

# Inspired Living

*Giving you the bricks you need to pave your road to success!*

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- \* **3 Reasons Why Setting Goals Leads to Success**
- \* **6 Steps to Successfully Opening and Operating Your Home Based Business**
- \* **10 Public Relations Tips for Your Business**
- \* **7 Sales Tips You Must Know**
- \* **How to Get Hired Today!**
- \* **The Total Working Women's Weekend Program**

***As a woman, you take care of everyone around you. Now let us take care of you.***



At Broward Health, we recognize the importance of a woman's health to her family, and the community. The Broward Health Foundation is pleased to announce the upcoming opening of the Lillian S. Wells Women's Health Center, made possible through a gift of more than \$4.5 million from the Lillian S. Wells Foundation.

Conveniently located at Broward Health Broward General Medical Center in Fort Lauderdale, the new Lillian S. Wells Women's Health Center will treat the entire woman, not just her symptoms.


Services will include:

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- Health and wellness classes
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# Welcome to Inspiration University!

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We would like to thank you for joining us this weekend for our Total Working Women's Weekend at Nova Southeastern University. We are very excited to share our dream with you and to help you achieve yours! Inspiration University, IU, is all about you and helping you achieve your absolute best professionally, physically, and emotionally. IU is a place for you to receive the support and tools you need to help you advance in your career, grow your business, get healthy and receive the motivation you need to make it all happen.

Thank you for taking this journey with us and we look forward to helping you achieve total health, financial freedom, and a life full of inspiration!

Sincerely;

Valerie Stuut  
CEO



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Editor: Valerie Stuut

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Vicky Pestrichelli  
President



## Three Reasons Why Goal Setting Leads to Success

Are you intentionally creating your life on your own terms or is life just happening to you? “**What is your destiny**”...have you ever asked?

Goal setting is the first step towards reaching achievement and charting your destiny. Here are 3 Key Reasons to start setting clearly defined goals now.

**Clarity and Focus-** Goals give you a target to shoot for and provide a specific direction to point your time and energy. Everything is created twice...first as a thought and then as form. Without the conscious creation, there could be no physical creation. When you set a goal, you have taken the first critical step. You have begun the process that allows the universe to actualize the goal into physical form.

**Motivation and Inspiration-** We are motivated by our desires. When you set a concrete goal around one of them you have made a decision to create it. Visualize every category of your life and business then formulate goals for each one of them. See them as if they already happened. Next, write out each one including as much details as possible with the necessary action steps towards obtaining each goal Oh, and one more thing, it is vital to set deadline dates with timelines that are achievable, measurable, and keep you moving forwards. Knowing when it has to happen makes it happen.

**Accountability and Results-** Setting goals makes you accountable plain and simple. When you make a commitment to yourself you then become obligated to follow through. The all knowing voice inside of you reminds you that you have a goal to achieve and keeps you moving towards achieving it. When I was writing my first book, I set a goal to launch my book at The Hay House conference, which was only 60 days away. To hold myself true to my word I committed to a booth at the conference, paid for it, and announced it to everyone I knew. So what if you suspect you might become a slacker? That is when a mentor or coach will keep you motivated and inspire you to keep forging ahead down the road to success.

Wishing you **Much Success!**

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By: Wendi Blum: Wendi is a Published Author, International Speaker, Success and Strategy Coach and Visionary who specializes in helping others create a satisfying and fulfilling life.

# Goal Setting Tips



**Here are some tips to remember when setting your goals:**

1. Get a journal that you enjoy writing in and separate it into 5 areas: Financial, Social, Physical, Spiritual, and Community Service.
2. Now, in each section, write down EVERYTHING that you want in each of these areas. Remember, BE VERY SPECIFIC! The more details you can give, the better!
3. When you are done, sort your sections by time. For example, write a “1” next to those you want to accomplish in the next year. Write a “5” next to those within the next 5 years; finish up with 10 years and 20 years.
4. Choose from your short terms goals, those 1 year or less, and pick your top 5.
5. Next, write a paragraph on WHY you want to accomplish these goals. Then, write a paragraph on how you would feel if you didn’t accomplish them. It is very important to understand WHY you want something and truly understand what it means to you.
6. Write a DETAILED PLAN on how you are going to achieve these goals including benchmarks along the way so you can measure your progress. Be sure to reward yourself for your achievements!
7. As you track your progress, make changes to your plan to things that are not working.
8. Enjoy Your Success!

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By: Valerie Stuut, MBA  
CEO Inspiration University

# Six Steps to Successfully Opening and Operating Your Home-Based Business



According to the Small Business Association's Office of Advocacy, 52% of all small business in the U.S. are home-based businesses and 70% of these home-based businesses are operated by women. Home-based businesses have a better success rate as compared to outside-the-home businesses according to Home Business Magazine®. They estimate that 70% of home-based businesses succeed for at least three years compared to 29% outside-the-home businesses.

Some of these businesses were started so the business owner could generate more income while holding down a full-time job, some because of a lay-off and others because working for a \_\_\_\_\_ boss (fill in the blank) was no longer tolerable.

Whatever your reason, there are things you need to know to open and operate a successful home-based business so that you can be part of the 70% survivor group.

- 1. Research, Research, Research:** You have thought of the next great business idea, or have developed a new product that you think may sweep the nation, or have a hobby and now want to make money from your labor of love. So what's the first step to getting your idea from the initial concept to an actual business? First, you must answer some questions. Who are the people that need your product or service and how do you reach them? How do you determine how much to charge them? Is there sufficient demand for your product or service to make enough profit? In order to avoid wasting time and money by just putting an "Open For Business" sign on your front door, you need to do some research, and then do some more research, and then even more research. Doing a feasibility study will help determine if your idea is viable. Once you have determined that it is, you need to write a business plan which includes a mission statement, a description of your products or services, an analysis of your competition and your target market, key financial information, a list of advisors and employees (if you need them), and investment or loan needs. This plan will be used to obtain financing or investors to start your business and then will act as a roadmap for operating it.
- 2. Formalize and Legalize:** There are several people who will be invaluable to you as you create your new venture. One of them is an attorney who will help you determine which of the many different ways to structure your business is right for you. Do you want to be a sole proprietor, a corporation, or take on a partner? Each has a different tax consequence and liability considerations. In addition, you need to choose a name that is not being used already (go to Sunbiz.org to check) and obtain an internet domain name. You should consider protecting your company name with a trademark, any proprietary materials with a copyright, and a new product with a patent. An attorney can guide you through the maze and put you on the right track to avoid law suits and IRS penalties.
- 3. The Bottom Line:** Two other important people will be your banker and your accountant. These advisors will help make sure you have enough money to start your business and that you are operating efficiently in order to make money. Many first-time business owners are not aware that there are a number of taxes that they may be liable for, such as sales tax, occupational and business licenses, and payroll withholding. There are record keeping requirements necessary to substantiate tax deductions, such as auto expenses and meals out with customers. Hiring an accountant before you start operating your business will save you a lot of headaches down the road.

**4. Support Staff:** You will probably not need to hire any employees when you first start your home-based business, but you may want to consider virtual assistance or subcontractors. While you avoid payroll taxes and HR issues this way, you still may be responsible for reporting these fees to the IRS. Once you grow enough to warrant hiring an employee, first you should put the job description in writing and create an employee handbook; even if it's just one page. This will ensure that the employee knows exactly what's expected. It's also important that you make sure you understand the process and laws of hiring and firing employees to avoid wrongful discharge, sexual harassment, and discrimination law suits.

**5. To Market We Go:** What makes your product or service different from your competitors and how will you let your potential customers know this? The answer to this question will be the basis for your marketing plan. There are many ways to reach your customers; email, social networks and direct mail pieces are the most common forms of advertising. You can also consider offering discounts for referrals and donating products or services to a charity auction. You can do your own PR work and send a press release to a community newspaper about your business. And don't forget your website. Make it easy to read and navigate through.

**6. Ringing the Cash Register:** Just because you have a great product or service, it doesn't mean you'll be good at selling it. It takes time to know your customers and build rapport with them. You need to listen to their needs and see if you can help them. If you can't, don't say you can just to get the sale. You'll only wind up ruining your reputation. Depending on your business, you may need a short "elevator pitch", or you may need a formal sales presentation. If this makes you nervous, then consider taking a sales course to learn how to make one and practice delivering it.

By: Janet Goldstein, CPA, MBA

Associate Director, International Institute for Franchise Education,  
H. Wayne Huizenga School of Business and Entrepreneurship, Nova  
Southeastern University



**HOME-BASED  
BUSINESS  
DEVELOPMENT SERIES**

**NOVA SOUTHEASTERN  
UNIVERSITY**

## Get Fiscally Fit.

The International Institute for Franchise Education at Nova Southeastern University (NSU) is offering a six-session **Home-Based Business Development Series** to help build your home business and improve its bottom line. The sessions will be taught by successful entrepreneurs, business leaders and professors from NSU's H. Wayne Huizenga School of Business and Entrepreneurship. You will learn:

- how to start/operate a home-based business
- legal structures
- mechanics of a feasibility study and business plan
- how to develop a marketing and sales strategy
- when and how to navigate tax returns
- types of insurance
- pitfalls of hiring and firing
- how to get financing

Sessions begin in January 2011. For more information or to register, call (954) 262-3188 or email [goldjan@nova.edu](mailto:goldjan@nova.edu)



# TOP 10 Public Relations Tips for Your Business

By: Kathy Koch, President, CEO  
Ambit Advertising and Public Relations

Public Relations (PR) is one of the most cost effective ways to promote your company or build your brand. Over the past few years, the opportunities for PR to contribute to the success of a business have grown. The Internet and new media have shifted some of the focus away from the media, and this is good news because “getting the word out” now costs less than ever before. It does, however, require some strategic thinking and your commitment to follow your plan. Here are a few tips for using PR to strengthen your marketing program:

## **1. Define your objectives.**

What are your desired outcomes? Do you want to generate sales or leads, or create interest for a new service or product? Do you want to change perception about something you are doing or reinforce your brand? Do you want to increase traffic to your new website? If your objectives are clear, you’ve laid the foundation for a solid plan.

## **2. Determine your target audience.**

Who do you want to influence with your message and where are you going to reach them? Are they reading the newspaper or are they online? Are they listening to the radio? Knowing where to find your audience is critical to the success of your campaign.

## **3. Don’t slow down because of the economy!**

It’s been proven time and time again: companies that market themselves during a down economy maintain or increase their market share, and when things turn around, they are positioned to be top of mind with their clients and customers, while their competitors have to rebuild their image and brand from scratch.

## **4. Make a plan and make a commitment to follow it.**

Create a strategy based on your goals and commit to it. Use a combination of traditional and social media.

## **5. Familiarize yourself with Social Media. (LinkedIn, Twitter, Facebook)**

Take advantage of the free tools that are out there. Become familiar with social media (costs nothing but time!) to create a buzz about your company. If it’s new to you, just look at LinkedIn, Twitter and Facebook, the three most used in business.

If the social networks world seems a little intimidating, start with just one. LinkedIn is a powerful social network for entrepreneurs and business professionals. It's a great place to find job candidates and to keep up with and extend your network. And, it's easy to get started. Just log on, fill out your profile and you're on your way.

Twitter is also an effective way to reach your target audience, tweet your news and start a conversation. And Facebook provides opportunities for sharing interests and building relationships.

### **6. Don't forget to use Traditional Media.**

Remember our daily newspapers, TV, radio and online media! Send a press release to the paper or trade journal announcing your new product or service; call a TV station if you are having an event that will provide great visuals, or contact a radio show that may want to feature you as a speaker. Keep in touch with writers and editors. The traditional methods of reaching out to the media are still working!

### **7. Become familiar with a few targeted journalists who cover your type of business.**

Read their articles so when you contact them, you have an idea of what they write about and what interests them. The first time you reach out to them, send a press release, and then follow up with a call.

It's okay to follow up a few days later if you have not heard back from them.

### **8. Monitor the news to gather market information for your business.**

What are people saying about your business or your competitors? What trends are forming? Check out a few blogs (there are thousands, so take it slow). Try to monitor the media once a week to stay on top of what they are talking about that relates to your business.

### **9. Keep track of results.**

Measure the success of your PR outreach. Did you meet your desired outcome? If it was to drive traffic to your website, did it work? Did it generate calls? Did traditional PR (emailing press releases to journalists) work better than using social media? Where was your information published or posted?

### **10. It's all about business.**

The most important result from your PR campaign is how it affected your business and your bottom line. Did it work? Always refer back to your goals to see how well you did and how to improve results next time. Test your strategy and your results and work the bugs out to get it just right.



# Join the network.

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# Sales, Sales, Sales!

As we all know, great sales skills are important to cultivate to excel in your job and to grow your business. Here are some tips from Delia Passi, President of Women Certified, to remember:

1. There's an old Turkish Proverb that says, "If speaking is silver, then listening is gold," and this statement is true in sales. Too many salespeople focus on delivering their perfect sales pitch rather than actually paying attention to what the customer needs and wants. When you take time to listen to a customer, you not only get a better understanding of their preferences but you'll also show him or her that you respect them and what they have to say.
2. As a salesperson, do you ever feel a little awkward during an introduction? Awkwardness is not a great way to begin a sales call. Here's a tip: Don't wait for the prospect to make a move. Offer your hand for a firm, respectful handshake. Always shake palm to palm -- never bone crushing, but never limp either. When meeting a couple, don't fret over whose hand to shake first. Simply start with the person who is standing closest.
3. In today's competitive marketplace, setting yourself apart is critical to successful sales. The most effective way to stand out from the competition is through your customer experience. People want to buy from people they trust, people they like and people who treat them well. Studies show that consumers feel customer service is on the decline – be the one to raise the bar, and you'll reap the rewards of greater sales and customer loyalty.
4. Delia Passi once said, "When you meet the needs of women, you exceed those of men". This is great advice for salespeople. While product knowledge and expertise in your field are extremely important, top salespeople know how to sell to their customers' hearts as well as their brains. During a sale, try to find common ground and create a friendship with the customer to build trust, and sell customers on how your product or service can protect, enrich and empower them and their loved ones.



The founder of Women Certified, Delia Passi, is the former publisher of Working Woman and Working Mother magazines. In publishing, where women made up the majority of the buyers of her advertising, she recognized that selling to women is a different process than selling to men, that women require a different communications approach. When she left publishing, Delia made a commitment to educate Corporate America how to provide women customers with a better experience, leading to the creation of Women Certified.

A photograph of a woman in a tan sweater and blue jeans standing on a white step ladder, hanging a white banner with red text that reads "Grand Opening". The banner is strung across the front of a store. The store has large windows with white lace curtains and a red door. Inside the windows, mannequins are visible, one wearing a pink top and another a red dress. The name "Olivia Belle" is written in white cursive on the windows. The scene is set at night with some interior lights visible through the windows.

*Grand  
Opening*

## Expect more opportunity.

Regions is all about making it easier for women and diverse business owners to achieve their goals. Nurturing a business is complicated enough. Banking doesn't have to be. Regions is reaching out to business owners – like you – by innovating financial products tailored specifically toward your unique needs. So, when you bank with Regions, you'll be greeted by a banker who is fully dedicated to learning the ins and outs of your business, and uniquely focused on understanding the challenges you face. With the resources of one of the nation's largest full-service banks behind you and the personalized attention of a business banker beside you, your business has every opportunity to flourish. Isn't it amazing what can happen when you expect more?



It's time to expect more.

1.800.regions | [regions.com](http://regions.com)

# Must Know Sales Tips!

1. Remember, objections are not your enemy. Objections can be a real sign that your buyer is engaged. Recognize them as opportunities to show your customer the value of your product, and those objections may turn in to a great sale and a customer who's happy with their purchase.
2. Never take your regular customers for granted. If things go bad they won't tell you, they'll just replace you! So never forget the customers you already have. Take care of them, and they will pay you back with their loyalty.
3. Successful salespeople always ask their customers for referrals. If you do, that's great! If you don't, it's a good habit to start. Make sure you begin asking for referrals today and watch your sales soar. The best compliment a customer can give you is to recommend you to a friend.



By: Liza Sumulong, MBA  
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Nova Southeastern University

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# INTRODUCING THE HUIZENGA SALES INSTITUTE

Nova Southeastern University is proud to announce the opening of its new Huizenga Sales Institute, located on NSU's main campus in Davie.

The Huizenga Sales Institute is a result of in-depth meetings between the H. Wayne Huizenga School of Business and Entrepreneurship and nearly 50 top companies, in an effort to determine what educational skills corporate America wants from employees. NSU moved quickly to meet those demands.

The 8,200 square-foot facility features a grand multi-purpose room, two conference rooms, and 16 mock sales presentation/interview rooms, equipped with recording capabilities and video conferencing.

The Huizenga Business School's innovative sales curriculum was developed by faculty in partnership with Sandler Training®, one of the top sales training firms around the world. And with bachelor's, MBA and certificate programs in Sales and Sales Management, students will learn to master the skills and techniques of successful selling.

The Huizenga Sales Institute will benefit students and companies alike, and will set new professional standards in business.

  
**NOVA SOUTHEASTERN  
UNIVERSITY**  
**Huizenga Sales Institute**

***NSUsales.com***

# How Facebook Can Work For Your Company



Tiffany Tobol, President  
Web Chique Marketing

Facebook has quickly become a mecca for advertising and brand promotion, for good reason. What other website has 250 million people logging onto it every day? Putting a business page on Facebook and getting your customers to follow your company is the easiest way to stay in front of them with news and updates in an unobtrusive, friendly manner. Here are some tips you should consider when setting up your Facebook presence:

**Integrate Your Blog:** If you are already blogging (and you should be, but that is another topic for another article), integrating your blog with Facebook is simple. The best application I have found for this is RSS Graffiti. It will check your blog every 30 minutes of everyday and if you have posted something new to your blog, it will automatically feed that content into your Facebook page, so you don't have to do it manually. The best part is that the post that is made to Facebook with your blog will link back to your website so visitors have to go to your website in order to read the full article.

**Customize Your Page:** Facebook allows you to add custom html tabs to your Facebook page which can then be programmed to include any content, design, and form you wish to include. Many companies are overpricing the programming of these tabs because Facebook is hot right now, so be sure not to pay more than \$150 for a content page or \$300 for a custom form that links back to your website.

**Link To Your Places Page:** Facebook has recently created a Places page for every business that has a physical location, which is separate from your business page. To find your company's Place page simply search by your company's name and find the result that says Local Business below it. At the bottom left hand corner of the Place page there is a link that says "Is this your business?". Click that link, fill out the form, and within a couple of days Facebook will give you access to manage your Place page. Then you can make posts to this page, add your logo, and start inviting your customers to check in when they are in your physical location.

This is just the beginning. There are limitless options of what you can do with your Facebook page. For more ideas follow our blog at [www.webchiquemarketing.com](http://www.webchiquemarketing.com)

# Non Verbal Communications

Here are some nonverbal communication cues from Elaine Simons, President of Exclusive Corporate Image, LLC, that you should keep in mind. It has been proven that communication is 55% of what we see, 33% of what we hear in the tone of the speaker's voice, and 12% of what people say.



Nonverbal Behavior	Interpretation
Brisk, erect walk	Confidence
Standing with hands on hips	Readiness, aggression
Sitting with legs crossed, foot kicking slightly	Boredom
Sitting, legs apart	Open, relaxed
Arms crossed on chest	Defensiveness
Rubbing the eye	Doubt, disbelief
Locked ankles	Apprehension
Head resting in hand	Boredom
Sitting with hands clasped behind head, legs crossed	Confidence, superiority
Open palm	Sincerity, openness
Pinching bridge of nose	Negative evaluation
Tapping or drumming fingers	Impatience
Patting / fondling hair	Lack of self-confidence
Tilted head	Interest
Stroking Chin	Trying to make a decision
Biting nails	Insecurity, nervousness
Pulling or tugging at ear	Indecision

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## Entrepreneurship Tips for Your Success!

Running your small business can be a challenge especially in today's economy. Here are some tips that I have learned over my 16 years in business that I hope will help you too:

- \* Have a CLEAR Vision of where you want your business to be and then explain that to all of your employees so everyone is on the same page.
- \* You need to be specific with details, details, and more details on how you are going to achieve your goals. Write out a plan / check list for everyone to follow.
- \* Double what you think your expenses are.
- \* Give your employees a clear job description and what you expect of them. Put it writing and have everyone sign it.
- \* Lead by example!!!!
- \* Keep detailed records of EVERYTHING and get everything in writing!!!!
- \* Always keep your word and give more than you promise.
- \* Pay attention to what your customers need and adjust your product accordingly.
- \* Customer Service defines your company.
- \* Have FUN and make sure your employees enjoy their job and feel appreciated.

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By: Valerie Stuut, MBA  
CEO, Inspiration University

Got  
Time?  
Volunteer



# Getting Hired!



**Office DEPOT** Here are some tips from Daisy Vanderlinde from **Office Depot** that you should remember when you are looking for a new job:

## **When drafting your resume, keep the following in mind:**

- Do your homework and include details that fit well with the Company's needs and the specific job's requirements.
- Tailor your resume not just to fit a job that you would be good at, but also one that you would really enjoy doing.
- Don't list numerous positions that say the same thing, instead summarize the career section and elaborate on your strong points.
- Be honest! It may seem difficult in today's job market to be selective, but honesty is very appealing!

Don't forget the basics! Companies are not just looking for specific skill sets. They are often more interested in the person and his or her overall attitude.

## **During your interview, make sure you:**

- Smile
- Have good eye contact
- Have a strong handshake
- Show your intellectual curiosity
- Tell the truth and don't sugar coat your answers
- Know your Strengths and Weaknesses
- Be a Team Player
- Ask questions and TAKE NOTES!

Sometimes it is the simple things that leave a lasting impression!



When you are looking for a job, research the Company first. Find out everything you can. Here are some things you can do:

- Utilize the Company's Website
- Call the Human Resources department and ask for 15 minutes to learn more about the organization.
- If the Company is a publicly traded company, look up on-line the Company's annual report as it can give you great insight to where the Company is going and where you may fit in.
- Don't be afraid to use your contacts or anyone you know that works at the Company.

Having more information on the Company will only help you through the entire interview process.

Don't forget to follow up! After an interview, send a thank you note, place a call or send an email. Sometime the position you interviewed for may not be a perfect fit, but something else may come along that is. If you keep in contact with the Company, and they like you, you could be first in line for the next opportunity!



## **Welcome to the Total Working Women's Weekend!**

This weekend is all about you and helping you reach your goals. Here are some tips to remember to get the most out of YOUR weekend, enjoy!

- Decide what you need. Do you need more contacts, information, motivation or a mentor? It is all here for you!
- Pass out your business cards and network! This is your permission to go up to total strangers and start talking.
- Have FUN! Enjoy this weekend as it is just for you!
- Don't forget to have LUNCH! There is an entire food court available in the University Center with national chains including Subway.
- Visit all of our VENDORS. Please visit all of our Vendors in the Atrium and in the University Center as most of them have additional items for your goody bag!



After the Total Working Women’s Weekend, you will have an enormous amount of information. We want to help you put it use and continue to give you the tools you need for your success. As such Inspiration University has designed the following opportunities for you:

- 1. [www.Inspiration-University.com](http://www.Inspiration-University.com):** We have designed our website to give you updated information about your business, finances, health and motivation. So check it out today by using this tag!
- 2. *The League of Extraordinary Women*:** “The League” is a group of women just like you that will meet monthly to network, share ideas and learn the latest business tips. Coming early 2011!
- 3. *The Total Working Women’s Weekend 2*** at NSU! Join us on **Saturday, May 14th** for an amazing day filled with all NEW tools for your business, your health and inspiration. Don’t miss it!



Times	Classes for Everyone	Executive Training	Running Your Small Business	Marketing	SALES
9:00	Advertising: How to work with the media.	Brand Management	Go see the "Advertising" class	Maximize Your Facebook Page to Make You Money	Selling to Women by: Women Certified: Part 1
10:00	Public Relations: How to get FREE advertising and writing a Press Release	Learn how to build a Strong Team	Go see the "Public Relations" Class	Learn how to get Endless Referrals	Selling to Women by: Women Certified: Part 2
11:00	Successful Women: Learn success tips from these powerful women that you can use!	Go to see the "Successful Women" Class	Franchise Fever. Learn how to buy a franchise.	Top 10 marketing tips under \$100!	Selling to Women by: Women Certified: Part 3
12:00		Use Power Point to make Great Presentations.	Learn how to organize your finances with Quickbooks.	Learn PhotoShop to make your own Marketing tools!	
1:00	Social Media: Learn social media tips from Constant Contact	Leadership Skills to take you to the next level.	Expand your business through Franchising	Go to Auditorium for "Social Media"	Basic Sales Techniques
2:00	Financing Your Business: Learn how to get money for your business.	Goal Setting for your team.	Go to the "Financing Your Business" Class	Email Marketing strategies to increase sales!	Negotiation Skills
3:00	Business Etiquette: Things you should do to make you stand out and impress your customers.	Customer Service	Go to the "Business Etiquette" Class	Market Your Product to Home Shopping Networks.	Closing the Deal

# Refreshing... and inspiring.



Times	Multi Level Marketing	Starting Your Own Business	Finding Your Dream Job	Inspiration	Activities
9:00	Brand YOUR business in your MLM network.	How to start your own business.	The ABC's of the Job Application	Inside the Successful Woman	<p><b>The following are additional activities for you on Saturday:</b></p> <p><b>*Vendor Fair</b></p> <p><b>*MACY'S Beauty Boutique</b></p> <p><b>*Business Coaching for VIP Tickets</b></p> <p><b>*Drop off clothing at the IU Closet for Women In Distress</b></p> <p><b>*Headshot Sitting</b></p> <p><b>*Massage from Massage Envy</b></p> <p><b>*Get Your FABULOUS GOODIE BAG!!!</b></p> <p><b>*Get your Raffle Tickets for AMAZING PRIZES!!</b></p>
10:00	Top 10 Tips to make your MLM business stand out!	Writing Your Business Plan	Mastering Your Interviewing Skills	The 1.6 Million Dollar Transformation!	
11:00	How to network and grow your business.	Writing Your Marketing Plan		Break through Weight Loss Challenges today!	
12:00	Build your MLM team for Financial Success.		Writing a Killer Resume'	Overcoming Obstacles: Learn how to turn challenges into opportunities.	
1:00		Go to the "Social Media" Class	Dress for Success	Goal Setting: How to get what YOU really want!	
2:00	Go to the "Financing Your Business" Class	Go to the "Financing Your Business" Class	Learn how easy it is to Go Back to School on your time!	Prosperity Thinking: How to attract money to you!	
3:00	Go to the "Business Etiquette" Class	What you need to know about hiring employees.	Learn how to easily Finance Your Next Degree	Courageous Communication	



## Sunday, November 7, 2010 Agenda

Times	Classes for Everyone	Total Health	Inspiration	Activity
9:00				<p>The following are additional activities for you on Sunday:</p> <p><b>*JOB FAIR!</b></p> <p><b>*Vendor Fair</b></p> <p><b>*SHOPPING at the IU Closet for Women In Distress</b></p> <p><b>*Headshot Sitting</b></p> <p><b>*Massage from Massage Envy</b></p> <p><b>*Get Your FABULOUS GOODIE BAG!!!</b></p> <p><b>*Get your Raffle Tickets for AMAZING PRIZES!!</b></p>
10:00	<b>Stress Management</b>	<b>Holistic / Alternative Medicine</b>	<b>Your Life Your Destiny</b>	
11:00	<b>Healthy Women Healthy Weight</b>	<b>Top 10 Things that Healthy Women Do!</b>	<b>Allow Your Spirit to Soar</b>	
12:00	<b>Looking Great at Any Age!</b>	<b>Cooking Nutritious Meals Your Family Will LOVE!</b>	<b>Ask for What Your Want and Get it!</b>	
1:00		<b>Hormone Replacement Therapy</b>	<b>The Law of Attraction</b>	
2:00				

*Do nothing, nothing happens.*

*Do great things, and GREAT things happen!*

# Thank You to our IU Sponsors and Partners!

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## IKEA Sunrise



# IU Closet Exchange Room: 1053

Do you like to shop? We do too, so please join us on November 6-7, 2010 for our IU Closet Exchange to benefit Women in Distress of Broward County.

We would like to ask our participants to bring **5 or more**, gently used pieces of business clothing. The volunteers from **Kohl's Cares**, from **Kohl's Department Stores**, are going to organize the closet for everyone to go shopping on Sunday. Here are the details:

- \* **On Saturday, we will be accepting the clothes.**
- \* **On Sunday, we will be open for all of our participants to go SHOPPING for 3 items to take home.**
- \* **The remaining clothes will be donated to Women in Distress.**

So, go through your closet and donate anything that you don't wear anymore. Also, don't forget to make room for 3 new fun items.

We look forward to shopping with you!



WOMEN  
IN  
DISTRESS™

OF BROWARD COUNTY, INC.

ESTABLISHING S·A·F·E™  
STOP ABUSE FOR EVERYONE™

# Job Fair!



Are you looking for a new job? Attend our classes on Saturday to help you design your resume, fill out applications, and master your interview. Then, join us on Sunday, November 7, 2010 at our Job Fair and meet with some of the biggest companies in South Florida that are **HIRING** including:

- Target
- Office Depot
- Comcast
- Regions Bank
- Wachovia
- Publix
- Ikea
- Hertz
- and MORE!



## Welcome to the real world of business.

Success in the business world today isn't about what you know. It's about who you know. At Nova Southeastern University, our professors are real-world corporate leaders who know what it takes to succeed. You'll learn first-hand the skills needed to advance your career as you network with faculty and fellow students. And our evening, weekend and online graduate business programs are designed for working professionals like yourself. All this from the university with the largest MBA program in Florida.



[www.nova.edu/business](http://www.nova.edu/business)

800.672.7223 ext. 25168



Do you need a make over or just a touch up before your Headshot photo? Well, you should absolutely visit the Macy's Beauty Boutique for all of your beauty needs!

Macy's will be hosting several of the top cosmetic lines for your holiday purchases and for you to get a **FREE touch up** before your Headshot photo. In addition, you can get a **FULL MAKE UP MAKE OVER** with product purchase (please visit our Macy's Beauty Boutique for details)! Here is a sampling of the top brands that will be there\*:

- Estee Lauder
- Lancome
- Clinique
- Benefit
- Elizabeth Arden
- Impulse Beauty
- and MORE!

\* Brands subject to change.

# Headshots!

Do you need a new headshot? Well, we have Little's Photography, one of the best photographers in town, offering to take yours today!

You will receive your free headshot sitting and to get a copy of it is only \$10! (This is a \$50 value!)



# Little's

PHOTOGRAPHY



# Your Goody Bag!

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We are SO PLEASED to be able to provide you with an AMAZING goody bag! We would like to thank all of our sponsors for their contributions including:

- **Office Depot:** Providing the Black 3-ring binders for all of your information. In addition, they also provide the beautiful DAY-TIMER planner from Acco Brands.
- **Macy's:** Provided a variety of beauty samples for you to enjoy!
- **101.5 LITE FM**
- **Broward Health**
- **NSU**
- **Star Lee Magazine**
- **and More**

To add products to your goodie bag, please visit all of our vendors and don't forget to use the coupons from your coupon book!

Enjoy!

The logo for Office DEPOT, with "Office" in a large, bold, red sans-serif font and "DEPOT" in a smaller, bold, red sans-serif font below it.The Macy's logo, featuring a red five-pointed star to the left of the word "macy's" in a lowercase, black, serif font.The logo for 101.5 LITE FM, with "101.5" in a large, blue, serif font, "LITE FM" in a smaller, blue, sans-serif font, and "refreshing" in a smaller, blue, sans-serif font below it.The ACCO BRANDS logo, featuring a red square with a white curved shape inside, and the text "ACCO BRANDS" in white, sans-serif font below it.The NSU NOVA SOUTHEASTERN UNIVERSITY logo, featuring a black sunburst icon above the text "NSU NOVA SOUTHEASTERN UNIVERSITY" in a black, sans-serif font.The DAY-TIMER logo, featuring a black clock icon with a white checkmark inside, followed by the text "DAY-TIMER" in a large, bold, black, sans-serif font, and the tagline "Dare to Dream, Plan to Succeed" in a smaller, italicized, black, sans-serif font below it.The StarLee MAGAZINE logo, featuring the text "StarLee" in a large, stylized, pink and orange font, with "MAGAZINE" in a smaller, black, sans-serif font below it, and the tagline "SUCCESS ON YOUR TERMS" in a small, black, sans-serif font above it.The BROWARD HEALTH logo, featuring a blue star icon to the left of the text "BROWARD HEALTH" in a bold, blue, sans-serif font, with "Broward General Medical Center" and "Lillian S. Wells WOMEN'S HEALTH CENTER" in a smaller, black, sans-serif font below it.

# Health Fair Expo



Join us on Sunday, November 7th, as it is a day all about your Total Health including physical and mental well being. We all know, that when you are at your mental and physical best, your career will prosper! We have a variety of health and inspirational classes for you to participate in. In addition, we will be offering a variety of Health Screenings including:

- **Blood Pressure**
- **Blood Sugar**
- **Cholesterol**
- **Bone Density / Osteoporosis**
- **Sun Damage**
- **Cancer Screenings**
- **And more!**

\* Please note, health screening offerings are subject to change.

**Cheerleading  
After School  
and  
SUMMER  
CAMP  
Programs!**



**954-748-5977**

# Eat To Live and Stop Living to Eat!!



Hey Ladies! I am calling on my fellow women to play a more active role with the health care needs and choices of the loved ones in our lives. In the majority of households across the nation it is the girls who are responsible for nearly all of the cooking responsibilities and food preparation of the family. For starters, I recommend that we become more familiar with the items we are buying at the grocery store. It is imperative that we put our foot down and say no to the unhealthy splurge purchasing of sweets and food stuff containing empty and un-nutritional calories that children have a tendency to plead for. Initially the kids might make a fuss about their missing shopping list items but in due time they will learn to understand the importance of eating healthy because they will feel better inside and out. Remember girls, we must lead by example and teach our loved ones the does and don'ts of proper eating.

I truthfully believe the woman is the nucleus of the family. Just as a cell cannot function without its nucleus; a family benefits from a strong matriarchal presence. If the nucleus is not strong the cell will quickly breakdown and disintegrate. Accordingly, women need to take extra time out of their already busy schedule to insure the family tree remains strong, healthy and growing. Often-times, women take themselves for granted as caregiver without truly understanding the importance and influence we have on everyone around us.

For years I watched my children's youth slowly slip through my finger tips. I weighed over 260 pounds when I finally realized the negative influence I was having on my family's well being. When I glanced into a mirror I could not recognize the person staring back at me. At that time, I made a promise to myself and reached down inside to find the inner strength I needed to shed my unwanted, unhealthy pounds. I was determined to take my life back and get my whole family physically and mentally healthy again. Since that time I have saved my marriage and re-kindled the relationship with my husband. My four children have followed my lead and welcomed the healthy and active lifestyle we all enjoy. In addition, I started a new career as the Weight Loss Specialist at the Center for Medical Weight Loss at University Drive. Balancing all of my needs throughout this transformation has been a challenging task and I acknowledge as true the responsibility I have toward the thousands of women, men and children who rely on my personal and professional knowledge, experience and expertise.



Remember ladies, I am counting on you to lead by example and help with my efforts to get everyone off the unnecessary medication and back on track so we can live a long, healthy and prosperous life. Let's eat to live and stop living to eat!

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By: Gabriela Rosenthal Author, Weight Loss and Fitness Expert with The Center for Medical Weight Loss

# Comcast is



# the community.

Comcast is **innovating.** Comcast is **investing.** Comcast is **involved.**

*Investing in our local community is part of the Comcast culture, one that began over 40 years ago with our founder, Ralph Roberts. Built on a foundation of community and entrepreneurial spirit, Comcast is proactive in using our resources to benefit our communities. We recognize that the vibrancy of our communities is absolutely essential to the success of our business. Each community we serve is our home. It's where our customers, employees and their families live, work, raise children, play, shop, relax, worship and retire. Thus, we're naturally committed to being an active partner to our home communities!*



# Inspirational Tips



Here are some inspirational tips from Kellie Olver, International Speaker, Trainer, and Television Host, that will surely help you live the life of your dreams!

1. Create a daily morning ritual for productivity. Read something positive, inspirational, spiritual, instructional the first 15-30 minutes upon waking, and the last 15 min before going to bed. It sets the tone for the day and positive mental/body environment before you go to sleep for optimum productivity and creativity.

2. Speak your affirmations OUTLOUD first thing in the morning and last thing before you go to sleep. Speaking your desires/vocalization is the fastest way to manifest your dreams and wants. This also keeps you focused and on purpose.

3. Be the gatekeeper of your mind and mouth. Thought creates form and speaking the thought out loud is the fastest way to manifest anything into reality.

4. Drink water!! A knock out performance is based on mental clarity. A lack of hydration can severely diminish mental focus which keeps you distracted.

5. You control your brain, your brain does not control you. Your brain is like a sponge waiting for direction.... you are the master programmer. Decide what you want. Plan a direction. Write your affirmation in past tense, like you have already accomplished them. Put a date down as to when you want to achieve your dream. Say them out loud, three times a day.



# RECOGNIZED FOR OUTSTANDING CANCER CARE – AGAIN.

**Sophia Pouliot**  
Acute Lymphocytic  
Leukemia Survivor



Patients like Sophia are why the Comprehensive Cancer Center at Broward General Medical Center is honored to receive, for the second time, the prestigious Commission on Cancer Outstanding Achievement Award for excellence in cancer patient care from the American College of Surgeons.

Three-year-old Sophia Pouliot is an example of hope, courage, joy and love. Diagnosed with Acute Lymphocytic Leukemia, Sophia and her parents have found a home away from home at Chris Evert Children's Hospital at Broward General Medical Center. "The team at Chris Evert Children's Hospital has become our second family. The Cancer Center is a place that brings us hope, even in the midst of unknowns. From the moment we walked through the doors, we had a sense of peace knowing this was the place Sophia would get top-of-the-line care," said Lucie Pouliot, Sophia's mother.



For a referral to a cancer specialist, call  
954.759.7400 or go to [BrowardHealth.org](http://BrowardHealth.org)

# **TOP TEN THINGS THAT HEALTHY WOMEN DO**



**By: Dr Stephanie May , Licensed Psychologist**  
“I assure you...this will be no ordinary *top ten list*.”

What you will read below will be information to raise your awareness as a woman, and hence your ability to be increasingly successful in your life. This list has been created from thousands, perhaps countless hours, of sitting and talking with women about what *actually* works when it comes to growing and evolving in our lives. When reading this list, I invite you to see each idea as a habit to practice on a daily basis. Welcome your practice with loving kindness, and with a dedication to your highest self.

## **1. Healthy Women Know That Being Your Word Matters-**

This habit invites you to commit to honoring your commitments. In other words, when you say you are going to do something, you do it. Therefore, when the opportunity to commit to something presents itself, you think carefully about your choice, knowing that you will need to honor this decision at some point in time. Often, it becomes difficult to honor all of our commitments, but women who hold their word to be like gold, find ways to honor their commitments even when it is difficult. This commitment supports us in getting creative in our problem solving and forces us to think outside the box. The goal here is not to stretch yourself any thinner, but to create successful possibilities that work for all involved.

## **2. Healthy Women Master Their Minds-**

Mastering your mind invites you to tune in to what your thoughts are, and then choose consciously over and over again, what you would like them to be. By doing this, you will receive loads of valuable information about yourself. Learn what your tendencies are, including being an optimistic thinker or not. Remember: our thoughts become our feelings...feelings become action...and our actions become our character.

## **3. Healthy Women Are Life Long Learners-**

Always be learning! Learning enriches your life so that you become familiar with all the beauty that surrounds you. Learn about things, others, and yourself in a new way. Life long learners come from a position of curiosity first and never from righteousness. Life long learners are consistently stepping out of their comfort zone and into something “new.”

## **4. Healthy Women Are Responsible-**

To be “responsible” means that you look at your life with a desire to know how you have contributed to creating the results that are showing up. When something happens, you examine the results closely and learn about yourself by asking the question “How was I a part of what occurred there?” Being responsible is not about blame, but rather a willingness to learn and examine oneself thoughtfully.

# Office DEPOT®

## **5. Healthy Women Are Honest With Themselves-**

This habit reaches far beyond a habit of just telling the truth. Being honest with yourself asks you to tune in to that inner wisdom and to trust yourself. It often takes a lot of courage to be truly honest with yourself.

## **6. Healthy Women Communicate-**

Women who are healthy don't just communicate sometimes or at times when it is easy. Healthy women explore and practice ways to communicate even when it is difficult. Healthy women communicate ALL the time.



## **7. Healthy Women Create Wealth-**

It is important for women to examine their relationship with money. Often times, early messages received from parents stick in our minds and become our money blueprint. Healthy women get conscious about their beliefs about money, and seek out beliefs that are abundant. Healthy women have true understanding of what they are worth and how much time they want to work to create their desired income.

## **8. Healthy Women Take Time For Themselves Each Day-**

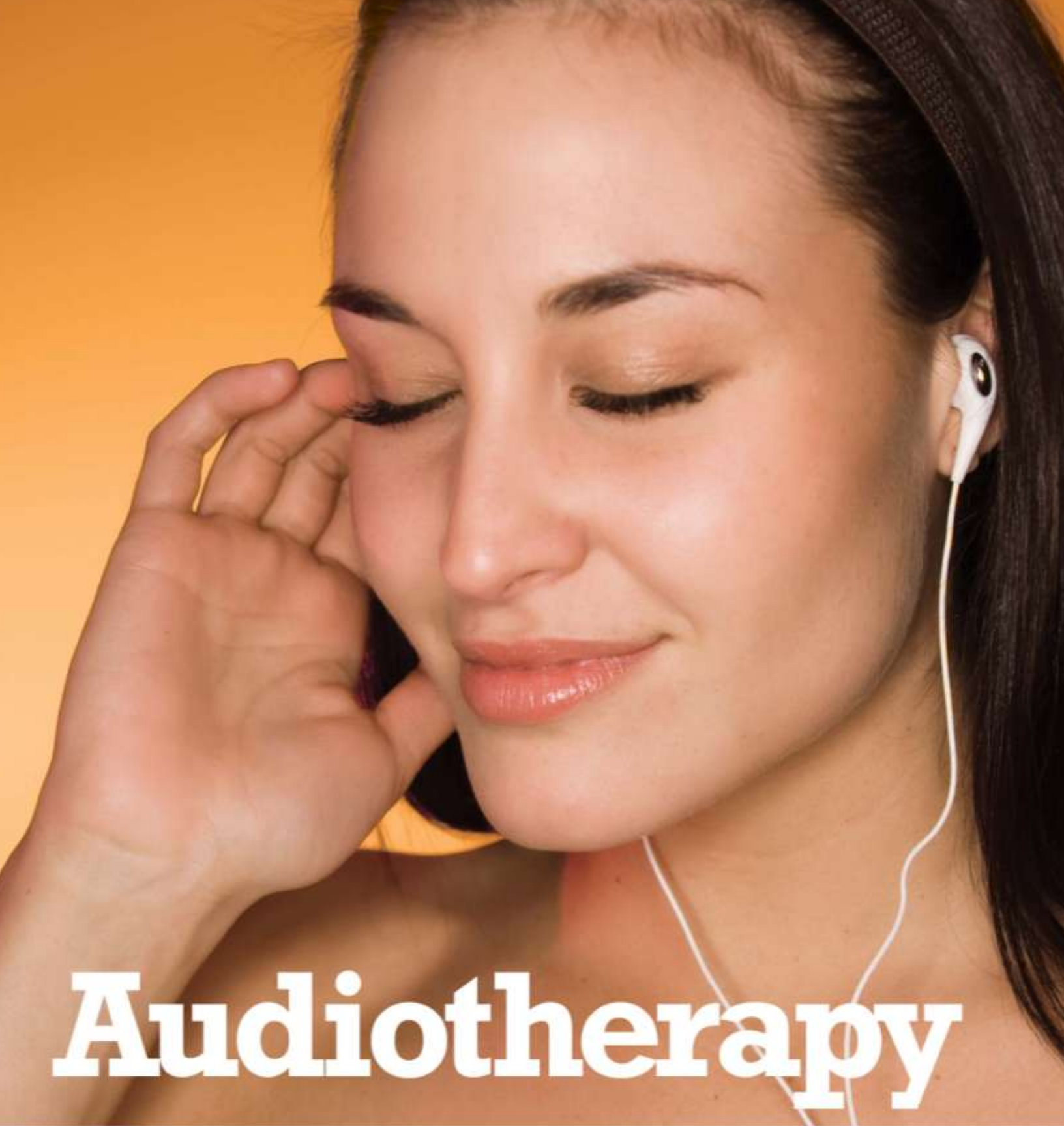
Healthy women report over and over again that they practice consistent self care and set excellent boundaries to support their "me" time.

## **9. Healthy Women Give and Receive-**

Naturally women tend to be Givers. But who fills your cup? Healthy women recognize opportunities to receive and be given to. They delight in this wonderful gift from others because they know they deserve it.

## **10. Healthy Women Surround Themselves With Other Inspiring Healthy People-**

Law of Attraction suggests that like attracts like. I encourage you to look around you at who surrounds you. Ask yourself the question- How did I attract these people into my life? In a nonjudgmental way, look carefully at how similar you are to the people that surround you. If you don't like what you see- seek out people who inspire you. But remember, inspiring healthy people want to be surrounded by other "10's," so you got to be it to attract more of it.



# Audiotherapy



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