



## 7-Keys for Women to Survive and Thrive

Having worked with thousands of business owners and dealt with my own issues as an entrepreneur, I have found there are 7-key elements that women need in order to Survive and Thrive in business.

I share these with you in the hopes that you will pass them along to other women. We all need to stick together. If you know of a woman who is almost at her COD, please email me with COD Urgent in the subject line. I will respond immediately and will determine what I can do to assist.

No woman should go through the pain, struggle and hassles of a COD. Cheers to your success and may your fun quotient always be high!

### Key #1 Balance

Maintain balance in your life. I know that it sounds trite, but it is true. When you are in balance, you will radiate a glow and project an energy that others will notice immediately. You will be able to attract all that you need and want in life when you operate in this state.

Understand the key factors behind balance. There are chemicals in women's bodies that react to stress in specific ways. You want to maintain balance so that your serotonin levels are normal and your cortisol levels are low. This will help you maintain weight and





energy levels.

For detailed information on the chemical and wiring differences between men and women, purchase *Why Mars and Venus Collide* by John Gray, PhD.

Avoid the COD...it is not pleasant and it will wipe you out. Get committed to putting your life and business in balance. Create an action plan and determine what does and does not matter. Then prioritize and move on.

## Key #2 Play Big & Play to Win!

Those businesses that play small will remain small. Not until you stretch can you determine how far you can go. In life, too many people do not stretch far enough to take them to the heights that they can achieve. Remember Bill Zanker and just ask yourself if you have the guts and nerve to really play big in a traditionally male dominated world. Challenge yourself and stretch. Even if you cannot reach the moon, you will grab some stars along the way.

## Key #3 Journal

Take 20 to 30-minutes each night and journal. For me, this is what got me through my COD. I took myself to new places and found new dimensions to myself that I never knew existed. When you start to journal, begin with a simple structure. Write about what happened during your day, both professionally and personally. Include the instances, experiences and situations along with the emotions that you felt as a result. As you are writing, stop and read each section. You will likely see that what you thought was a major situation, really isn't. Or, you may read a passage and determine that you could view the situation





differently and achieve a different result. I have been

journaling faithfully for over 4 years and am a walking testament to the impact that it has had on my life. I am much more balanced; less stressed and am able to keep things in perspective.

## Key #4 Stick-to-it-iveness

Don't give up. When I was dealing with all of my business and health issues, my mother shared with me this poem. It says it all.

When things go wrong, as they sometimes will  
When the road you're trudging seems all up hill  
When the funds are low, and the debts are high  
And you want to smile, but you have to sigh  
    When care is pressing you down a bit  
    Rest if you must, but don't you quit  
    Life is strange with its twists and turns  
    And many a failure turns about  
When he might have won had he stuck it out  
Don't give up though the pace seems slow  
    You may succeed with another blow  
    Success is failure turned inside out  
    The silver tint of the clouds of doubt  
And you never can tell how close you are  
    It may be near when it seems so far  
Stick to the fight when you're hardest hit  
    It's when things seem the worst,  
    That you must not quit.

(Russ Berrie and Company, Inc.)





## Tool #5 Say Yes...When you Mean No

Learn the value of the exchange rate. As women, we feel that we always have to say YES. We are the Yes Queens. Yet, saying yes just adds that much more to our never ending To Do Lists.

When someone asks you to do something, pause and think of what you need in exchange in order to make it work. Something has to be taken off or your list in order to add something else onto your list. Determine the exchange and then say, “Yes, I’d be happy to do that...if you can \_\_\_\_\_.”

It’s that simple. The other person with either decide he/she likes the exchange or not. If not, then you do not have guilt, pressure and the torture of one more thing on your list. You are always in control AND you get to say YES...which we love to do.

## Tool #6 Fun Factor – What’s your Fun Quotient

Life is too short so always be mindful of the fun factor. Measure your fun quotient each and every day. If you are not having as much fun as you want, then turn the dreadful items into fun or move them off your plate. I know that the reality is part of our life is just naturally filled with things we don’t necessarily have fun doing.

However, it doesn’t mean that we can’t figure out a way to make them fun or spread them out over a longer time period so that we can have fun activities in between.

Take any lemons that you are dealt, make lemonade AND laugh while you are stirring the pitcher!





## Tool #7 Dare to be Different

In our society, it is common to conform. Everyone is telling us how to act, look, dress, speak and what we should and should not be doing.

**GET OVER IT!**

Break out and dare to be different. Be yourself and refuse to conform to normal. You will find that you are much happier as a person because you are true to yourself. When we are forced to act or be someone that we really aren't, we are unhappy and our energy shifts. People can read and feel the shifts.

Don't get caught up in the game. Create your own rules, your own world and let everyone else try to conform to you. Bet they can't if you dare to be you!

