentive to Your Community*

You meet new people every day. You find an old friend or associate on LinkedIn, new neighbors move in, or you move into a new community. Every one of these events is a new seed of opportunity that has been planted in your life for a reason. Seeds need to be watered, kept free of weeds, and harvested at just the right time.

If you take the time to attend networking events, set a small goal and meet it. For instance: I want to meet five people at tonight’s event. Follow up with

the people you meet in one to three business days. I've been in sales for years. There's nothing I regret more than having met someone or gotten a referral, and then realizing a month or more later I hadn't followed up.

That doesn't happen anymore. As a business owner, I can't let those opportunities slip through my fingers, and I'm far more organized now. Because I've invested time and money to go to an event, I typically follow up the next day. It doesn't take that long to do, it makes the other person feel important, and most people respond fairly quickly.

Put your new contact's information in your address book. If you don't make plans to meet for coffee, lunch, or drinks in your first follow up, add that person to your *tickler file*. Then follow up in a month or six months, based on the connection and what feels appropriate. Be diligent about touching base on some type of regular basis.

One of the best ways to nurture new connections is by finding out what they're interested in. I always make notes after talking to people. I carry a little note pad in my purse and quickly jot things down or make a note in my phone so I won't forget. Kids names, where they vacationed, what they enjoy about their work or company, hobbies, etc. Then when you see an article about growing avocados, you'll remember your new contact just planted her first avocado tree, and you'll send her the article.

#### 4. Make It About Them, Not You

One of the best things I learned from observing great networkers is that they always asked about me *first*. They didn't do what my sales mentor, Donna, called "show up and throw up." You know, the people who have to spew their elevator pitch and then tell you all the details about everything without even stopping for a breath? Or the people who are walking around handing out their resume without taking a minute to ask your name? File 13 for that resume!

People like to talk about themselves. So the best way to engage someone and make them feel good is to get them talking. If you aren't totally comfortable with networking, asking about others is the best way to put yourself and those others at ease. I wasn't a natural at walking into a room, being bubbly and making new friends—it was a skill I had to learn. But I found that by asking simple questions about what brought them to the event, how they knew the host, etc., I didn't feel like such a wallflower and I made new friends.

#### 5. Start a Mastermind Group

Have you read Napoleon Hill's books? I first started reading his work back in the eighties. I loved what I read, but wasn't ready or able to absorb and put the concepts to work just yet. In recent years I've

had the opportunity to participate in a couple of incredible Mastermind Groups and I gained wonderful insights as a result. If you're not familiar with Mastermind, it's based on Napoleon Hill's concept that no *one mind* is complete (or, two minds are better than one).

When I started Learn2Balance I had the goal of also starting a Mastermind Group. It took five years, but I finally did it. I put together a group of individuals with different skill sets: marketing, sales, process management, project management, personal trainers, bodywork, and event planning. In addition, each of them owned their own business.

Everyone in the group was going through some type of transition, providing another common thread. By including a diversity of backgrounds and training, we didn't get stuck in thinking the same way. For example, if I had nine marketing people we would be stuck in "marketing think."

When you work on your own, this type of group is a wonderful benefit. It provides your own personal Board of Directors and gives you people to help brainstorm about your challenges, both business and personal. We have two phone meetings a month and get together once a year for our annual retreat. People in the corporate world love Mastermind groups too, because they can discuss things in the group they can't talk openly about at work.

I also know people who join Mastermind groups for a specific business category. There are many ways to set them up. The value you give and receive is worth the investment of time and money to join.

Mastermind groups are included as part of my Performance Coaching programs. Clients have their one-on-one sessions with me and then join a monthly call with other clients. They love call—sometimes just hearing that someone else has the same issues they do (with husbands, kids or work).

The Mastermind Mountain Retreats we host are popular because of the combination of getting away in the mountains and having dedicated time for introspection, fun and inspiration. Clients consistently rate the value of these events 10 on a scale of 1-10. It's an incredibly powerful experience.



## Affirmations

- I make time to expand my professional network every week
- I have a strong network of people I can depend on
- I enjoy time with friends, colleagues and neighbors
- I take time to tend, nurture and grow my community
- I joyfully give back to my local community

# N – Nutrition, Health & Harmony



**D**on't cringe when you start reading this. No guilt! Look at it as an opportunity to learn how to improve your skills in the area of physical health. I talk to and hear from thousands of women who carry around so much health-related guilt. But the biggest issue I see is that they just don't prioritize it.

These women don't want to let go of their "wubbie," be it alcohol or chocolate. They think they can't exist without a place to hide from all the stress, frustration and shit they just plain can't handle.

I recently spoke at a large local company in Englewood, Colorado. I always give away a book or Personal Power Necklace when I speak. At this program, I decided to offer one complimentary thirty-minute phone consultation as well. The woman who won it told me she had gained thirty pounds, had no energy, was working fourteen hour days, and the pace was grinding her to a pulp.

This is exactly the type of women I help with my Performance Coaching. By integrating mindset, nutrition and strategy (like an athletic coach) they reduce stress and improve their habits. When we discussed program options, she was inspired, excited, and immediately wanted to be coached by me. But the next day she emailed saying she and her hubby were remodeling a room in their home and that was more important.

That always blows me away. I get an earful of complaints about the poor quality of life, poor health, lack of energy, and embarrassment about their appearance, but these women can't seem to prioritize time to take care of *self*.

When I interviewed Dr. Lippman, I asked what stresses her out the most. She replied, "People in whom I see wonderful potential—but don't utilize it." I agree.

## *Nutrition Is Your Foundation*

Nutrition is the foundation of life, period. If you don't have a solid foundation, your house will be compromised by strong winds, rain, maybe even snow. Your house may collapse because it can't handle all the elements being thrown at it.

Care and maintenance of your physical health is much like taking care of your car. It requires gasoline

on a daily basis to take you where you want to go. You give it the high-grade fuel it needs to function properly.

In addition, your car needs routine maintenance. Oil changes, lube jobs, new shoes, tune ups, 60,000 mile and 90,000 mile maintenance checks, all to keep it running at its optimal level. Your body is no different. You need high-grade fuel in your diet for your body to function properly. You need adequate sleep, exercise, and water.

When I interviewed Dr. Arlene Taylor for my Balance for Busy Women Program, I loved her analogy of a leased car.

“You are leasing this body for this lifetime. You’ve got to turn it in at the end of the lease so you need to treat it well and return it in top form. If you don’t, you’ll get charged for extra miles, bumps, scratches, and being poorly maintained.” Isn’t that a great way to think about it?

High-grade fuel for your body comes from whole foods, not pre-packaged, frozen, boxed, or fast food. The closer you get to eating whole foods, the higher the quality of nutrients you are putting in your body. I touch on nutrition every time I speak. Without that solid foundation, you don’t have the tools to be high-energy, feel healthy, and reach all of your goals.

Alpha females care about good food, staying alert (conscious), and being healthy. So much of that is just common sense, but the biggest piece is mindset.

I am covering diet at a very high level in this book, but I will cover some elements of health and harmony that may be new to you. Check out the resources section for books on holistic nutrition.

## *Gut Health*

When Bethany (not her real name) first came to me for help she was totally stressed out and thirty pounds overweight. She was a young rising star in her mid-thirties working for a big corporation. The first thing I asked her to do, as I do with all my clients, was complete a nutritional assessment. That tells me how in or out of balance a client's brain chemistry is. When your brain is depleted, your mood neurotransmitters don't function properly and you respond, in the words of Julia Ross (author of *The Mood Cure*), "like an out of tune piano." Using natural amino acid supplements gets the brain chemistry back in balance, so mood and mental focus improve and stress levels drop dramatically.

Bethany felt so stressed with her work she was interviewing for new jobs. She had been sick for a couple of months and couldn't shake off a nagging cold, sore throat, and sniffles. She was on an anti-depressant (had been for years) and didn't feel good about herself or her body. She was also suffering from daily bouts with IBS (irritable bowel syndrome).

I started her on the nutrition path. (She told me several weeks later she'd thought I was nuts. But she was desperate for help so she played along.) When she returned the next week and handed me her food journal, I just shook my head. She stopped in at 7-11 for breakfast, got a pre-packaged sandwich at Starbucks for lunch, snacked on M&Ms in the afternoon, and ate something she purchased on the way home late in the evening.

Bethany lived on fast food. She hadn't been to the grocery store in over a month. I gave her a food list to help her improve her nutrition and get some fresh whole food and high-grade nutrients into her body. I also started her on supplements to balance her brain chemistry and herbs to boost her immune system. Within two weeks she was starting to lose weight. She realized that there was a cafeteria downstairs in her office building that had fresh salads, vegetables, fish, and chicken. In her weekly sessions we started to deal with her work stress and improving her self-esteem.

In about a month, people at work were asking her if she'd lost weight. "I'm just eating healthier," she told them. In addition, she was learning how to be more courageous and empowered at work. She learned how to get her boss to back off using the push, pull energy techniques, suddenly the boss who had been a royal pain was now complimenting her

in meetings and showing her some respect. She even got selected to give a presentation out of state.

Bethany was a local client so I got to watch the metamorphosis. I saw that her smile got bigger every week. Her IBS was better but not completely gone. I recommended she do my 28-day cleanse, eating only whole foods, no gluten, no dairy, no sugar, no salt or caffeine, and no alcohol. The cleanse included ionized alkaline water to help clean out her colon and herbal supplements to restore health and balance to her gut and digestive tract.

Bethany was eager to share her experience with others. In her testimonial she said, “On my cleanse I learned that I, like most Americans, was probably addicted to sugar. I started paying attention to food labels and was flabbergasted to see how much added sugar was in foods. Once I made it through the first week of the cleanse my cravings started to subside. My taste for food had started to change. I was enjoying the simple flavors of food unmasked by sauces or added sugar. I could not believe how sweet blueberries tasted. I had always found blueberries tart and never really liked them before.

People at work started to notice the changes that were happening. I felt like I could tackle any challenge in front of me. For the first time in five years, I started to feel like myself again. While I still encounter stressful situations at work, I feel like I have the energy and enthusiasm to meet them.”

By the end of her cleanse, her IBS had cleared up. As she experimented, she determined which foods were toxic for her body and caused issues with her gut health. She made the decision not to go back to all of the foods she'd given up during the cleanse. We also got her off her anti-depressant by following a protocol that increased her serotonin levels.

Another client, Rebecca found during her cleanse that by taking care of herself first, it improved the whole family. Her daughters followed her lead and started to make healthier food choices.

The weight loss during the cleanse is a side benefit. Most clients lose between 12-20 pounds (depending on their starting weight). But the real benefit is the reduction of painful and uncomfortable symptoms you have been experiencing and the clarity you gain. Once your body is cleansed you are ready to create your new vision, articulate your mission statement and set BIG goals you were never courageous enough to tackle before. Clarity is a beautiful thing.

The gut is often referred to as the second brain. Your level of health or disease is rooted in the condition of your gut. Your intuition is also in your gut. By keeping your colon and digestive tract clean and your intestinal flora balanced, your immune system will be stronger and your digestive system will move regularly without the aid of over-the-counter fiber and stool softeners. And as you can see from Bethany's

story, it brings empowerment to every aspect of your life.

## Brain Chemistry

If you're like most women I talk to, the importance of balancing your brain chemistry isn't something you've heard about. But it is just as critical to staying healthy as keeping your body chemistry in balance. Your brain chemistry gets depleted from your diet, the foods you consume, or don't, and use of caffeine, alcohol, and marijuana. A punishing diet, yo-yo dieting, and high stress from being an unbalanced alpha female will also deplete your mood neurotransmitters.

In addition, there's a genetic component. If you came from parents low in serotonin, for example, you were probably born with low serotonin levels. Low serotonin contributes to obsessive thinking, cravings for carbohydrates, insomnia, and that glass of vino you "want" in the evening—to name just a few symptoms.

If you suffer from a lack of motivation, trouble focusing, and fuzzy thinking, your catecholamines are likely depleted. If you have to push yourself to get out of bed in the morning and have no energy for anything, you may be suffering adrenal burnout. I went through that back in 2004. Everything I had done to myself through diet, my eating disorder, my alcohol consumption, and working the whacked-out

Type-A lifestyle finally caught up with me. I wasn't allowed to work out for *six months*. At the time, I thought I would die and surely gain a ton of weight, but it was just part of the process of healing and rebalancing.

If you are oversensitive, crying a lot, and craving sex, alcohol, marijuana, chocolate, and other forms of comfort—you're endorphins are likely shot.

The good news is that with natural amino acids and the right protocol you can rebalance your brain chemistry and feel like yourself again. Your spouse will be ecstatic, your co-workers will thank you, and you'll be on top of the world because you'll feel human with energy, focus, motivation, and patience again. Ahhh...

Depleted neurotransmitters and brain chemistry are common in alpha females who have been overdoing it for an extended period of time. For more information on brain chemistry, visit my website [SpeakerLoriHanson.com](http://SpeakerLoriHanson.com).

How long it takes to restore balance depends on your age, as well as how long you've been beating up on yourself physically. The younger you are, the quicker you'll bounce back because your levels usually aren't as depleted as someone who has been overloading themselves for twenty or thirty years. But the good news is you'll find balance and won't have to take supplements forever.

## Body Chemistry

I created this acronym several years ago to demonstrate the integration of “balance” in our diets. If you want to be “BALANCED” nutritionally here are eight simple things to remember:

- B** – Blood sugar, eat every three to four hours
- A** – Always plan and prep food in advance
- L** – Less processed, more fresh food
- A** – A balance of protein, complex carbs, and healthy fats at meals
- N** – Nutritional supplements (to balance your brain and body chemistry)
- C** – Carry healthy snacks with you
- E** – Eat your greens!
- D** – Drink water

When you are born, your body is balanced and alkaline. As you go through life you experience, breathe in, and eat things that are acidic, causing your body chemistry to become acidic and out of balance. Loud music (even though I love my rock n’ roll), traffic jams, watching or listening to the news, a crying baby, a screaming spouse, boss, or employee are all things in your environment that make your body more acidic.

In addition, what you eat affects your body’s ability to stay alkaline. Some foods are more alkaline

friendly and others are more acidic. Here's a very short sample list:

<b>Alkaline</b>	<b>Acidic</b>
Herb teas, alkaline water*	Soda, beer, red bull, coffee
Sweet potato	Peanuts
Raspberries	Dried fruit
Beets	Beans
Cashews	Meat, fish, fowl
Almond Milk	Processed dairy (milk, butter, cheese)

Too much acid in the body leads to acidity, cancer and disease. It takes 32 glasses of fresh alkaline water (not tap water) to neutralize the acidity from *one* can of soda. It takes 25 glasses of alkaline water to neutralize one bottle of Gatorade. Acidity and sugar contribute to many common complaints, health issues and diseases. Before you consume your next energy drink, read the label—probably not something you want to put in your body.

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\*Ionized alkaline water has a higher pH rating and negative or lower ORP rating (Oxidation Reduction Potential). This means the water has antioxidant benefits. It has pH ratings of 8.5–9.5. and has many health benefits. In addition, the water is *microclustered* so your body absorbs it more rapidly. By the way, you can't purchase bottled ionized alkaline water because the charge only lasts for about three days. You need a machine that makes it. I use Kangen Water.

## The Sugar Train

This is a topic that people don't always have a lot of awareness about...or maybe I should just say they're in denial. Sugar consumption in the US has skyrocketed (see chart below). Unless you're reading labels, like Bethany, you are consuming a lot of sugar and may well be addicted to it—which is why I include this topic in my speeches.

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### **Sugar Consumption in United States**

18th century = 7 pounds per year

19th century = 52 pounds per year

20th century = 150 pounds per year

Source: New England Primer

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I have a list of 141 ways sugar ruins your health. At the top of the list is the fact that sugar can suppress your immune system. It can lead to an acidic digestive tract. It can cause depression. It can contribute to cancer, tumors, Alzheimer's, kidney stones, hyperactivity in children (duh), and it's intoxicating and addictive like alcohol. You can read the full list here: <http://nancyappleton.com/141-reasons-sugar-ruins-your-health>.

When I was bulimic, I went on week-long sugar binges. If I stayed away from sugar I was fine, but if I ate any form of processed sugar—wham! I was out of control for a week and would put on 10 pounds

in two to three days. Then I'd diet and exercise like mad to get it off because I didn't purge. (There are both purging and non-purging bulimics.) I also binged on pasta, pizza, and bread...all of which quickly converts to sugar. Over the years I did some serious damage to my body.

The sugar cravings I experienced were insane. I hated not being able to stop myself from plowing through five king-sized Snickers Bars, followed by a half-gallon of ice cream and Oreo Cookies. Long after I stopped bingeing, I still had issues with sugar, but it morphed into a more socially acceptable flavor: alcohol.

I was in sales. It was my job to take clients out and entertain them. The intensity of my cravings was so insane I would stop for more wine or ice cream on the way home after happy hour. It didn't matter what form the sugar was in, my system just wanted more and more, like Audrey 2 in the *Little Shop of Horrors*. "Feed Me!"

## *Candida Overgrowth*

Another issue contributing to my sugar train was Candida overgrowth. This is a silent epidemic many Western doctors are either unaware of or not knowledgeable about. I learned about Candida overgrowth shortly after my second yeast infection (aka Candida overgrowth). I'd had to travel with double

ear infections. The docs put me on antibiotics for three weeks straight which totally destroyed the flora in my gut and promoted the yeast overgrowth.

In his book, *The Yeast Connection*, William Crook describes it this way. “Candida albicans is a fungus which is present in everybody. It is found on the skin and mucous membranes. In small amounts it is harmless but when its growth increases drastically it can be devastating. It is considered one of the most prevalent yet unrecognized conditions of modern man.”<sup>4</sup>

There is a long list of things that feed Candida overgrowth and I had encounters with many of them. Here’s a short list of what contributed to mine:

- ✧ Repeated use of antibiotics as a young girl for recurring ear infections
- ✧ Taking birth control pills
- ✧ Taking steroids for ear infections
- ✧ Bingeing on “white foods” and sugar
- ✧ My generous alcohol consumption

I had many symptoms. I had no energy, no focus or concentration, I lost interest in sex, I itched (because the Candida overgrowth was in my vaginal skin) so panty hose were uncomfortable, and that’s just to name a few of my issues. I started on a quest for Candida relief in 1990 that took me twenty-three years to finally conquer.

A naturopath friend in Los Angeles told me maybe one in forty people she sees does *not* have Candida overgrowth. It's a silent epidemic, the type of thing where you go to the doctor and leave after being told there's nothing wrong or your symptoms are all in your head. Fortunately, that isn't true.

I experimented with various Candida protocols over a period of ten to fifteen years. The typical protocol involves a diet without any yeast, fermented foods, and sugar for a period of three to six months. In this way, you are starving the Candida which feed on sugar and carbs. Then you take supplements to bomb the little bastards and kill them off.

The first time I did the protocol, I did pretty well, except I didn't stop drinking. So I got better, but I didn't get in full control of the Candida. I could tell it was still there when I consumed wine or ice cream because I always wanted more. I actually stopped drinking a few times and I ate better, but I wasn't ready to stop drinking entirely. The insatiable cravings played over and over like a tape in my head, much like my bulimic days.

Then one day I found myself back in the place I'd been in 2004. My stomach was oversensitive and many things I ate caused bloating. On the recommendation of my brother (who had finally healed some long-time digestive issues) I contacted The Green Herb. When I learned I had Candida overgrowth again I was shocked—but I should have

known. I was miserable, unmotivated, sluggish, bloated, and I felt gross all over.

I already knew the protocol. This time I said, “The hell with it. I’m going full-on. I’m giving up sugar *and* alcohol.” I didn’t eat much processed sugar to begin with, it was primarily wine and my occasional late night trip for Dove Ice Cream Bars. Not great vegan behavior (vegan’s consume no meat, fish or dairy), I know, but I couldn’t help myself.

The cool thing about The Green Herb is the live blood cell analysis they offer. After all those years, I actually saw the Candida in my blood stream (and it doesn’t belong there). I learned that my system wasn’t absorbing what I was eating, so my protein chains weren’t building correctly.

I took their herbal supplements as part of the protocol, but it still took a while for my stomach to settle down. After a couple of months I started to feel better, got some focus and energy back, and my weight started to drop. Ahhh.

I was retested after a couple of months. We had to look hard to find the Candida in the blood stream, but it was still there. But now my protein chains were healthy and happy. I kept on the protocol, spurred on by how great I felt. I was a model client. Finding a peaceful place without cravings was more incredible than I had ever imagined it to be.

After six months I went in for what I hoped would be a final blood cell analysis. We looked and

looked and looked—the Candida was finally gone from my blood stream—contained in my gut where it was supposed to be for the first time in twenty-three years. I was elated, but more importantly my entire body had changed. I felt healthy with incredible energy and focus. My “smallest” clothes were baggy on me and I was cool with that.

The transformation in my health made it all worthwhile. I’ll admit when I first started the protocol I planned to drink again afterwards, but now I have no interest in it. The peace and serenity I’ve found without cravings for sugar far outweigh any “jonesing” for a drink. I immediately began carrying The Green Herb’s supplements for my clients.

It’s been over a year since I’ve had any processed sugar. I do eat berries and an occasional green apple or banana. I don’t consume high-sugar fruits anymore either. Most people who hear me say I don’t use sugar just don’t understand. They say, “Oh, I could never do that!” But they haven’t walked in my shoes. I was sick of being a slave to my cravings. The quality of life I have now is incredible, and I keep finding new benefits.

Recently I went to my chiropractor for an adjustment and he remarked, “Wow, you were easy to adjust today.” When I told him I’d gone over a year without sugar, he added, “Yeah, without all that inflammation in the joints, it’s a lot easier to adjust you.”

Then I went for a hike with Sasha in the foothills this spring. I fully expected to get a bit winded as it was our first trip out that season, but I didn't. When I stopped to rest my legs, we waited for 30 seconds instead of two minutes. I had an abundance of energy and stamina. Bonus!

## *Treating the Body as a Whole*

Let's face it. We live in a pill-happy society. You've been conditioned to go to the doctor at the first sign of anything wrong and doctors give prescriptions for any little thing, including the common cold.

But many things that appear to be wrong with you are only *symptoms* of what is really going on. And using a prescription to make it all better only masks the problem; it's merely a band aid. The more prescriptions you take, the less in tune you will be with your body and the farther you'll be from identifying the root of the problem.

In *The Biology of Belief*, Bruce Lipton tells the story of an irate lady who came to the garage he worked at in college. It was 4:30 on a Friday afternoon. She had already been there several times because of the check engine light. Since it was late on a Friday, the mechanics didn't really want to work on it.

But one guy jumped up and said he would fix it. He took the car back to the bay, removed the light

bulb from the check engine light, lit a cigarette, and had a soda. Then, after sufficient time had passed, he took the car back to the customer. The lady was ecstatic because the symptom was gone, but the root of the problem was never diagnosed or addressed.

A similar thing happens when you go to the doctor and they prescribe medication to make your symptoms go away. Although they treat the symptom, they often don't ask the diet and lifestyle questions that can have a huge impact on your health or chronic health issues.

Dr. Hiromi Shinya, a well-known gastrologist in the United States and Japan (credited with pioneering colonoscopic surgery, removing polyps without the need for an incision), says the medical community's practice of "specialists" is ruining our health care. Our bodies function as a whole unit. Addressing a symptom in one area without giving consideration to the full body is like diffusing a minefield one bomb at a time. Other problems are sitting there waiting to explode or manifest when triggered.

I had a client experience this recently. While in the hospital for diverticulitis, she suspected she also had a bladder infection. When she asked her doctor about it, he said "I don't know that's not my area of concern." She was later diagnosed with a bladder infection by another doctor.

To be a healthy alpha female you need the full picture. The goal is to be whole. Fortunately there

are plenty of medically-trained integrative doctors who have embraced whole-body function in their holistic practices. See my recommended reading and resource sections for more information.

In the meantime, here are some tools to help you pump up your physical health.

# Health Tools

If you want to improve your health, you've got to start with nutrition to build a strong foundation. I've helped clients eliminate sugar cravings, reduce stress, reduce or eliminate anxiety, chronic pain, and panic attacks, get and stay sober, and recover from eating disorders, all by getting back to basics with good nutrition as the foundation.

## 1. Drop the Soda

It's highly acidic and full of sugar. Diet soda is even worse because of all the chemicals. Remember, it takes 32 glasses of alkaline water (not tap) to balance the acidity in *one* can of soda.

Start by cutting back the number of sodas you consume in a day. Then drop to three days a week. My clients are always surprised at how easily they are able to stop drinking soda. They typically do it in one to two weeks. Part of it is making the decision that you *can* do it.

## 2. Coffee and Caffeine Are Acidic and Dehydrating

If you need caffeine, switch to green tea. It is alkaline forming and a much better way to wake up

and consume your caffeine fix. However too much green tea can aggravate your colon, so alternate with herbal teas to start your day instead.

Another great option is hot water with fresh squeezed lemon. This is a great practice first thing in the morning. It aids colon function.

### *3. Eat Balanced Meals Every 3–4 Hours to Keep Your Blood Sugar Stable*

This adds up to five to six small meals and snacks a day. Eating like this will boost your metabolism and keep you from getting over-hungry and killing the whole bag of chips while cooking dinner. I started eating more-frequent, smaller meals back when I first started bodybuilding. It's something I've stuck with because it works.

A balanced meal includes complex carbohydrates (brown things like rice, quinoa, millet, not white things like pasta, cereal, bagels), lean protein (minus all the sauces), vegetables, and healthy fat. Also, you need to include something green at least once a day.

Plan your meals and snacks for the day and the whole week. Carry healthy snacks with you, so when the unexpected occurs, you aren't starving and don't overeat later. I travel a lot and I always carry fresh almonds, green apples, and an occasional protein bar with me on my flights. I eat protein bars that are

all natural with no added sugars or preservatives. Organic Food Bars, Pure Organic Bars and Lara Bars are excellent choices. I also make my own Green Superfood Energy bars. Stay away from the chocolate coated stuff. Read the labels, check the ingredients and sugar content before you buy.

If you want a comprehensive easy to follow food list, email me [Inquiries@SpeakerLoriHanson.com](mailto:Inquiries@SpeakerLoriHanson.com) and I'll send one to you.

#### *4. Control Your Food Intake and Weight with Portion Control*

I haven't counted calories in years. I know what food has a higher fat content and more calories than other foods, and I suspect you do too. I use the portion control method I learned from Bill Phillips when I did my first *Body-for-Life* competition. A portion is the size of your fist, or palm of your hand. And ladies—if you're petite like me, eat on a salad plate instead of a dinner plate.

When you go out to eat, size your portions before you start to chow down. Oversized portions are everywhere. Divide the food up, draw a line, and know where you are going to stop. Take the rest home.

Speaking of restaurants, it's actually quite easy to eat healthy at a restaurant. Look for whole foods

and skip the sauces, condiments, fried foods, and fatty sides. You may have to look at the à la carte menu, but don't limit yourself to menu items. Most restaurants are good about accommodating special requests.

Every time you go out doesn't have to be a picnic. Pick your priorities. Are you taking care of your leased body or running it into the ground just because something looks and tastes good? You want high-grade fuel for easier, less expensive lifetime maintenance.

## 5. Enjoy a FREE Day Once a Week

One day a week, have *whatever* you want. I learned this when I did my Body-for-Life Challenges. *Free* is a word that feels good when you say it. I hear many people promoting a "cheat day" and right off the bat those words make you feel bad. A free day is just that, *you are free* to have the food and drink of your choice. This does four things:

- ✧ It eliminates the feelings of deprivation because you can indulge in whatever you're jonesing for. It's also a great practice for alcohol intake if you want to lose weight. Limit yourself to once a week.
- ✧ It makes it so much easier to follow your healthy lifestyle. You don't have to make

decisions every day about dessert, chocolate, pizza, hamburger, or having a second helping of that wonderful potato salad you made. This is my favorite thing about the free day method—less decisions to make! And you won't look back at the end of the week to realize you got off track, eating chips four days and dessert three days.

- ✧ By limiting your indulgences to once a week, your body quickly burns up the extra calories and it doesn't even cause a blip on the scale.
- ✧ As you feed your body better, it starts to crave good food. Your free day might even shrink to a free meal, when you realize how much better you feel eating healthy and that eating your old favorites makes you feel sluggish and crappy. And that's a huge benefit.

## *6. Do a Cleanse to Improve Your Gut Health*

If you're interested in restoring balance to your gut, boosting your immune system and building a healthy foundation, consider doing my 28-day cleanse like Bethany did. This will offer huge benefits for you in terms of energy, reducing stress, improving your confidence and feeling incredible.

## *7. Get Off the Sugar Train*

It's not just the cookies and candy. Also be aware of the quality of the food you eat and what's in those fancy coffee drinks. Pre-packaged foods have a lot of hidden sugar. Watch for the "ose's:" fructose, sucrose, dextrose, etc. If you have poor eating habits and are addicted to fast food, dropping sugar will reduce your cravings. Once you feed your body better, you will crave healthy food instead of hamburgers, pizza, supersized meals, and sodas.

Take an approach similar to weaning yourself off soda. Cut back the number of times a day you have sugar. Then limit yourself to two or three times a week. Incorporate the use of the free day to get your sugar jones and stay healthy.

## *8. Test for Candida Overgrowth*

If your sugar cravings are significant, you may have Candida overgrowth. You can do a simple "spit test" at home. This website gives an example of how to do the test and what results to expect: <http://www.adhdrelief.com/CandidaTest.html>.

If your results are positive, take immediate action to restore balance to your system. There are many protocols available for Candida overgrowth but many are ineffective if not performed correctly and without supervision. Contact me for a proven proto-

col that I've used, not only for myself, but also with my clients that will get you in balance.

## 9. *Balance Your Brain Chemistry*

If the discussion on brain chemistry resonated strongly with you it's worth getting a Nutritional Assessment to see how depleted your mood neurotransmitters are. You can download this from my website <http://SpeakerLoriHanson.com/Performance-Coaching/Nutrition>. Restoring balance to your brain will change so many things for you and *you'll feel human again.*

## 10. *Sleep...zzzz*

Good health requires good sleep and exercise. It's back to the basics. How often do you cheat on sleep because you've got work to do, or you need to finish your child's outfit for the school play, or whatever reason you feel you've got to keep burning the midnight or early morning oil? A healthy body needs seven to eight hours of sleep a night. The proper amount of sleep improves productivity, helps you complete tasks faster, aids in comprehension, and gives you more energy. If you don't get enough sleep, you get sick. That's basic cause and effect.

The other reason you need sleep is so your body can do routine maintenance. Your organs work while

you sleep to do repairs and run processes that keep you healthy. Dr. Thomas Kerr says, “The Chinese Acupuncture ‘Meridian Clock’ is an example of a 24-hour cycle which portrays the body’s complete functions as well as its relationship with diet.”

When I drank a lot I used to wake up with night sweats at 2 a.m. My acupuncturist said, “Your liver is cleansing your blood and throwing off wastes between 1 a.m. and 3 a.m. When it’s overloaded, you get the sweats.” Oh.

Your gallbladder processes between 11 p.m. and 1 a.m., lungs between 3 a.m. and 5 a.m., the large intestine between 5 a.m. and 7 a.m. To see an example of the whole chart of organ and body maintenance: <http://kerrchiropractic.wordpress.com/2008/03/21/the-meridian-organ-clock>.

Your body has work to do. Get some sleep and let it do its job.

If you have trouble getting to sleep, evaluate what you’re doing before bed. Shut off the computer at least thirty minutes before lying down. Do some deep breathing for five to ten minutes to clear your head and release busy thoughts.

If you can’t stay asleep or are a light sleeper, you may be low on serotonin. Instead of getting started on over-the-counter crutches, look for natural ways to improve your serotonin through meditation and balancing your brain chemistry.

## 11. Exercise

Exercise is essential for good health and harmony. You've probably heard the basics all of your life, but do you follow them? One of the things I learned in my forties was the difference between exercising with my will vs. exercising with my emotion. Say what?

In my twenties I was an amateur bodybuilder. That's when I first started studying nutrition. I never managed to compete, because I was deep in my bulimia and self-hatred cycle. So I'd work out hard, then fall into a binge or three each week and ruin all the time and effort I spent in the gym.

However, I did discover how much I enjoyed lifting weights and how quickly my body responded to this type of exercise. In my early forties when I was unemployed, I decided to do a *Body-for-Life* competition. I learned the beauty of running sprints in various forms and getting my cardio done in twenty minutes. I got in the best shape of my life. It felt wonderful.

Then, when I started to do bodywork (energy healing, acupuncture and Hellerwork), I experimented with yoga and meditation. I discovered when I was lifting weights and running I'd been exercising with my will—not so shocking, considering the goal seeking missile I used to be. Yoga, Tai Chi, and energy movement are forms of exercise done with emotion.

As any of you who practice yoga already know, it helps release the stress and emotions stored in your lower back.

Yoga wasn't my thing because of a bad knee, but I love Tai Chi. It is a completely different experience than cranking up the tunes and grunting my way through a heavy weight work out or running sprints. The cool thing is, now that I am mindful, there are days when I plan to lift but realize my body needs Tai Chi instead. I've learned over the years to tune in to my body and listen to what it tells me. That only happens through awareness, which we'll talk about more in the next chapter.

Give your body at least three to four days of exercise a week. Incorporate cardio for your heart and resistance for your muscles. Add in some daily walks, even if they are only ten to twenty minutes. Walking gives you fresh air, sunshine, and much needed natural benefits and leave your phone at home, or in your pocket! I get so annoyed when I see Fido and his owner out for a walk and the owner is blabbing on the phone. This is time for you to connect with nature and Fido—tune in and be present.

## 12. Laugh

Laughing is such a great way to bring health and harmony into your life! Laughter is very healing; it loosens you up, relieves stress, and changes your focus

when you're in a negative place. Alpha females need to know how to cut loose and laugh.

You'll find that your load lightens if you can find laughter on a daily and weekly basis. Watch shows or movies that make you laugh, hang out with kids that crack you up, or think up a funny exercise to get everyone on your team at work loosened up and laughing before starting on a big initiative.

Laughter is also a great remedy when you're sick with the flu. In *The Secret*, a woman with breast cancer shared her story, and felt that laughter was beneficial in her cancer battle. Audrey Hepburn said, "I love people who make me laugh. I honestly think it's the thing I like most, to laugh. It cures a multitude of ills. It's probably the most important thing in a person."

### *13. Schedule an Introductory Coaching Session*

If you are interested in learning more about our 28-Day Cleanse, holistic nutrition, sugar addiction, Candida overgrowth, ionized Kangen Water or taking a Nutritional Assessment go to <http://SpeakerLoriHanson.com/Performance-Coaching/Nutrition/>.

You can download a Nutritional Assessment, Candida Questionnaire or get info to start your cleanse. Or if you prefer, contact my office directly by phone or email: 877-650-4325, [Inquiries@SpeakerLoriHanson.com](mailto:Inquiries@SpeakerLoriHanson.com)



## Affirmations

- I take responsibility for my health and stay in balance
- I enjoy eating a large variety of healthy whole foods
- I enjoy regular exercise and an abundance of energy
- I sleep soundly and wake refreshed and energized
- I am healthy, happy and harmonious



## C – Conscious Abundance



**H**ow often do you think about the state of your spiritual health? Attending church every week doesn't qualify you as being spiritually healthy. It only means you have a habit that is easily executed on auto-pilot. Being a healthy, whole, three-dimensional being means balance of mind, body, *and* spirit. You need a connection to God, Source, higher-self, the Universe, Buddha, or whatever you choose to call it.



This was an area I shut off at a very early age because of a strict religious upbringing (nope, not Catholic). It wasn't until my mid-forties, when I started doing bodywork and energy healing, that I began to make a connection. I started by reconnecting my mind and body energetically. I grew up firmly planted in my masculine energy and spent many years living as a one-dimensional being in my over-analytical head vs. inhabiting all three dimensions of my mind, body, and spirit.



To suddenly be conscious of and really *feel* my body was an amazing experience. The next day I was on the treadmill and felt the sensation of my legs, feet and glutes while I ran. I could feel my feet on the belt, I was aware of my stride and when I was slightly off balance as I ran. I felt the muscle in my butt and calves and how good it felt to be exercising. I'd never really noticed what was happening before in my body. But that was the tip of the iceberg.

My acupuncturist turned me on to Holosync, a technology-based form of meditation. I practice Holosync which you do listening through headphones. Holosync is exercise for your brain and much like a runner who starts out with one mile and works up to five, it balances your brain and helps you achieve whole-brain functioning rather than right brain or left brain thinking. Bill Harris, the “brains” behind Holosync, taught me so much about how to create more awareness and be fully conscious. That was key for me, because I learned we cannot do unhealthy things when we are fully conscious.

Simply put, you'll get different results in every area of life depending on whether you are responding consciously or reacting on auto-pilot. If you function consciously, you are fully present or “in the moment.” You understand that you have control over your thoughts and the outcomes you get in life.

If you are running on auto-pilot, you're likely to be overwhelmed, you forget things, you don't know

why you did what you just did or why you went into the other room. You feel like life happens *to* you. You react to what happens. The cool thing is you have a choice whether to react unconsciously (auto-pilot) or respond consciously.

## Quantum Physics

My first big intro into quantum physics was the movie, *What the Bleep Do We Know?!* It offered many concepts that made *so* much sense, yet blew my mind. I watched it twice, taking lots of notes. Physics was always way over my head, but this stuff I really got. Quantum physics is the physics of possibility. Here is one of my favorite quotes.

“We are so conditioned to the way we create our wills that we buy into the idea that we have no control at all. We have been conditioned to believe the external world is more real than the internal world. Quantum physics is just the opposite, it says what’s happening within will create what’s happening outside. Our brain doesn’t know the difference between what’s going on out there and in here. We only see what we believe is possible.” Says neuroscientist and pharmacologist Candace Pert.

In other words, if we don’t believe something is possible, we can’t imagine or picture it. It all starts with what you believe and that comes from your mindset.

## Mindset

In his book, *The Biology of Belief*, Bruce Lipton discusses the difference between our conscious and subconscious mind. Our conscious mind has the ability to analyze, think, and conjure up positive thoughts, “But our subconscious mind is a repository of stimulus response tapes derived from instincts and learned experiences. The subconscious mind is strictly habitual; it will play the same behavioral responses to life’s signals over and over again.”<sup>5</sup>

This is *where* and *why* you get trapped in those early experiences and lessons you learned. I’ve heard that before the age of four, we are told “no” an average of 60,000 times! And we’re supposed to come out of that experience feeling empowered to speak our minds and ask for what we want?

I’ve spent years studying human brain function, behavior, and quantum physics. I’ve read hundreds of books and experimented a great deal, studying the impact of conscious and subconscious thinking, what we believe, and how our beliefs shape the events (outcomes) in our lives. At the most simplistic level, *what* you focus on and the *intensity* with which you focus your thoughts and emotions expands the object of your focus—whether it’s fear, worry, excitement, or love.

When you experience strong emotions like fear, anger, worry, and concern about a situation, you paint

a picture in your mind. You may see yourself getting fired by your board of directors, your spouse asking for a divorce, your child flunking out of school, or any other situation you are nervous or worried about. The emotion combined with the thought creates a feeling. At this point you're sending directions to your subconscious command-post to carry out that thought and produce the image you're holding in your head—because your subconscious operates from images and strong emotions, aka feelings.

Your subconscious isn't analytical. It doesn't evaluate whether a thought is positive or negative, it just takes the emotion and images as commands. Thoughts are like little workers carrying out what you focus on (see in your mind).

By contrast, when you spend time focusing and meditating on what you *want*, using the emotions of excitement, joy, and gratitude, you bring about a completely different outcome. It all starts with learning to be conscious, to be fully invested in the moment you're in.

Annette shared a great explanation of this. “The concept of balance is really more the art of presence. It comes down to the fact that you're really only able to do one thing at a time, no matter what. A lot of stress in life comes from being in the midst of doing one thing when you're thinking about all the other things you have to do.”

I used to do that when I worked out. I was thinking about all kinds of things while I lifted weights. One day I realized how far away my mind drifted during my workouts. When I started focusing on the muscle I was working during a specific exercise, my results changed dramatically.

When you're fully in the moment and focused on the task at hand, you are operating at full capacity and making educated decisions vs. reacting. I share a story in my program, *ANYTHING is Possible: Once You Upgrade Your Operating System* that demonstrates how powerful our mindset and beliefs are.

Let me set the stage: my niece lived with me for a few months when she was nineteen. We had a huge snowstorm and she had no boots (typical teen). She needed to go to work that afternoon so we headed out to the store to get boots. It was so cold the garage door wouldn't shut with the remote. She jumped out of the car to close it manually inside the garage. In the process she locked herself out of the house, crawled in through the dog door and broke it. (I replaced the dog door that day to keep the bitter cold out of the house.)

The following day I was driving and remembered I had a coupon for that pet store. I looked at the coupon saw it had expired three days before. I said to myself, "Well I'm going to take this coupon with my receipt and ask them to honor it." For a

split second I thought they might not honor it but I quickly changed my thought to, “If they say no, I’ll tell them about Bed, Bath & Beyond because they always honor expired coupons.”

I spoke with the store clerk and explained I had purchased a dog door the day before and I’d like the 20% discount from the coupon applied to it.

She looked at the coupon, then at my receipt and said, “Well, the coupon is expired.”

I said, “I know, but I didn’t need anything else and this purchase was over \$100. Can you just apply the discount and give me a refund?” She had to go ask her manager.

The manager came and we repeated the same conversation. “This coupon is expired.” Again I responded, “Yes, I know, but I didn’t need anything else and this purchase was over \$100. Can you just apply the discount and give me a refund?” She looked at both pieces of paper again, from left to right and right to left, let out a big sigh and said, “Well okay, but just this once.”

As I left the store and got outside, I did a big fist pump and said, “YES!” It’s always fun to test what I believe about a situation and see it manifest. If I had driven to the store convinced they would never honor the coupon, the result would have been just the opposite. But I consciously made the decision which belief I wanted and painted that image in my

mind. I saw it happening and enjoyed the result I created with my mindset and visualization.

In a recent interview, Olympic medal winner Michelle Kwan said, “I lived, breathed, and ate just the Olympics. I had a sticker above my bed. It was the first thing I saw in the morning, it was the last thing I saw when I went to bed. And when I finally made the Olympic team it was just a remarkable feeling.”

Olympic decathlon winner Bruce Jenner (now Caitlyn) tells a similar story of an image above his bed. This is a common theme among celebrities that reached their childhood goals. They had a consistent, laser focus on what they wanted to achieve.

## *Gratitude*

The practice of gratitude is a huge game changer. It can make the difference between abundance or lack. If you don't have an appreciation for the money you receive, the connections you make, the deals you win, the discounts you receive, the people who work for you or with you, or even when someone buys your lunch or coffee—the things you have can easily dry up. But when you take the time to be truly grateful for all your blessings, for everything you have, the synchronistic events that show up in your life, the resources you need—the answers to your prayers and intentions will magically expand.

In her book, *The Magic*, Rhonda Byrne says, “Whoever has gratitude will be given more, and he or she will have abundance. Whoever does not have gratitude, even what he or she has will be taken from him or her.” She notes that gratitude is addressed in every form of religion from the Bible to Buddha.

When you take the time to be truly grateful and *feel* genuine gratitude for people, events, financial gains, or improved health, you are connected to a spiritually healthy place. The message you send to the Universe (or God) is that of thanks and gratitude. And by Universal law, when you are thankful, you will receive more of what you are thankful for because like attracts like.

By contrast, when you constantly express your needs, your health issues, your lack of something (like money), and complain about what you don’t have—the message you send to the Universe is to give you more need, lack, health issues and things to complain about, because that is “like” what you are focusing on, thinking, and talking about. It’s really simple, but it can be a difficult concept to master.

I saw profound shifts when I used to coach eating disorder clients. If anyone knows what passion is, it is a person with an addiction. All they can think, talk, or focus on is what feeds their addiction, whether food and hatred for their body, alcohol, cigarettes, sugar or drugs. But when they shift their perspective and start to contemplate and focus on

other things in their lives, it makes the process of breaking addictive behaviors much easier. There would usually come a day with my clients, where I heard, “Hey, I haven’t binged in a while and I’m feeling really good!” or “I’m feeling energized now that I’m eating healthier. I’m calmer and don’t stress out at the first sign of trouble.”

I was very pleased, but not at all surprised when each of the four women I interviewed for this book (Annette, Victoria, Dawn and Cathie) mentioned practicing gratitude without my asking about it. Each one expressed gratitude for where they are in life, the experiences they’ve had, their ability to help and serve other people, and for their passion about what they do.

Every morning I write at least ten things I’m grateful for in my gratitude journal. I have quite a collection of books since I’ve done this practice for several years.

To be a spiritually healthy alpha female you’ve got to take time to be grateful for all of your blessings, large and small.

## *Meditation*

There are many forms of meditation that can increase a connection to your spiritual source. Making the time to include this in your daily life can be

difficult for the busy, overwhelmed working woman. But by taking time to quiet your mind, practice deep breathing, pray or meditate, you will strengthen your intuitive gifts and your ability to manifest whatever you want. You can get answers to your questions and find solutions to challenges that may seem insurmountable, all by taking the time to sit quietly and just be. Meditation and quiet time are key to creating abundance.

We aren't wired to be on the go 24/7. We need down time, time away from technology devices and computers. The easiest way to start is to simply close your eyes and take five to ten deep breaths. Inhale slowly and count to ten. Exhale even slower and count to ten again. This will relax you, clear your mind, and allow you to be conscious of what is happening in your body. And that is the state of being fully aware and conscious.

By meditating and taking quiet time you'll experience many gifts not found in the "outside" world. You will be lifted up when you're discouraged. You'll get a "hit" for an idea, an inner knowing or a visual image that brings you just the information you need. The more time you spend in quiet introspection, the more you'll learn about yourself and the easier it will be to honor and respect yourself.

Your intuition will grow stronger. It's just like a muscle—the more you use it, the stronger it gets.

You'll find you are experiencing more synchronicity, blessings, and magical moments in your life simply because you are taking the time to slow down and "be." Meditation also increases serotonin.

Let's *contemplate* tools to help you make a deeper spiritual connection. (Pun intended!)

# Spiritual Tools

## 1. Evaluate Your Mindset and Beliefs

If you aren't getting the results you want in your life, it's time to evaluate your beliefs and adjust your mindset to match your goals and intentions.

- ✧ Make a list of your beliefs for each aspect of your life that I've covered in this book.
- ✧ Look them over and make sure they are aligned with where you want to go.
- ✧ If they aren't, create new beliefs, and use affirmations to plug them into your subconscious and bring them to life. It takes approximately 30 days to create new pathways in the brain (that support new beliefs).
- ✧ To create an affirmation, state what you want as already being done. Start with the words "I am..." use emotion words that end with "ing" to make it more powerful. For example: *I am enjoying my new business partnership and how we balance each other out.*
- ✧ Rinse and repeat multiple times throughout the day. Okay, just repeat.

## 2. Adopt a Practice of Gratitude

The best way to start a practice of gratitude is to get a copy of *The Magic*, by Rhonda Byrne. She leads you through a twenty-eight day practice of gratitude that will change your life dramatically if you are diligent and committed. After finishing the twenty-eight days I've adopted daily practices I continue to use.

This little book changed me at my core—I felt it in every cell of my body. I developed more compassion and patience, released any fears and concerns, and learned how to create the life I wanted by taking the time to appreciate *everything* I'd ever received. I learned to be thankful *in advance* for situations or resources I wanted to attract to my life or business.

By taking a few minutes every morning to list at least ten things I'm grateful for, and why I'm grateful for them, it puts me in an unbelievable headspace. When I head out on my morning walk with Niko and Kiska, I appreciate little things I see along the way and every neighbor I greet.

My confidence in my ability to create what I want has increased dramatically. People show up in my life with exactly what I need, right when I need it, and my business doubled in less than one month from beginning the gratitude practice. Pretty “magical” results, wouldn't you agree?

### 3. Take Time to Reflect

The most important relationship in your life is the one you have with yourself. But it's the one most women ignore and put last on the To Do List—if it's listed at all. If you don't love, honor, and accept yourself, chances are you'll be operating from that big, overbearing ego. You won't be an alpha female—you'll just be a bitch.

How often do you examine balancing your life and how you feel mentally, physically, or spiritually? How often do you tune in to yourself and your needs? How is your inner dialogue? Do you make decisions, take action and let it go, or do you second guess yourself and worry what people will think, or what will happen next? Being an alpha female means being courageous in how you lead the pack. It means you make decisions and adjust your course based on the results of those decisions.

Here is an easy way to incorporate reflection. Plan on five to ten minutes daily to practice using one of the methods below.

### 4. Meditation

As we've discussed, without a strong connection to your inner self, you are running through life on autopilot *reacting* to events. Then you wonder

why things are happening the way they are, and you feel like you have no control. Your body sends you messages to slow down, but you don't listen or pay attention. You might get a cold, the flu, or hurt yourself. If you continue to ignore the message, things could get more severe. Your body knows how to get your attention. If you don't slow down, it will slow you down to the point where you have no choice but to stop, rest, and listen.

If meditation is new for you, begin with deep breathing.

- ✧ Start by closing your eyes and taking ten deep breaths.
- ✧ Inhale and exhale slowly.
- ✧ Count to ten with each inhale and exhale.
- ✧ Release any tension you feel and let go of the thoughts in your head.
- ✧ Focus on your breathing and the sensations in your body.
- ✧ Enjoy the peace and quiet.
- ✧ Practice before you sleep and any time during the day you need to unplug.
- ✧ Start with ten minutes and work up to thirty minutes and then an hour.

I meditate for an hour in the morning when I wake up and thirty minutes before I sleep. It keeps

me grounded, connected, and peaceful. It helps me flow through life vs. pushing my way through it.

You can also get guided meditation CDs to help you learn to tune in. These are great for busy, analytical brains because they are soothing. They lead you through the meditation and keep you focused. This will help you connect with your body and what you are feeling: tense, relaxed, in pain, etc. By taking daily time to meditate you will strengthen your spiritual connection, release stress and improve your spiritual health, attitude, and outlook on life.

## *5. Journaling*

Journaling is a great way to sort through your life. Get a special notebook and pen and start writing. If you're sitting there thinking about what you should write, you're over-thinking it. Start by writing down questions like, "Why did I get so pissed off today?" or "Why did I let Sally get under my skin?" or maybe even, "Why am I feeling jealous and insecure about my marriage right now?"

Dump out whatever questions are in your mind. "Now what the hell am I supposed to do?" or, "Why am I so scared and flipping out about this?" Maybe even, "Wow, I was really a bitch today; what was that all about?" There are no rules. Soon the pen will be flying and you'll enter into what I call "automatic writing."

Find a safe place to stash your journal so you feel free to write whatever you want. I always find it intriguing to look back a month or two later to see where I was and how things resolved. I find great insights and am always very encouraged to see the way events played out.

## *6. Write Letters to Clear Your Head*

This is a process that works really well for getting in touch with the things that have you totally stressed out. I've used it for years and it is a great way to deal with anger, frustration, or the blues. I also use it with my clients to help them get in touch with their emotions. This is much better than killing the Häagen-Dazs or drinking to numb the noise in your head.

You are going to write a letter to someone or something that has you upset, to release the energy. Here's how it works:

(Note: Steps two through four need to be done all together. Don't wait to write your letter of gratitude.)

1. Make a list of whom or what you want to write letters to.
2. Write the letter. Be open, honest, yell, scream, cuss, swear and fully express your feelings!
3. Destroy the letter. Tear it up, burn it (safely) or bury it if you want to.

4. Now *immediately* shift and write a letter of gratitude for what each experience/person has brought to your life.
5. Take three deep breaths and sit for a moment in the new space you've created for yourself.

By letting go of things, situations, and people you're irritated about, you create the space for new experiences. It's easier to lead and care for your pack when your head is clear and you've let go of the baggage. Here's a short example of how you can use this technique (all fictional):

**Letter #1—Write to the person or situation and get it all out on the table.**

*Dear Bossy Belinda,*

*I am so angry at the way you've handled this monster project. There have been cost overruns, cover ups and dismantling of employees who work on it. In yesterday's meeting when all the cover ups came out in to the open you set your GPS in my direction. I couldn't believe the audacity you had to call me out in a meeting and throw me under the bus for mistakes and decisions YOU'VE made!!!!*

*Your conduct in the meeting was ridiculous and I for one am disgusted at myself for even working with you. How can I support someone who is ~~as uncaring~~ such a bitch to her employees? I've*

*been there whenever you needed me, I've supported you through thick and thin and now you're positioning me to be the fall guy for this mess. I am so angry I can't even write. Why? Why? Why? Why? I hate honoring myself and speaking the truth. I feel bullied, ambushed, and totally disrespected. (I'm sparing you the harsh cuss words I use when I write these, there would be plenty of f-bombs and expletives.)*

*I am so angry I want to scream so loud the whole neighborhood hears it. I let you push me to drink more than I should, drive home when I shouldn't have and then eat till I'm so full I want to explode. I will never, ever let this happen to me again. You're behavior is disgraceful. —Me*

Once you've got this all out of your system, destroy the letter! Then *immediately* look for and express the gratitude you've found in this situation.

### **Letter #2—Letter of Gratitude**

*I am so grateful for the experience I've had working with Bossy Belinda. She has pushed me to exceed my goals and accomplish things in my career I didn't even know I could do. I've become a better leader from working for her and running this project.*

*I am so thankful for the events that happened on this monster project. I now understand that I*

*need to be more cautious and always keep my eyes open to the politics that are happening around me vs. falling in love with the details. I've learned so much from this experience that I wouldn't have known if it hadn't happened. I'm not afraid of getting fired because I know that if this door closes the next one, that's even better, will open.*

*I am grateful for a few days off this blow up has given me to have time for myself and family. I've missed spending quality time with them. I realize I've got to maintain more balance in my life and how much I crave it. It's time for me to prioritize my health and my relationship with my family. I will build my calendar around important family things and not be accessible for work 24/7 by text, phone and email.*

*I've learned through this experience to trust my gut and from now on I will listen and act on what I'm feeling. When I hear the little voice that says, "No, don't go there," I won't. I will honor and respect myself, my beliefs and my boundaries.*

*I'm fearless and will be ready for the next challenge, whatever it may bring. Whether I return to my current position, or a new opportunity shows up. I know the Universe will lead me to where I'm supposed to go next and that is huge comfort. What a blessing this experience has been. Thank you, thank you, thank you for this experience. I am growing and it feels incredible to be alive. —Me*

Again because these are generic and not written in the heat of emotion, they're a bit tame. The point is, to really get in touch with what you're feeling whether it's your spouse, kids, work or the idiot that totaled your car on the freeway today. Process the emotions followed with *immediate* gratitude. This exercise will help you move through your shit more quickly and find peace after the storm. It's all part of your life lesson.

## 7. Be More Compassionate

As a woman and an alpha female, you're often caught in the trap of the almighty To Do List, worrying about how you will juggle everything you have to do. Then when you aren't perfect and don't get it all done, you beat up on yourself...for hours, days, weeks.

So the house isn't perfectly clean; so you didn't get to put in a full workout. So you didn't spend quite as much time on an activity as you wanted to. It's done. Let it go. Be compassionate *starting with you*. Think about what you would say to someone else if it happened to them. You'd be supportive and tell them it's okay, wouldn't you, not verbally beat the hell out of them.

Think about what other people would say to you. Most likely they'd tell you it's not a big deal, nobody noticed one of the buttons on the birthday

cake design was missing or that your shoes didn't match at the big presentation you did today. (I've actually done that! They were the same style, just different colors). Life goes on. Learn to laugh at yourself in a gentle way and appreciate that you're human. Being human, with human imperfections, is a very special gift you've been given. Kind of like a beautiful piece of wood that's been around awhile, it has character.



## Affirmations

- I am aware that my thoughts are creating my reality
- I start everyday with gratitude
- I take time to reflect on my life every day
- I am spiritually connected and trust my intuition
- I believe that ANYTHING is possible



## E – Enjoy Your Present



**D**o you live every day to the fullest, or do you go to bed wishing you had? If you are a stressed out alpha female, is it because you can't leave the office at a reasonable time on a daily basis and don't have any playtime built in to your life? When was the last time you took a vacation? Did you manage half a day, or a full week?



### *Recreation*

Recreation is the last of the seven aspects of life you need to balance. If you watch young kids and college students, they dedicate an abundance of time to play, sometimes to the irritation of their parents. But as adults, we tend get stuck in a rut, in our routines, and forget what it's like to have fun on a daily basis. Fortunately recreation and playtime come in multiple forms. You can engage in them on a daily, weekly, monthly, or annual basis...well you get the idea.



One of the reasons I moved back to Colorado is because I missed the mountains so much. For me, a three-day weekend in Vail, Aspen, or Steamboat makes me feel like I've been gone for a week. My spirit lives in the mountains. I'm always invigorated and return home refreshed. When I don't have time for a weekend or week in the mountains, I drive up for the day and take a hike with Niko and Kiska. It gives me the same effect, just a smaller dose.

## *Vacation*

When I really want to get away and dump the To Do List, I head for Hawaii. I love spending time on Maui or Kauai. I forget everything happening back home. My cell phone and my watch go into the safe as soon as I arrive.

I take catamaran trips to see the dolphins and talk to the whales. I take a helicopter to see the island from a different perspective and always marvel at the incredible waterfalls.

One of my priorities is finding a different location every evening to watch the sunset. I just sit peacefully, snap a few pictures for my sunset collection, and watch the day turn into night. The pace is different when I'm by the ocean, my heart beats slower, my head is clear, and there's a huge smile on my face. I've been to many beaches and I love traveling all

over the world, but Hawaii is high on my list for the ultimate in paradise.

An extended trip to Europe is on my bucket list, along with exploration of more beautiful beaches, a private sailing trip to the Caribbean, a meditation retreat, great golf courses and more.

Recreational time is great for hanging out with your friends and family. I had a client a few years ago who did a cruise every year with her girlfriends. Annette and Dawn both mentioned going on meditation retreats. There are wonderful yoga retreats and spas that beckon you to come relax and play. It's not so important what you do, but that you prioritize time to play and have fun on a regular basis.

## *Get Away at Home*

When I can't get to the ocean, I have my memories that easily take me there. Some days when I'm sitting outside I'll feel the breeze and I can close my eyes and be on the beach. But that's me. That's what I love.

What is it you really enjoy doing? Do you like being outdoors, camping, water skiing, snow skiing, doing crafts, sewing or knitting? Your recreational time is a great time to pursue a hobby. My other passion is golf. It also takes me away because I'm very aesthetic,

and soaking up the views on whatever course I play makes me happy. I love being outdoors.

Date night, family game night, or just going out for a movie with your spouse and kids can be great at-home getaways. Spending time with the pack should be fun, rewarding, make you feel grateful to be alive, and give you opportunities to laugh.

## *Playtime*

In her interview, Victoria talked about enjoying exercise. She likes taking a Zumba class before work, during lunch, or after work. She calls that her recess time. She's read books on how to play deeply and understands that it opens up our creativity. Victoria realized when she's really having fun, she's also figuring things out and solving problems. She didn't used to give herself time to play but now has found the value in it.

I enjoy a similar experience when I work out. I always keep a note pad nearby because ideas come to me when I'm jumping on the mini-tramp, running sprints on the treadmill, and sometimes when I'm lifting weights. With my Tai Chi practice, the down-load often comes after my session. That makes it fun because I didn't have to think, it just showed up.

Victoria sums it up profoundly. "Playtime made the difference for me because when I'm feeding

myself, there is a ripple effect. All of a sudden I'm smiling. I feel like I'm getting something *out* of my day instead of just giving. It's so important! I don't need a lot of playtime, but I really appreciate it."

Here are some fun tools to help you plan and increase your playtime.

## Recreation Tools

### 1. *Schedule Playtime in Your Week*

If you aren't doing it now, it's time to change your schedule and include some activities that allow you to let go and have some fun. Whether a night out with the girls, joining a book club, taking swimming lessons, horseback riding, or golfing—put time on your weekly schedule and do it.

### 2. *Spend Time with the Family*

Make plans to hang out with the family and enjoy the pack. If your children are still at home, let them participate in planning a weekly activity for the family to do together. Alternate between who picks the activities so everyone gets a turn and is invested in enjoying family day or night.

If you are an empty nester getting used to spending time alone with your husband or significant other again, look through the local community papers and magazines. Find fun things the two of you would enjoy doing together. Go to a play; go see a band or the symphony. Join a new group where you can meet other couples. Engage in the next phase of your life with more playtime.

### 3. What is Fun for You?

If you are like a lot of women I meet, you may have completely lost touch with what you enjoy doing. Make a list of things you used to enjoy. Browse a bookstore, sign up for a cooking or art class, take music lessons—the only limits are the ones you put on yourself.

Develop a list that excites you. If you are really stuck in work mode, it may take a couple of sessions for you to open up and remember what fun is, or was, for you.

### 4. Plan a Weekend Getaway Once Or Twice a Year

You need the small breaks just as much as you need to take a vacation. Plan a three or four-day weekend to the destination of your choice. Think about who you would have the most fun going with. Your spouse (without the kids), your girlfriends, or your nearly adult son or daughter? Be creative when you make your plans.

Visit a big city like San Francisco, Chicago, or Boston for the weekend. Plan a hiking or backpacking trip. Go for a spa weekend or meditation retreat. There are many incredible locations to choose from. Check out the list in the resources section for some ideas.

## 5. Plan a Vacation Twice a Year and Take It

It's easy for an alpha female to feel she can't leave the flock and take a week or two off. But your spirit needs you to, not to mention your spouse, boss, co-workers, and employees. Be creative in the things you do, places you go, and how you'll cover the office while you're away.

If you are an entrepreneur or high level executive who feels you can't disengage for the whole trip, give yourself *one hour a day* to check and respond to voice and email messages. Use your email auto-reply so people know you are gone and only available for emergencies.

Be sure to *only* handle the emergencies and urgent issues. If you get caught up in working and lose half the day, you'll regret it, and you may piss off the family in the process. Set boundaries for yourself and then get your ass out and play.

## 6. Bring Vacation Home with You

I love to buy jewelry when I travel, because every time I wear it I remember where I got it and how it felt to be there. Plus, it's highly unlikely I'll run into someone with the same necklace, ring, or earrings I'm wearing! I also collect golf balls from every course I play and display them in my office, so when I'm feeling a bit overloaded, I can look at all

the fun rounds of golf I played, take a deep breath and for just a moment imagine myself there.

What are some fun things you can do to bring vacation home with you? Little mementos that you'll keep (vs. all the gifts you bring home for the kids and grandkids). This is a fun way to get creative and keep the memories alive for short mental getaways. Just be sure it is something you can use and enjoy. Clutter isn't good for the alpha female.



## Affirmations

- I enjoy my play time
  - I prioritize time to have fun every day
  - I am enjoying my long weekend in
- 
- I am healthy, balanced and rested because I take vacations
  - I am happy and full of energy. I love my life!



## D – Damn Good Advice!



**O**ne of the best things about a community is the ability to learn from others who have already forged the path. The alpha females I interviewed for this book shared so much great information, I added this Q&A as the final chapter to share more of their observations and damn good advice about life!



*Dawn Gallagher*

*Model, author, actress and spokesperson,  
New York, NY (DawnGallagher.com)*

**Q:** How would you describe yourself? Are you easy going or do you have the need to be in control?

**A:** I'm both. Some things I'm easy going with, for others I need to be in control. I used to be a lot more controlling than I am now.



**Q:** How has being a successful career woman affected your personal life?

**A:** Being a freelancer, I had to learn how to plan my schedule so I had time for myself. I take time for personal growth. I start my day with a Miracle Morning from 5:30-6:30. It's time just for me. Sixty minutes for meditation, visualization, journaling, affirmation, and exercise. I plan what's important that day. The happier you are—the more love and happiness you have to give—the more others will be happy around you. I believe in the Law of Attraction, you get what you put out there.

**Q:** How important is mindset to helping you achieve success?

**A:** Mindset is extremely important. I remember to say what I appreciate and am thankful for everyday, and that keeps me positive about life. When you get the calling in your gut you have to follow it. Then I leave it to the Universe or God to work out the details. I ask God to tell me the steps and I take them.

I also invest in my personal development in other ways to hone my skills for TV. I'm not perfect, but I've grown a lot.

**Q:** What's the best thing about being you?

**A:** I have a sense of humor about myself. I'm silly and have a goofy side. I have a youthful spirit and

energy which I love—there’s a youthful attitude. I feel ageless, timeless, and free.

I see beauty in everything and I love life. I have a charitable side to me that I like and won’t ever let go.

## *Dr. Cathie–Ann Lippman*

*Alternative, environmental medicine practice,  
Beverly Hills, CA (CathieLippmanMD.com)*

**Q:** How would you describe yourself? Are you easy going or do you have the need to be in control?

**A:** I used to worry about being in control much more than now. Age gives one perspective in life. Our society is control oriented but we don’t really have control. The only thing we have control over is how we respond to what’s happening—in a proactive rather than reactive way.

**Q:** What did you do to get through the most stressful period of your life (medical school)?

**A:** My general theme to get through stress is:

- ✧ Don’t hesitate to ask questions of people whose opinion I value.
- ✧ Use the advice/information.
- ✧ Wait and see. Somehow answers appear, or the problem works itself out in the long

run, if you leave it to the Universe. The Universe has been very good to me.

**Q:** What personal habits do you practice to stay balanced, grounded, and energized?

**A:** I eat a good diet, sleep enough, and meditate with The Radiance Technique—I walk my talk. I attend spiritual lectures; I’m part of the Jewish community. I’m always working on myself.

**Q:** What advice would you give to busy working (stressed out, overwhelmed) women?

**A:** Have a good support mechanism.

- ✧ Friends, colleagues, like-minded people, people who have your back.
- ✧ For me I have that in my religious community.
- ✧ It would be nice if more people recognize the mythology of what they believe in and were more (realistic) and accepting (of themselves).
- ✧ As women we think we have to do it all alone, but we don’t.

**Q:** What’s the best thing about being you?

**A:** I have a great family, great friends, an adorable grand-dog, and my health.

## *Dr. Lippman's Comment About Being an Alpha Female:*

“Many women think being an alpha female is about emulating the male pattern. That can pull women to the wrong set of values. Some women think being an alpha female is all about aggression and taking charge. Then the value pattern gets shifted to equate being successful with monetary and material objects. That’s a negativity we don’t want to promote.”

I understand Dr. Lippman’s caution about only equating success with money and material objects. Success offers and delivers us much more than that. Given her practice is in Beverly Hills, California she no doubt sees a great deal of materialism—I know I did when I lived there.

### *Victoria Quintana*

*Chief Executive Officer and Co-Founder, Istonish, Inc.  
Greenwood Village, CO (Istonish.com)*

**Q:** How would you describe yourself? Are you easy going or do you have the need to be in control?

**A:** I used to feel like I needed to be in control a lot and I’ve flown the other direction. When I had young children the control was around being organized. I

felt like I had to do so much. It's very different now being an empty nester. The rhythm of my life is very different.

In my leadership role at work it's important to influence, set targets and goals of what I want people to do, and then get out of the way. I think control is an illusion.

**Q:** How has being a successful career woman affected your personal life?

**A:** When the boys were young I had some anxiety about whether they were healthy when I was at work and I feared getting a phone call about them. But I had a good team to support me and my children and family at that time.

The other thing is just realizing there's not any one path that's better than the other. In hindsight saying, "Some people choose to stay home and have children and God bless them. Other people decide to work and have a family and some people decide not to have a family and it is all okay, however you choose to do it.

I've always been independent and I came into myself through my work. Some people paint and do artistic things. My creative outlet was having kids, but I tend to work a lot. If you do what you love, it doesn't feel like work."

(I reminded Victoria that she is very creative in her role at work and she agreed.)

**Q:** Have you had any physical or health challenges?

**A:** You don't know you aren't healthy until you get some awareness of it. It's the whole concept of *you don't know what you don't know*. I would say this is really one of the significant pieces for me, it's not like I broke a leg or lost a leg or had diabetes, but I don't think I was at the top of my game. I didn't realize it until I did a ton of research and study on mindset with Dr. Joe Dispenza and John Dimartini two leaders in this field. And meditation certainly helped me get through my divorce, along with tools that helped break beliefs that no longer served me or my life.

This whole idea of paying attention to what you think about is *big*. What do you read and what do you think about? You and I have had conversations about the state of being grateful. It may seem like a "whatever" thing but it is the little things that make a huge difference in terms of the quality of my life. So was I physically or health challenged? I lost weight and I feel better because I'm thinking better things and I don't feel stuck with thoughts like, "Well I think I should do this or I ought to do that." Now it's "I am grateful to experience..." and it takes me from that vibrational state to where I can do it and actually enjoy it, and it's not a hard thing. It's being in flow.

**Q:** What's the biggest goal you've achieved?

**A:** Life is goal after goal after goal. It's more about the journey than getting *to* the goal. So before I reach one goal, I'm setting new ones. It's like climbing a fourteenner (mountain). While I climb to the top I am contemplating my life and planning other things to do. I've realized that life is an evolution.

Consciousness is a life goal because it colors everything about how I live each day. I used to think I needed to work fourteen hours a day. Once I had the consciousness of "I don't have to work as hard," all of a sudden I noticed I was getting more impactful and not having to kill myself, but that's through a different state of consciousness. It's moving from "I better manage every minute of my time" to now being in more of the flow, it comes *to* me instead of me *pushing* it. That's a significant life lesson or goal. My goal is to really make a difference in lots of lives and I've been able to figure out how to do that, and I'm on that path.

**Q:** How important is mindset to helping you achieve success?

**A:** What we're talking about with mindset is gaining an understanding of and accessing intelligence and creativity. Other names might include: imagination, intuition or inspiration. The highest form of intelligence is when you have those "Aha" experiences—a

brilliant solution, a hit, or just a great idea. That's part of a focused brain.

I've also come to understand and appreciate that through peace of mind, and well-being we can manifest (through gratitude exercise) a variety of life changes that can make a difference.

Health, happiness, passion and success are the results of life force flowing unimpeded to serve the human spirit. Understanding and appreciating intelligence, or wisdom, of the heart (or our intuition) and balancing this with intellect is a practice that is worth learning. The key to changing our lives including the way we read and how we assimilate things is really through our minds and our thoughts and a lot of those thoughts are below our level of consciousness.

Part of this is identifying and eliminating the thoughts that no longer serve our best interests. And part of it is being in that alpha state where we have the ability to shut out internal and external distractions, so we can tune into the subconscious thoughts that are really going to nourish and strengthen us. *Then* we get to pick and choose the thoughts by which we would like to continue to be influenced and we can release the thoughts that we no longer desire simply by deciding to release them. And that's where we really get into creating our life.

**Q:** What advice would you give to busy working Type-A (stressed out, overwhelmed) women?

**A:** My advice is to find what gives you energy, and incorporate it into a daily routine. Type-A women tend to have a lot of passion, or Chi energy. I want to talk about passion because passion is powerful. When combined with emotion, magic happens. Emotion is the primary language of the subconscious mind, and words and pictures are really the steering wheel. We set the direction, but emotion is really the gas pedal. Emotion determines how much power and passion we bring to whatever we are creating in our day. Being mindful, quiet and internally understanding what you're focused on is key. That's being in the moment and this practice can reduce stress, and increase joy in life.

**Q:** What do you do to stay grounded and balanced?

**A:** I learned to breathe—to pay attention to my breath. There are studies that show that when people are under stress their breathing becomes shallow, and their brain doesn't work optimally. Through the practice of breath work, I have become less *reactive* and can be more objective about the responses I choose. Breathing to get centered really helps.

**Q:** What's the best thing about being you?

**A:** I'm unique and I hang around a bunch of people that appreciate the goofball parts of me.

There's only one of me and I grateful to celebrate that. My path is about exploring all the ways I am the best and highest form of me!

## *Annette Quintana*

*Chairman and Co-Founder, Istonish Inc. Greenwood Village, CO (Istonish.com)*

**Q:** Would you describe yourself? Are you easy going or do you have the need to be in control?

**A:** Both. As a parent, I set clear expectations but I wasn't controlling. At work I was more in control. As the company grew I was less in control. I had to rely on others. I'm really lucky for people I work with.

The most stressful times in business required an odd balance of doing what you can and surrendering. It's a weird mix that somehow just kind of works out.

**Q:** As the owner of a successful company, what causes you the most stress on a day-to-day basis?

**A:** Everybody has things that cause them stress in some way, whether it's some argument with your husband or something that comes up with your kid. My daughter is in Australia right now. She called in the middle of the night because of something that wasn't a huge deal, but it was freaking her out, so she woke us. Or employee bullshit that goes on.

**Q:** How do you manage your schedule to maintain balance?

**A:** I think the concept of balance is really more the art of presence. And I think what I did well—and my daughters and husband would say I did a pretty good job of—is when I was home I would focus on really being present when I was with the family.

When I left the office, I had a twenty to thirty commute, and I was already deliberately turning off work. Shifting my energy into this other role and responsibility. I owe it to the family to show up joyfully with some degree of presence and pay attention to them and their lives. They don't want to hear about my day, and frankly, they don't care about it. So that's been part of it. Remembering I can only do one thing at a time no matter what I'm doing.

**Q:** What's the biggest goal you've achieved?

**A:** I'm not really a goal setter. I try not to think about my life as a series of goals and accomplishments, as much as the quality of the way I show up. And the quality is more “how am I being” as opposed to “what I am doing?” If I can truly be selfless in the way I show up in the community—whether it's to be there for the good of the organization, the mission or vision of whatever it's there for, then I feel like that was successful. If my motivations are conflicted about that, it becomes really obvious.

The process is always ongoing, setting goals for different things. I'm honored by the way I've been able to serve and help. That's happened in a number of ways, helping to develop people's careers and helping serve clients.

In the end, I think it's more about how you put enough energy into the quantum field with some level of focus and clarity to create the results you want—that's what manifesting is about, having clarity.

**Q:** What do you do to ground yourself and stay present?

**A:** I think that it's really important to be doing things yearly that help to foster greater self-knowledge. Because the junk that comes up in life is rarely about the external or what's difficult or hard. Yeah, there are relationships and money; moreover it's our relationship and response to those things that defines how we think about that experience.

I think that it's really important every year to work with teachers, processes, techniques, and things like that to really help you understand more about yourself, so you realize the junk bothering you is probably more about you and not others.

Then I translate that annual work into some kind of *daily* practice is really important.

- ✧ I do yoga four times a week.
- ✧ Meditate regularly in the morning.

- ✧ I also see that cultivating a practice of gratitude is part of that. It is a process of developing a noticing or awareness of these gifts as they unfold daily. So at different times during the day being able to notice stuff and feel grateful.

**Q:** What advice would you give to busy working Type-A (stressed out, overwhelmed) women?

**A:** Stop feeling guilty about things! Give yourself a break; enough is enough already. I see women who say “When I’m at work I’m worried about kids and going out of mind and distracted.”

If you make the decision to be a working mom feel *good* about that decision and trust that your children will learn what they need to learn from the example that you set. Leave all the guilt and bullshit alone because all that does is cause stress. These powerful women are always saying, “Oh I feel so guilty.” We’re all on our path and so are your children.

### *Annette's Comments on Being an Alpha Female:*

“There’s an interesting conundrum in the idea that the alpha female shouldn’t be a bitch. I’ve got to tell you, sometimes showing up confidently and powerfully you *will* push a lot of other people’s buttons about how they think a woman should be vs. how

you show up. And then they think, well, you're being bitchy. And you're just being a strong woman.

When I talk with my daughters about this they say they don't want to be bitchy. They don't want people to think, "She is trying to take too much charge of that." I tell them there isn't anything wrong with that. It's okay to be as powerful as you can be and really create discernment about knowing whether some of this is *your* stuff or theirs. Is it your stuff or theirs when they are feeling threatened about it? Get to a place of really being able to discern the difference between your stuff and theirs.

As an example, I attended training on public speaking once and through the training it was noted that if a woman did same things that were being taught for men to do, she would be considered cocky rather than a good speaker. In short, a woman's confidence threatened as often as it inspired. I say it's about showing up empowered, choosing not to own other people's stuff and not making yourself less than you can be because of other people's insecurities."

## *Lead the Pack, Live Your Life, Follow Your Dreams*

Being a happy, fulfilled, passionate alpha female requires balance. And that balance comes from going with the ebb and flow of the seven facets of life that are required to "make it" on this planet: career, social

life, finances, relationships, health, spirituality, and recreation. The balancing act is in understanding that different areas of life require more attention at some points and learning to go with the flow and ride the waves when they get bigger.

You simply cannot have everything in balance all at the same time and be sane. Life just doesn't work that way. There is always a new lesson to learn, a new path to follow, a new skill or hobby to learn, and new people to meet. Life is about moving forward, reaching for the next star (or goal), and creating new experiences. We are here to be co-creators of our lives, to manifest our desires, to actively participate, not to take a seat on the bus and mindlessly let life pass us by on auto-pilot.

One of the greatest gifts we have is that of our imagination. As children we use our imaginations without limits to create fun games and make believe scenarios. As adults we too often give up our powerful imaginations and get stuck in the "reality" of day-to-day life.

The world we live in today is vastly different than it was fifty years ago and magnificently different than it was one hundred years ago. We fly in airplanes anywhere we want to go. Most everyone has their own phone, laptop and/or tablet, and technology is ingrained into how we live, work, and play. We've got fancy cars with computer chips and satellites that beam down pictures from outer space. All of these

things happened because people had a vision, an idea, and a passion for making it happen.

There are a flood of quotes I could include here, but one of my favorites is from Albert Einstein who said, “I have not failed; I have only found 10,000 ways that didn’t work.” The people we admire who have done great things didn’t accomplish them by being stuck in all the reasons it couldn’t possibly happen. They believed, researched, experimented, and didn’t give up.

It takes persistence and exploration to find the answers you seek. To create the best new offering for your clients, to create a schedule that works for you and the family, to *make* the time instead of excuses to take care of yourself, to eat healthier, exercise, rest, and relax. Whatever it is you haven’t done yet is out of your comfort zone. You need a strategy for how to step up to the next level and be the alpha leader you know you are meant to be.

Sasha and I used to walk on a trail next to a canal where we could see horses on both sides at the same time. The canal kept us from getting close enough to pet them. But I loved talking to them because I felt ten years old and carefree again. I wanted to pet their noses, feed them carrots and ride bareback like I did growing up.

On the left were two gorgeous Clydesdales mixed with other horses and three alpacas. I was awestruck by the size and beauty of the Clydesdales no matter

how many times we went there. One day, Sasha looked at me and pulled the leash to continue farther down the path. We had never gone much farther than the horses but it was Sunday and she got to navigate the direction of our extended weekend treks.

I immediately noticed my sense of caution as we began to walk down the path. I wondered why. It was a fairly open trail, but what I was thinking about was the possibility of disrupting a rattlesnake sunning on the trail, a valid concern in Colorado.

The trail was worn in by an automobile and had two tracks. Sasha liked to walk on the left out ahead of me and I walked on the right. We followed the trail for a while, and the farther we walked, the closer we got to the foothills. The view was breathtaking. I continued to be cautious and curious about how far the trail went and how far we should follow it. I focused on seeing an empty path in front of me, sans rattlesnakes.

I noticed we were walking *behind* some familiar houses, instead of on the street *in front* like we usually did. I was totally in the analogy of what was happening: I was looking at these homes from a different *perspective* than I usually see them because we decided to take a *different* path.

Most of the homes sat on one or two acres; most of the backyards were nicely maintained. A few had hidden old cars and a junk heap you couldn't see

from the front. Hmmm, I never would have known without examining them from the other angle.

Our path took us within fifty to a hundred feet of railroad tracks. Walking that close to the tracks took me back to childhood and the freedom of exploration. I thought about growing up on our five and a half acres outside Columbus, Ohio and how I had fields, creeks, and bushes to explore. We picked blackberries, rode horses, and could go anywhere without getting into trouble.

As I let my mind wander, the concern about snakes faded and I was totally enjoying exploration of the new path and how much fun Sasha was having. We walked the trail until it appeared to dead-end into the train tracks. I started to turn around, and then deep in my analogy of exploring a different path and perspective I said, “Let’s not assume this is the end of the trail.”

Sasha and I walked on the train tracks and across a small bridge to scope out what lay ahead. I thought we could reach the point where the railroad tracks come close to the houses at the end of the road and walk back that way. Alas, it *was* the end of the trail. But because I questioned my immediate assumption and walked over to investigate, I knew the answer about which path to take to get back.

As we headed home, I noticed how much more at ease I was walking the trail. I knew where I was going

now and how far away the end of the trail was. I was walking in the other track now and experiencing our journey from a different angle, closer to the train tracks. We were back to the horses in no time and we never saw a snake.

Have you ever noticed how much longer it takes you to get to somewhere you've never been before? Even with a GPS you aren't sure how much farther it is, how long it will take to get there, and if there will be parking when you arrive. But when you drive home from a new destination it seems to take about half the time, because now you know and you have the experience of following that path before. It eliminates the guesswork.

Using our imagination, intention, and creativity are much the same. When you first imagine or envision something new, you may wonder whether it's even feasible. But you won't make it happen by evaluating all the reasons it can't work and all the people who will try to stop you. As Dr. Wayne Dyer says, "The Wright Brothers didn't fly because they contemplated all the reasons the airplane couldn't get off the ground."

Tap into your imagination on a regular basis. It needs exercise just like your muscles do. What is it you want to do? What pack do you want to lead, and how do you want to make a difference in your lifetime? The only limits you have are the ones you put on yourself. Anything, absolutely *anything* is

possible. All you have to do is believe in yourself and engage your creative skills to make it happen.

Take the lead, and be the best alpha female you can be. You can lead your pack with confidence, compassion, gratitude and respect—and live a fulfilling, healthy life, enjoying as much success as you decide to create.



Sasha

I lost Sasha two months after completing this book. She got sick and went downhill rapidly. In less than six weeks she was gone at the young age of six, to pancreatic cancer. Losing her so young was incredibly painful—but we had a special bond that will never be broken. She taught me a great deal about life and leadership.

# Notes

<sup>1</sup><http://www.psychologytoday.com/blog/alpha-females/201109/are-alpha-females-healthier-their-counterparts>

<sup>2</sup><http://www.mansupreme.com/12-alpha-male-traits-and-10-signs-you-are-not-alpha/>

<sup>3</sup>Parton, Dolly, *Dream More*, Penguin Group, 2012

<sup>4</sup>Crook, William, G., M.D., *The Yeast Connection*, New York: Random House, 1983

<sup>5</sup>Prentiss, Chris, *Be Who You Want, Have What You Want*, Power Press, 2008



# Highly Recommended Reading

Here are a few books I highly recommend to learn more about concepts discussed in this book. These will help you with mindset, physical health, brain chemistry, reducing stress and gratitude. All great investments of time.

*Clean Gut*, Alejandro Junger, M.D.  
*Excuse Me, Your life is Waiting*, Lynn Grabhorn  
*Naturally Beautiful*, Dawn Gallagher  
*Nature's Beauty Secrets*, Dawn Gallagher  
*Success Principles*, Jack Canfield  
*The Biology of Belief*, Bruce Lipton  
*The Enzyme Factor*, Dr. Hiromi Shynya  
*The Magic*, Rhonda Byrne  
*The Mood Cure*, Julia Ross  
*The Power of Your Subconscious Mind*, Joseph Murphy  
*Think and Grow Rich with Peace of Mind*, Napoleon Hill  
*Thresholds of the Mind*, Bill Harris



# Resources

## Energy work

Contact our office for referrals to energy healers and practitioners. [Inquiries@SpeakerLoriHanson.com](mailto:Inquiries@SpeakerLoriHanson.com), or 877-650-4325.

## Functional Medicine

Locate functional medicine doctors through this site and find one that's close to you. These are medical doctors that are trained to treat the *whole* body vs. specialties that miss the ticking time-bombs.

<http://www.functionalmedicine.org/practitioner>

## Hellerwork

Hellerwork is a great form of body work. A combination of dialogue and deep-tissue massage. These sessions will awaken you and bring you into alignment with your mind and body. Powerful stuff.

Find practitioners near you here:

<http://hellerwork.com>

## **Holosync Meditation**

I have personally used this program since 2005.

It's great for the busy, over-analytical brain that has trouble slowing down. It's made a huge difference in how I manage stress and events in my day-to-day life. I've met Bill Harris, the founder and what he is doing is really incredible.

<https://www.centerpointe.com>

## **Joyful Journey Hot Springs Spa**

Located 30 miles south of Salida in the San Juan Mountains of Colorado. This is another incredible get away spot for weekend or vacation. A buffet of spa services are available and they offer hotel rooms, Yurts, TiPis (summer only) and RV parking. They also have a nice conference center for meetings.

<http://www.joyfuljourneyhotsprings.com>

## **Dr. Cathie Lippman**

One of my interviewees for this book and a wonderful resource to help you improve your health. "An MD with a holistic heart," located in Beverly Hills, CA, <http://www.cathielippmanmd.com>

## **MAT (Muscle Activation Technique)**

MAT is a powerful form of body work that relieves chronic pain and helps nagging injuries. Developed for football players and now helping millions, these treatments often give immediate results and position your body for optimal function. Find a practitioner near you on this site. Two thumbs up for MAT!

<http://www.muscleactivation.com>

## **Sycamore Mineral Springs Resort**

Located on the Central Coast of California in San Luis Obispo, this is a beautiful place to get away with the spouse or do a girls weekend. They offer individual hot tubs, facials, massage, spa packages, yoga, tai chi and more. A short walk to the beach.  
<http://www.sycamoresprings.com>

## **The Green Herb**

Family owned and operated. The team at The Green Herb are incredible for helping to restore balance to your health. All natural remedy's with herbs they make.  
<http://www.thegreenherb.com>

## **Vail Cascade Resort & Spa**

A wonderful spa retreat for the weekend or a week of vacation. Just west of Vail, this resort offers the best service, a full-service spa with tasty packages and all of the fun playing outdoors in Colorado offers.  
<http://www.vailcascade.com>

## **Vipassana Meditation Retreat**

This is highly recommended by Annette Quintana whom I interviewed for this book. An intense 10-day retreat to clear your mind. Find retreats near you:  
<http://www.dhamma.org/en/bycountry/na/>



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Sign up to receive information on Lori's upcoming annual Women's Retreats and Conferences.

## **Success Seminars**

A Canfield Certified Trainer, Lori delivers powerful programs to help you and your organization create serious success—without all the stress. Seminars range from half-day to four days

## **Mountain Mastermind Retreats**

Lori blends the power of Mastermind groups with the beauty of the Colorado Mountains. A weekend full of inspiration, techniques and tools combined with outdoor activities makes this an incredible experience.

## **Performance Coaching**

Mindset – Nutrition – Strategy

Are you are a business woman who is stuck, in transition (divorce, moving, career change, empty nester) or you have BIG goals you want to reach?

Lori is a seasoned and celebrated coach who will help you breakthrough barriers, experiencing amazing transformation and turn your dreams into realities.

Call today to schedule  
an introductory coaching session.

## **Speaker/Author Coaching**

Are you interested in becoming a speaker? Lori has coached individuals from “I want to speak, but I don’t know on what,” to receiving a paycheck and standing ovation.

## **Books**

- *It Started with Pop-Tarts\**, 2008 (winner of the prestigious Mom’s Choice Award)
- *Teen Secrets to Surviving & THRIVING*, 2009
- *Stress Survival Kit™ for College Students*, 2010
- *The Change 7*, co-author, 2015

**Get more information at:**  
**SpeakerLoriHanson.com**



# About the Author

Lori Hanson is on a **MISSION**: to help business women breakthrough barriers, experience amazing transformation and turn their dreams into realities. She is passionate about self-development and it will inspire and motivate you whether you hear her keynote speech, attend her Mastermind retreats, Success Seminars or VIP Events.

She spent thirty years climbing the ladder in Corporate America, in technology sales, and although she enjoyed financial success and loyal clients, it was never enough. She left to pursue her passion as a motivational speaker.

Lori is a nationally recognized leader on topics for women. She is dynamic, entertaining and leaves a lasting impression on audience members with her keynote programs. She shares her story of life as a stressed out workaholic who battled bulimia for over 30 years while she searched for balance and happiness.

### *About the Author*

The author of five books and a media favorite, Lori has appeared on radio and television programs internationally and has been featured in *Essence*, *New Living Magazine*, *Wellness Women 40 and Beyond* and monthly newspaper columns to bring awareness to the risks of overloaded living. She offers strategies to live a MAGNIFICENT life.

Lori incorporates mindset, nutrition and strategy to build a strong foundation for success. She lives in Denver with her Malamutes, Niko and Kiska. A wolf and arctic dog lover, she is intrigued by the behavior of the pack.