

# LM M MAGAZINE

**BUILDING  
YOUR  
PERSONAL  
BRAND**

**MARCH 8TH  
INTERNATIONAL  
WOMEN'S  
DAY**

**EXCLUSIVE**

**VALORIE SMITH**

**GET TO KNOW ONE OF OUR AMAZING *INSIDERS*  
-LIFE MASTERY CIRCLE-**

N° 23 - MAR / 2026

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## A word from the Editor

MARCH CARRIES A DIFFERENT KIND OF ENERGY. THE LIGHT BEGINS TO SHIFT, THE DAYS STRETCH A LITTLE LONGER, AND THERE IS A SENSE THAT SOMETHING IS READY TO GROW. AS WE FOCUS THIS MONTH ON BUILDING YOUR PERSONAL BRAND AFTER 40, THAT FEELING OF RENEWAL FEELS ESPECIALLY FITTING.

International Women's Day reminds us that women's lives are layered and evolving. We are not one-dimensional. We are building careers, rebuilding identities, navigating change, healing old stories, and sometimes choosing ourselves in ways we did not before. A personal brand in midlife is not about creating an image. It is about alignment. It is about allowing who you are now to be visible with honesty and confidence.

I am especially proud to feature *Valorie Smith* on our cover this month. Valorie, one of our Life Mastery Circle *Insiders*, brings depth, strength, and authenticity to everything she does. Inside this issue, you will find a full interview with her, where she shares her journey, her insights, and the lived experience behind her work. Her story is a reminder that reinvention is not about perfection. It is about courage and commitment to growth.

*Kay McKenzie's* article on building your personal brand adds thoughtful structure to this theme. She explores visibility in a way that feels grounded and intentional, reminding us that clarity is far more powerful than noise.

*Kathy Scatena*, also an *Insider*, guides us through the process of decluttering, which feels beautifully aligned with the Spring Equinox. As the season shifts, we are invited to clear what no longer supports us. Simplifying our environment often simplifies our thinking.

*Kate Kurdziej* writes with honesty about what happens when the old version of you stops working. That space between identities can feel uncertain, but it is often where transformation quietly begins. Her words will resonate deeply with many women navigating change.

And we couldn't talk about rebranding without talking about Networking, such a key part of business, no matter what stage, *Ana Dominguez de Shaw* gives us some pointers on that.

I also want to acknowledge Sharon Thompson and her powerful book, *Drug Addiction to God Addiction*. Sharon's story of recovery and faith is a testament to resilience and reinvention.

If you or someone you love is struggling with addiction, please know that support is available. Sharon's book, along with local recovery resources and support communities, can be a starting point toward hope and healing.

This month's International Women's Day feature brings together voices from women around the world who answered one simple question about what life feels like right now. Their words are honest and varied, reflecting the many realities of womanhood today. Reading them reminds us that there is no single way to move through this season. There is only your way.

As you turn these pages, my hope is that you feel supported rather than pressured. Building a personal brand, clearing your space, stepping into a new version of yourself, or simply steadying your footing are all forms of growth. None of them require urgency. They require intention.

March invites renewal, but renewal does not have to be dramatic. Sometimes it is simply the decision to show up a little more aligned than you did yesterday. Thank you for being part of this community of women choosing themselves, one chapter at a time.

*Sara*

Editor - LM Magazine



“AS A WOMAN, I NO LONGER MEASURE LIFE BY EASE, BUT BY GROWTH. I LIVE COURAGEOUSLY, SPEAK TRUTHFULLY, AND RISE FAITHFULLY. EVERY SCAR HAS SHAPED MY STRENGTH, AND EVERY STORM HAS REFINED MY PURPOSE. TODAY, I LIVE NOT JUST TO SURVIVE — BUT TO UPLIFT OTHER WOMEN INTO THEIR OWN UNSTOPPABLE RESILIENCE.”

**Verna Haywood**

Author, Coach and Speaker

# MARCH 2026

MON	TUE	WED	THU	FRI	SAT	SUN
23	24	25	26	27	28	1 Zero Discrimination Day
2	3	4	5	6	7	8 Int Women's Day 
9	10 Int Day Women Judges	11	12	13	14	15
16	17	18	19	20 Int Day of Happiness SPRING (Northern Hemisphere) 	21	22
23	24	25	26	27	28	29
30 Int Day of Zero Waste	31	1	2	3	4	5

THIS YEAR *is mine*

A serene beach scene with turquoise water and white sand. The text is overlaid in a dark, serif font.

“DON’T  
COMPROMISE  
YOURSELF.  
YOU’RE ALL  
YOU’VE GOT.”

— Janis Joplin



**Kay McKenzie**

Kay McKenzie is the founder of Women In Alignment, a global business community rooted in clarity, intention, and sustainable growth.

With over a decade of experience in marketing and luxury retail, she now mentors women entrepreneurs ready to lead with discernment and create businesses built to last.

Her work challenges trends, favors substance over spectacle, and speaks to those who are done performing and ready to build with purpose.

**connect with Kay**

[Website](#)

[LinkedIn](#)

[Facebook](#)



**Ana Dominguez de Shaw**

Ana Dominguez de Shaw, Bilingual Florida Licensed Agent for New York Life and the leader of BABEL Networking Group.

She is passionate about finance, languages and different cultures.

She specializes in financial protection and planning. She also loves building relationships and likes connecting people. Leader & Founder of BABEL Networking, CCO & Volunteer at The Hispanic Star Tampa. She lives for her God beliefs and Faith, She is a believer of Jesus and understands how powerful this is when we fully receive Jesus in our lives.

**connect with Ana**

[Book a call](#)

[Facebook](#)

[Email](#)



**Sharon Thompson**

Sharon Thompson is the author of Drug Addiction to God Addiction: My Journey From Darkness, a transformative work that blends testimony with purpose, resilience, and service. Drawing on her lived experience of addiction and recovery, Sharon has built a platform centered on hope, restoration, and empowerment – speaking directly to those navigating the aftermath of trauma or entrenched patterns of dependency.

**connect with Sharon**

[Instagram](#)

[LinkedIn](#)

[Facebook](#)





## Kate Kurdziej

Kate Kurdziej is a double award-winning business consultant with over 15 years of experience in business operations and strategic growth. Based in Spain, she combines operational expertise with visionary leadership, helping female founders build sustainable, well-structured businesses that create both impact and income.

As the host of her annual signature business retreat, Kate curates immersive experiences designed to bring clarity, momentum, and elevated strategy to women entrepreneurs.

### connect with Kate

[Website](#)

[LinkedIn](#)

[Instagram](#)



## Kathy Scatena

Kathy has been creating happy places for her clients from simple room styling to budget-friendly remodels. In 2022, she started incorporating feng shui into her design mix. Feng shui is the ancient, Chinese practice that promotes balance and harmony between an individual and their surroundings.

Kathy is dedicated to helping people thrive by improving the energy of their homes. Along with design, she is also a certified home stager and a residential real estate broker.

### connect with Kathy

[Website](#)

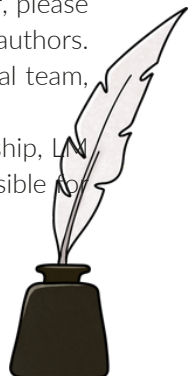
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# Building Your Personal Brand After 40

## CLARITY, CONFIDENCE, AND THE COURAGE TO BE SEEN

There comes a moment in midlife when the question shifts. It is no longer, “What should I become?” but rather, “Who am I now?”

Building a personal brand after 40 is not about creating a persona. It is about clarifying your identity in this season of your life. You are not starting from scratch. You are starting from experience, from lessons learned, from resilience that was earned along the way.

That changes how you build.

When we are younger, we often build from ambition. After 40, we build from alignment. And alignment requires honesty.

### WHAT IS A PERSONAL BRAND, REALLY?

A personal brand is not a logo or a colour palette. It is the consistent expression of who you are, what you value, and how you show up.

It is the way people describe you when you are not in the room. It is the themes you return to in conversation. It is the problems you care about. It is the tone you use when you speak.

Whether you are building a business, returning to work, leading in your community, or redefining yourself personally, you already have a personal brand. The real question is whether it reflects who you are today or who you were ten years ago.

“YOUR EXPERIENCE IS NOT SOMETHING TO HIDE. IT IS THE FOUNDATION YOU STAND ON.”

Many women arrive at midlife carrying years of *adaptation*. We have shaped ourselves to fit roles, expectations, workplaces, and relationships. We have softened opinions, downplayed strengths, and sometimes made ourselves smaller in order to keep things running smoothly.

When you begin building your personal brand at this stage of life, you are not simply polishing an image. You are asking, “What is actually mine?”

That can feel uncomfortable.

You may notice hesitation. You may feel unsure about claiming expertise. You may catch yourself thinking you need to wait until you feel fully ready.

But readiness rarely arrives before action. Clarity tends to grow through movement.

## **STEP 1: IDENTIFY WHAT YOU STAND FOR**

Before you worry about visibility, define your foundation.

Ask yourself:

- What topics do I return to again and again?
- What do people often ask me for advice about?
- What values feel non-negotiable at this stage of my life?
- What do I no longer want to pretend about?

Your brand should not be built on trends. It should be built on conviction.

## **STEP 2: CLARIFY WHO YOU ARE NOW**

You are allowed to evolve.

Midlife often brings reinvention, career shifts, and relationship changes. A deeper understanding of yourself.

Allow your personal brand to reflect your current season. That might mean updating how you introduce yourself, narrowing your focus, or letting go of roles that no longer feel aligned.

Clarity creates calm confidence.



### STEP 3: SIMPLIFY YOUR MESSAGE

Overwhelm often comes from trying to say too much.

If someone asked you what you do, could you answer in one clear sentence? If someone asked what matters to you, would your response feel grounded and honest?

Your message does not need to be complex. It needs to be consistent.

### STEP 4: SHOW UP STEADILY

Visibility is not about intensity, it is about rhythm.

You do not need to post every day or reinvent your entire presence overnight. You can share one thoughtful idea a week. You can engage meaningfully in conversations. You can update one platform at a time.

Consistency builds trust far more effectively than bursts of energy followed by disappearance.

### WHAT ABOUT COLOURS, LOGOS, AND VISUAL IDENTITY?



At some point, your personal brand will show up visually. Colours, fonts, images, and logos all communicate tone before you say a single word.

But the order matters.

If you begin with design, you may end up creating something beautiful that does not feel like you. If you begin with clarity, your visual identity becomes an extension of your values.

Before choosing colours or fonts, ask yourself:

- Do I want my brand to feel calm or bold?
- Warm or structured?
- Elegant or playful?
- Modern or timeless?

Your visual choices should support the experience you want people to have when they interact with you.

A strong personal brand after 40 does not need to follow every trend. It can choose depth over noise. It can choose simplicity over complication. Often, a clear name, a consistent font, and a cohesive colour palette are more powerful than something over-designed.

Visuals amplify clarity. They cannot replace it.

*A Personal Brand After 40 Looks Like* someone who knows her values and speaks with clarity. It looks like someone who does not apologise for experience. It looks like depth instead of noise and steadiness instead of urgency.

It is not about becoming louder. It is about becoming more aligned.

If you would like something tangible to work through, begin with these questions:

- Can I clearly describe what I care about?
- Does my bio reflect who I am today?
- Am I speaking about my focus consistently?
- Am I hiding in any area out of hesitation?
- What one action would make me slightly more visible this month?

Building your personal brand after 40 is not about creating a persona that impresses people. It is about aligning who you are, what you value, and how you show up.

Midlife is not a disadvantage in the world of personal branding.

It is an advantage if you allow it to be.

So instead of asking whether you are too late, ask a better question:

*What would I build if I trusted the woman I've become?*

Start there.

***And build from strength.***



# In Honor of International Women's Day

## An Invitation into Life Mastery Circle

*Life Mastery Circle* is a community for Women in midlife who are navigating change and pursuing growth with intention.

- Daily Co-working Sessions
- Low content publishing Lab
- The 12-Week Life Mastery Planning Method
- Mentorship - Group Coaching
- Community

During March you can **join *Life Mastery Circle* \$1 (1 Month)**

*Full Access. No Obligation. Just an invitation to experience the Circle.*

**[Join Here](#)**

**USE CODE: women AT CHECKOUT**

*For Women choosing themselves, one chapter at a time.*



“It is absolutely incredible! I have deliberately created everything I live each day, and it just keeps getting better and better!”

**Mary Farias**

Certified Proctor Gallagher Consultant  
Monthly Contributor to LM Mag

“Be good to yourself. Treat yourself to the very best life has to offer.”

**Valorie Smith**

Founder of Wealth with Valor



## LIFE MASTERY LOUNGE PODCAST



**NEW  
DROP!**

***Unlocking Emotional Freedom: A Journey with Stacey Altomari, podcast episode has just dropped!***

Sara speaks with Stacey Altomari, an EFT master practitioner and life coach, about the transformative power of Emotional Freedom Techniques (EFT) and the importance of reconnecting with our innate ability to heal.

Watch or listen **YouTube**



# BUILDING YOUR AUTHENTIC PERSONAL BRAND AFTER 40



*by Kay McKenzie*

## **A Refined Approach**

Your personal brand is the story people tell about you when you are not in the room. It reflects what you stand for, how you lead, and why your work matters (why should your audience listen to you). However, building this brand can be a different ballgame after you hit the milestone of 40. Instead of starting from scratch, it's time to distill your essence, refine your message, and carve out a brand that genuinely reflects your experiences, values, and aspirations. This article will explore essential strategies for building an authentic personal brand after 40, shedding light on the importance of clarity, focus, and self-acceptance.

### **I. DISTILLING YOUR MESSAGE**

One of the greatest advantages of being over 40 is the wealth of experience and insights you possess. Instead of adding more roles or complexities to your brand, focus on distilling what truly matters. Start by asking yourself:

- What are my core values?
- What are my passions and interests?
- What unique experiences shape my perspective?

By answering these questions, you will be able to filter out the noise and identify elements that resonate most with you. A strong brand doesn't require a multitude of descriptors; it thrives in simplicity and clarity.

#### **Action Steps:**

- Create a list of your top three core values.
- Reflect on your life experiences and identify key moments that have shaped your brand.
- Write a concise personal mission statement that encapsulates your essence.

## 2. IDENTIFYING INTOLERANCES IN YOUR BRAND

As we grow older, our tolerance for certain situations, behaviors, or roles often diminishes. It's crucial to identify what you no longer want to tolerate in your brand. This could include:

1. Toxic relationships that drain your energy.
2. Professional roles that misalign with your values.
3. Messaging that doesn't authentically reflect who you are.

Removing these elements can help you create a stronger, more authentic personal brand. It's about embracing the power of "no" and understanding that saying goodbye to what doesn't serve you opens doors to exciting opportunities that align better with your vision.

### Action Steps:

- List out aspects of your current brand you want to eliminate.
- Establish clear boundaries in both personal and professional spheres.
- Communicate your new standards to your network.

## 3. REMOVING DILUTIVE ROLES

In your journey to establish your personal brand, you may have taken on various roles. However, some of these may detract from your core identity and messaging. It's essential to assess which roles serve to elevate your personal brand and which ones dilute your focused message.

Ask yourself:

- Which roles truly resonate with who I am?
- Which roles have I taken on merely out of obligation?
- How can I streamline my focus for a more cohesive brand?



A personal brand is about specialization; it's about owning a niche where you can shine. Just like a well-tuned instrument, your brand should have harmony, not dissonance.

#### Action Steps:

- Evaluate your current roles and responsibilities.
- Consider which roles align with your core values and mission.
- If necessary, let go of roles that are not contributing positively to your brand.

## 4. OWNING YOUR LANE WITHOUT APOLOGY



Having reached your 40s, it's time to step into your authenticity unapologetically. Own your lane and embrace your unique voice, experience, and standpoint. The beauty of personal branding at this stage is that you have a wealth of life lessons to draw upon.

#### Why Ownership Matters:

- **It establishes credibility:** By confidently displaying who you are, others will view you as an authority in your domain.
- **It fosters connections:** Genuine authenticity attracts like-minded people who resonate with your message.
- **It cultivates confidence:** As you own your story, you will naturally feel more empowered and engaged.

#### Action Steps:

- Practice self-affirmation to reinforce your commitment to your brand.
- Share your personal stories and lessons learned publicly, whether through social media, writing, or speaking.
- Surround yourself with supportive individuals who appreciate and encourage your brand vision.

## CONCLUSION

Building your personal brand after 40 is not about starting over; it's about refining and distilling the essence of who you are. By focusing on your core values, eliminating tolerances, removing dilutive roles, and owning your lane, you can craft a brand that is not only authentic but also impactful. As you navigate this exciting phase of your life, remember: Your experiences matter, your voice is powerful, and the world is ready to hear your unique perspective. Embrace this journey with optimism and confidence, and watch your personal brand flourish.

Your personal brand is the story people tell about you when you are not in the room.

It shapes how you are perceived.

It influences who reaches out.

It determines whether opportunities move toward you or past you.

If your messaging feels scattered...

If your positioning is unclear...

If you know you have more to offer but it is not reflected in how you show up...

It is time to refine it.

My **Personal Brand Audit & Messaging Session** is a focused, strategic review of your brand presence.

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- Your messaging clarity and positioning
- The gaps between how you see yourself and how the market sees you

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**JOIN FACEBOOK GROUP NOW**

That is where the conversations begin.

*About*

Kay McKenzie

Personal Brand Consultant

*Founder, Women in Alignment*

A Global Networking & Business Growth Community for Women Entrepreneurs.



**MIDLIFE IS NOT THE END...  
IT'S THE NEW  
BEGINNING!**

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Mary Farias with her horse, Cayenne  
Proctor Gallagher Consultant  
[Magnet Mind Development](http://Magnet Mind Development)

# WHEN THE OLD VERSION OF SUCCESS STOPS WORKING

**How I Built a Life-First Business and Why Midlife Is  
the Perfect Time to Redesign Yours**



*by Kate Kurdziej*

There is a particular moment many women reach, often somewhere between their late thirties and fifties, when the noise of jobs and family quiets just enough for a deeper question to surface.

Not the dramatic kind. Not a crisis.

A steady, persistent thought that sounds something like this:

*Is this really how I want to spend the next chapter of my life?*

For me, that question didn't arrive all at once. It unfolded slowly, over years, across countries, careers and seasons of womanhood. But when it finally landed, it changed everything.

## THE CAREER THAT LOOKED RIGHT BUT FELT WRONG

I spent my professional life in business operations and wealth management. It was a serious career, in complex industries. The kind that rewards reliability, stamina and emotional suppression in equal measure.

I was good at it. Trusted. Experienced. On track. From the outside, it looked like success. Inside, it felt like erosion.

The working environment was relentless. Long hours were expected. Pressure was constant. Stress was normalised and ambition was worn like armour. I told myself this was just how things were if you wanted a "proper" career. And I desperately wanted that, having been praised as the 'clever-girl' throughout school, with heavy social conditioning that hard-work is the ultimate trophy, so that resilience meant enduring, not questioning.

I was back in talking therapy for the first time in years, and I was feeling empty. Then in 2019 I became pregnant.

Pregnancy has a way of stripping away polite denial. Suddenly, I could no longer ignore the truth I had been managing quietly for years.

I could not do this anymore. I didn't want to do this anymore. And the realisation hit me that I could leave. I just had to say the words out loud.

So I left.

Not with a neat exit plan or a perfectly mapped future, but with a few tears in the car park on the phone to HR, and a deep, physical knowing that staying would cost me far more than leaving ever could.

Walking away from a respected career at that stage of life is not a small thing. Especially for women who have worked hard to be taken seriously. But it was the first time I chose myself over the story I had been told to live. I felt brave and silly all in one big jumble of emotions.

That transition to the next phase of my life was hurtling towards me faster than I knew how to handle it.



## MOTHERHOOD, LOCKDOWN AND THE GREAT UNRAVELLING

My son was born during Covid, in the UK.

Like many women, my introduction to motherhood at that time was not softened by community or ceremony. There were no baby groups, no hospital visitors, no casual coffees with new mum friends, no shared wisdom passed between women in the same season. There was just a tiny human, an uncertain world and a lot of long, lonely nights.

Like many women, my introduction to motherhood at that time was not softened by community or ceremony. There were no baby groups, no hospital visitors, no casual coffees with new mum friends, no shared wisdom passed between women in the same season. There was just a tiny human, an uncertain world and a lot of long, lonely nights.

Motherhood does something profound. It recalibrates your tolerance for any misalignment in your life. You have less time for yourself, so choosing the right things and people to focus on becomes incredibly important.

As maternity leave came to an end, the familiarity of corporate structure no longer existed. And truthfully, I did not want it back. I had changed.

My husband looked at me, and asked, 'So what do you want to do next?'



'I want to start my own business', I replied, with a five-month old baby on my hip and a milk covered muslin blanket on one shoulder.

So I built something new.

I took my experience in operations, strategy and leadership and moved it online. I began consulting for business owners. Designing systems. Creating structure. Helping other people run better businesses.

I studied for more qualifications whilst I breastfed and took Zoom calls during nap times.

It worked. Financially, it was successful. I proved to myself that I could earn well, independently, without the corporate machine.

But something was still missing.

## WHEN FREEDOM STILL FEELS HEAVY

On paper, I had created the dream. Location-independent work. Flexible hours. Autonomy.

Yet the weight remained.

I was still central to everything. Still the decision-maker. Still carrying the mental load. Still measuring my days by output rather than quality of life.

That was when my husband and I made another deliberate decision that we'd been waiting for the 'perfect time' to action. So we pressed go on a big dream and we moved to France.

France gave us breathing room. A slower pace. A reminder that life could be structured differently. That work did not need to dominate every conversation, every meal, every weekday.

It was there, in that pause, that the quiet question returned.

*Is this it?*

Not from dissatisfaction, but from honesty. Every decision seemed to open up a new set of questions and options. It was both exciting and exhausting at the same time.

Was I building a business that truly supported my life, or just a more elegant version of overwork? That question stung me, and I knew there was something better available for me and my young family.



## SPAIN AND THE COURAGE TO CHOOSE DIFFERENTLY

France had been my dream for 30+ years, so to arrive at the realisation that it wasn't the right fit in real life was a hard pill to swallow. After 2 years, we put a

pin in the map and took a gamble on Spain whilst our son was still young enough to move without affecting school life.

Our move to Spain was the most defining shift of all. It felt freeing to pull the trigger on a decision that felt so new, out of the blue, unplanned and mildly impulsive.

But it was the best gamble ever.

Here in Spain, life is not organised around productivity alone. Family time is woven into the day. Meals are unhurried. Presence is valued. There is an embodied understanding that life is happening now, not later.

Living here forced me to confront a truth many women reach in midlife.

I did not want a business that simply made money.

I wanted a business that made life *better*.

By this point, I had worked with hundreds of women. Capable, intelligent, successful women. Many in midlife. Many navigating kids, menopause, empty nests, divorce, identity shifts and quiet exhaustion.

The pattern was unmistakable.

They were doing well. And yet they were tired.

They had built impressive businesses. And yet they felt trapped by them.

They were asking themselves new questions that old business models could not answer.

That is where retreats entered my work in a meaningful way.

#### WHY RETREATS CHANGE WOMEN

At first, I supported retreats behind the scenes. Planning, structuring, refining them for other women. I saw what happened when women stepped away from daily life and into intentional space.

Something softened. Something clarified. Retreats are not about escape. They are about perspective and space.

When women are given space, without distraction or expectation, they tell the truth. About their energy. Their capacity. Their desires. Their limits. They stop performing and start listening to themselves.

I then transitioned to hosting my own retreats in Spain. Small, deeply considered experiences designed for reflection, business strategy and life recalibration.

What I witnessed again and again was this.

Women made brave, grounded decisions.

They simplified.

They let go.

They redesigned their businesses to match the lives they wanted now, not the lives they had outgrown.

This work felt different. Deeper. More honest. I realised retreats were not an addition to my career. They were the evolution of it. And for the first time in years I felt excited again.

BECOMING A RETREAT STRATEGIST, NOT BY ACCIDENT BUT BY DESIGN

Today, my double award-winning business consultancy focuses on retreat strategy because I hold both the vision, the marketing strategy and the operational structure for women who are ready to host their first sold-out retreat.

This matters.

Because retreats without structure lead to financial loss.

And strategy without a human touch leads to disconnection.

Women do not need more hustle dressed up as empowerment. They need clarity, containment and space to think.

That is the work I do now.



## THE TRUTH ABOUT CHOOSING A LIFE-FIRST BUSINESS

Designing a life-first business requires honesty and courage. Any period of transition in our lives is not a decline. It is a refinement and it's important that we listen.

It asks you to release outdated definitions of success. To prioritise how your life feels, not just how it looks. To build with intention, not urgency. It also requires structure, boundaries and clear thinking.

I did not stumble into this work. I arrived here through experience, reflection and choice. It happened because I gave myself permission to change my mind.

## YOU ARE ALLOWED TO REDESIGN THE NEXT CHAPTER

One of the greatest lies women are taught is that we must stick with the choices we made decades ago.

You do not.

You are allowed to evolve.

You are allowed to want something different now.

You are allowed to build a business that fits the woman you are today.

If you feel drawn to creating spaces for other women to pause, reflect and recalibrate, listen to that. It is not random.

Midlife women make exceptional retreat leaders. You bring depth, discernment and lived wisdom. You know how to hold space. You know how to see the bigger picture.

And when that wisdom is supported by someone who knows the mechanics behind a profitable retreat, it becomes powerful.

My journey from wealth management to retreat strategy was not linear. It was shaped by motherhood, relocation, burnout, courage and choice.

It was shaped by deciding that life matters now.

If you are standing at a crossroads, wondering what this next chapter could hold, know this.

You are not starting again.  
You are starting from experience.

And that is where the most meaningful work begins.

## About

Tini experiences transformational and healing work with intention and curiosity (e.g. meditations, classes, retreats) and writes about the doubts, resistance, shifts she notices along the way.

Her work tends to get others curious about experiencing transformation and healing for themselves. And provides a fresh perspective when it comes to talking about experiences that are often hard to put into words.

Connect with Tini:

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[Website](#)

## IF THIS MAGAZINE FOUND YOU, IT WASN'T BY ACCIDENT.

LM Magazine was created for everyday midlife women navigating change – quietly, thoughtfully, and in their own time.

Each issue offers reflections, practical tools, and real stories around money, mindset, health, reinvention, and community.

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- A reminder that you're not alone in this season



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*Curated by Sara Fernandes – Editor of Life Mastery Magazine*

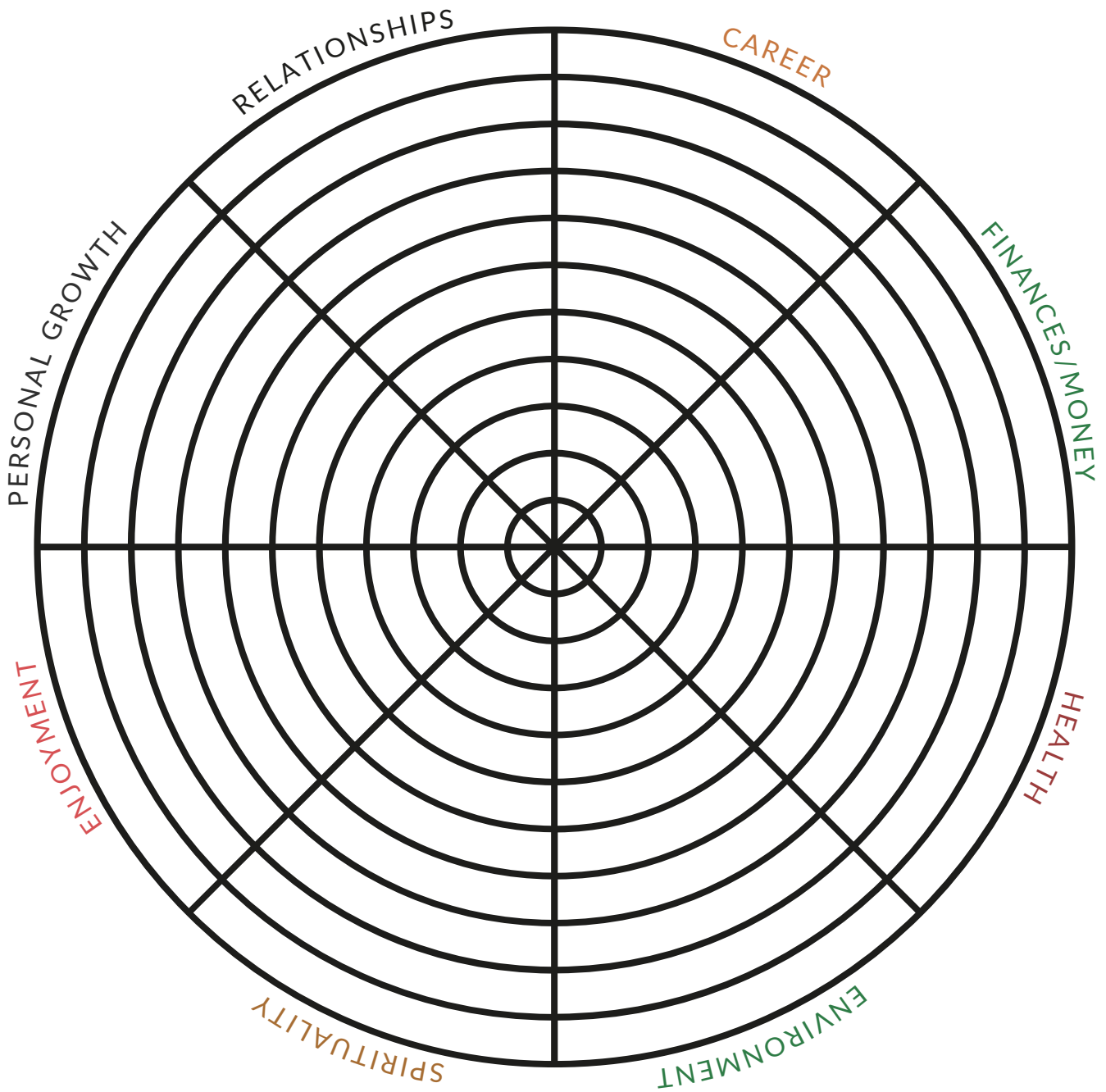


**ORDINARY WOMEN  
LIVING WITH  
COURAGE ARE  
EXTRA  
ORDI  
NARY**

LM Magazine

# WHEEL OF LIFE®

*Building Your Personal Brand*



Consider how satisfied you are in each area on a scale from 1 (very dissatisfied - inner circle) to 10 (fully satisfied - outer circle). Place a dot in the middle of the corresponding line on the wheel to note your score.

# WHEEL OF LIFE<sup>®</sup> APPROACH TO

## *Building Your Personal Brand*

Before you build a personal brand, pause.

Because your brand is not separate from your life. It grows from it.

If you feel scattered, unsure, or stretched thin, it will show up in your message. If you feel aligned, steady, and supported, that will show up too.

The Wheel of Life<sup>®</sup> is not here to judge you. It is here to give you perspective. Take a few quiet minutes and rate each area of your life from 1 to 10. Be honest. This is not about scoring yourself. It's about noticing where your energy is strong and where it feels depleted.

When you look at your wheel, ask yourself:

- Where am I pouring energy without intention?
- Which area feels most out of balance right now?
- If I focused on improving just one section this month, which would make everything else feel lighter?

Building your personal brand after 40 is not about doing more. It's about aligning what already exists.

If your finances feel unstable, your confidence may waver.

If your health feels neglected, your energy will dip.

If your relationships feel strained, your voice may shrink.

Your visibility grows when your foundation strengthens.

Use the Wheel this month not as a performance check, but as a clarity tool. You are not trying to perfect every area at once. You are simply choosing where to focus.

# MARY'S MINDSHIFT MOMENTS



by Mary Farias

## The Leadership Economy: Why Thriving Lives Are Built in Layers

For most of my adult life, I've been what I call an "economy creator." My husband and I joke that we've both spent over a decade "making up our own jobs." But that's truly what I've done—seeing opportunities where others saw limitations, building income streams around ideas, creating platforms, writing books, launching programs, and structuring work that didn't exist until I imagined it.

Over time, what began as instinct became study. In my quest to help others create their own economies, and through spotlighting and interviewing remarkable entrepreneurs, authors, and leaders on my podcast and radio show, I began noticing patterns. Some personal economies flourished with stability and expansion. Others appeared successful on the surface but quietly strained underneath. Some collapsed under pressure. Others scaled with surprising ease.

The difference was rarely talent. It

was rarely intelligence. *It was structure.*

Through years of observation and refinement, I've come to understand that thriving personal economies are not built on hustle—they are built on leadership architecture. And every strong personal economy rests on three structural layers.

### **Step 1: Lead Yourself (Internal Governance)**

Every sustainable economy begins within. Internal governance is the ability to regulate thought, emotion, and direction. It includes clarity of desires and goals, consistency of identity and self-image, emotional steadiness, and follow-through. When this layer is strong, decisions become cleaner. Momentum becomes steadier. Confidence becomes quieter and more grounded.

When this layer is unstable, expansion often feels inconsistent. Growth may occur, but sustaining it

becomes difficult. This is not a judgment. It is simply structure. Governance precedes growth.

### **Step 2: Lead the Economy (Visibility, Value, and Structure)**

Once internal governance is established, structure can support circulation. A healthy personal economy reflects clarity about who is being served, consistency of message, deliberate offers, and predictable revenue components. Visibility feels intentional rather than urgent. Conversations are initiated consistently rather than reactively.

When expansion stalls, it is rarely a strategy problem. More often, it is a self-image ceiling. An economy will not sustainably exceed the identity of the person leading it. When identity stabilizes at a higher level, structure naturally reorganizes to match.

### **Step 3: Lead Others (Influence and Responsibility)**

Leadership of others becomes sustainable only when the first two layers are reinforced. True leadership is not about visibility or persuasion. It is about responsibility. It includes clear standards, healthy boundaries, calm conflict resolution,

measurable outcomes, and influence that feels sustainable rather than draining.

When internal governance and economic structure are aligned, leadership shifts from effort to posture. Influence becomes steadier. Growth becomes more natural.

### **Expansion Follows Reinforcement**

Many people are trained to push harder toward goals. Yet pushing is rarely the missing ingredient. More often, what creates sustainable growth is reinforcement: Reinforcing internal governance, reinforcing economic structure, and reinforcing leadership posture.

Information alone does not create stability. Deliberate alignment does. When internal governance is steady, structure becomes scalable. When structure is scalable, leadership becomes sustainable. And when all three layers are aligned, expansion follows, without force.

Growth does not begin with effort; it begins with clarity. If expansion feels slower than expected, it may not be a strategy issue at all. It may simply be time to pause and assess the foundation. A personal economy will not sustainably exceed the self-

image of the person leading it. For those ready to explore this more deeply, I invite a quiet moment of evaluation. Where is reinforcement needed—internal governance, economic structure, or leadership posture? Honest assessment is not criticism; it is architecture.

NEW

**CATCH**  
**Mary LIVE ON THE**  
**SHOW**  
**Economy Creators:**  
**Creating Your**  
**Personal Economy**

And when identity strengthens, everything built upon it has room to expand. Download your free diagnostic check here: <https://www.magnetminddevelopment.com/diagnostic>

Mary

Mary Farias is the creator of Magnet Mind Development and a certified Bob Proctor consultant. Passionate about mindset and self-image scripting, Mary helps people reprogram the way they think so they can create the life they truly want.

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IT'S THE NEW  
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Mary Farias with her horse, Cayenne  
Proctor Gallagher Consultant  
[Magnet Mind Development](#)



# SPRING ENERGY CLEARING

by Kathy Scatena



Recently, a friend asked how to clear negative energy from her home. She was surprised when I said, “you start with decluttering and deep cleaning.” She asked “but what about sage and crystals?” And I said, “yes, those techniques can work, but the foundation to removing stagnant energy, starts with some good old-fashioned, spring cleaning.”

Spring cleaning prepares the home for space clearing. It provides a clean slate so energetic rituals can be more effective.

Decluttering, is first and foremost. Clutter is unhealthy because it holds on to dead energy. It stops the flow of positive chi. When chi can't flow, nothing moves so negativity is stuck. Think of **decluttering** like Drano...it removes the clogged energy and allows chi energy to flow again. (Side note: Drano's tagline was Drano. Unclog Your Life.)

After decluttering, do a **deep clean**. Get behind doors, in corners, in closets and drawers, where stagnant energy likes to reside. Clean all surfaces, vacuum and mop floors...dirt and dust hold on to bad energy. Open windows to release dead energy and breathe in new freshness. Promote sunlight, a natural energy cleanser. Light carries energy.

Now you set the stage and can add some space clearing rituals.

- **Sound Cleanse.** The use of sound breaks up stuck energy. Use windchimes or clap your hands, some people use bells or sound bowls. Walk into each room, and in all corners, from floor to ceiling, sway windchimes or clap hands to circulate the energy.
- **Aromatic Cleanse.** Burning sage, palo santo and rosemary helps purify. Sage is known for deep cleansing to clear heavy energy. It provides a powerful reset. You can stop there or follow up with burning Palo Santo. This is used to invite positive energy and healing. Palo Santo can be used daily for meditation and

inviting creativity. And rosemary is to protect and provide clarity. It also aids in recovering from an illness.

- **Salt Cleanse.** Salt is known to absorb negative energy and act as a purifying agent to you (think baths) and your space. There is no scientific evidence that backs this but it has been used for centuries in various cultures and spiritual traditions. It is pretty simple, place bowls of sea salt in corners or spots with heavy, stagnant energy and let it set for one to two weeks. For a quick energy cleanse, put bowl of salt in center of house and leave for 24 hours. Discard salt in garbage with intention of ridding the dark energy.



- **Vibrational Energy.** To help cleanse and raise the of your space, add crystals like Selenite (big- vibe cleansing), Black Tourmaline (grounding/protection) and Clear Quartz (amplifies positivity). There are many other crystals that you can incorporate depending on your needs.

- **Mirror Energy.** Mirrors double what they reflect. Make sure they reflect positive, bright views rather than dark, negative space. Keep them clean, no dust or fingerprints.

Whether you want to clear bad energy or refresh your space for spring, it is a two-step process. Decluttering and deep cleaning prepares the stage so the space clearing rituals can perform to their full potential. When implementing any of these techniques, ensure you do it with INTENTION. BE CLEAR. What do you want to remove? What do you want to call in?

*About* Kathy is a home design expert specializing in feng shui, interior styling and home remodeling. She is dedicated in helping people improve the energy of their home to create a healthy environment that supports an individual's overall well-being.

**CONNECT WITH KATHY: [WEBSITE](#)**

**[DECLUTTERING FREE RESOURCE](#)**



*“The most courageous  
act is still to think for  
yourself. Aloud.”*

— Coco Chanel

# WISE WOMEN, WISE GUTS

## Spring Digestion & Gentle Reawakening



*by Diana Boskma*

The other morning I opened the kitchen window just a little wider than usual.

The air felt different. Softer. Not quite warm, but no longer carrying winter's heaviness. And for the first time in months, I felt a small flicker of something I hadn't noticed in a while, the desire to move.

Not rush. Not overhaul my life. Just... move.

Spring rarely arrives with a bang. It whispers. And if we're paying attention, our bodies whisper back.

After months of soups, stews, earlier nights, and turning inward, something begins to shift. You might notice you wake slightly earlier. Or that you feel hungry sooner. Or that you suddenly crave something green on your plate.

This is not a coincidence. It's biology responding to light.

### **The body feels the season**

As daylight lengthens, your circadian rhythm adjusts. That internal clock doesn't just regulate sleep, it influences digestion, hormones, appetite, and even the behaviour of your gut microbes.

In winter, digestion tends to prefer warmth and predictability. Heavier meals feel grounding. The body conserves.

In spring, bile flow begins to improve. Stomach acid production strengthens. The microbiome shifts with the change in light exposure. Energy slowly rises.

It's subtle. But it's real.

And this is where many women feel the urge to "do something."

### **The temptation to start over**

Spring has been marketed to us as a time for dramatic cleanses and radical resets. Juice fasts. Cutting foods. Intense workout plans.

But your body doesn't need shock to awaken.

It needs transition.

If winter was a time of repair, spring is a time of gentle reanimation. The digestive system doesn't want to be stripped down, it wants to be encouraged forward.

## **Listening to new cravings**

Have you noticed that you begin to crave different foods around this time?

A handful of parsley scattered over a meal. A squeeze of lemon. A bitter leaf salad alongside your usual stew.

Bitters are nature's spring tonic. Rocket, dandelion greens, mint, radicchio, artichoke, they gently stimulate bile, which helps digest fats and clear used hormones. They support that lightening feeling without deprivation.

You don't need to abandon winter meals. Simply add freshness alongside them.

A bowl of broth can sit next to a plate of greens.

Stew can be topped with chopped herbs.

Eggs can be served with wilted spinach and olive oil.

Spring doesn't replace winter overnight. It blends into it.

## **Energy returns in waves**

You might feel more motivated one day and tired the next. That too is seasonal transition.

The body is testing its capacity again.

If you've honoured winter's slower

rhythm, energy may rise smoothly. If you pushed through the darker months, you may feel bloated, foggy, or sluggish as the system tries to recalibrate.

This isn't failure. It's information.

Supporting digestion now looks like:

- continuing regular meals
- keeping protein and natural fats steady
- adding gentle bitters
- walking in daylight
- opening windows
- letting fresh air move through your space

Movement begins to feel easier in March, not because you forced it, but because the body is ready.

## **A different kind of renewal**

Real renewal isn't dramatic. It's steady.

The trees don't force their buds open. They respond to light and warmth in their own time. Your gut works the same way.

As serotonin rises with increased daylight, mood often lifts. As bile flows more efficiently, digestion feels smoother. As routine stabilises, cravings soften.

All of it is interconnected.

## A wise woman's spring

Winter asked you to restore.

Spring asks you to reawaken, gently.

Not to reinvent yourself. Not to prove anything. Not to punish your body for January indulgences.

Simply to notice what is naturally rising.

Perhaps you cook with more herbs.

Perhaps you walk a little further.

Perhaps you begin something new, not because you “should,” but because you want to.

Your gut knows the seasons. It knows when to conserve and when to expand.

Trust its pace.

The light is returning.

Let your energy follow, softly, steadily, in its own wise time.

*Diana*

## About

Hi, I'm Diana Boskma of Connecting Life Coaching. I am a holistic life and health coach with a special focus on women in midlife.

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Diana Boskma has  
a gift for you!

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## Connecting Life Coaching

✿ Struggling with gut issues or low energy?

I'm Diana, a Life & Health Coach helping women heal from the inside out with traditional foods, microbiome support, and mind-body tools.

Let's rebuild your gut, regain your energy, and restore your joy.

✿ Gifted conversation to begin.

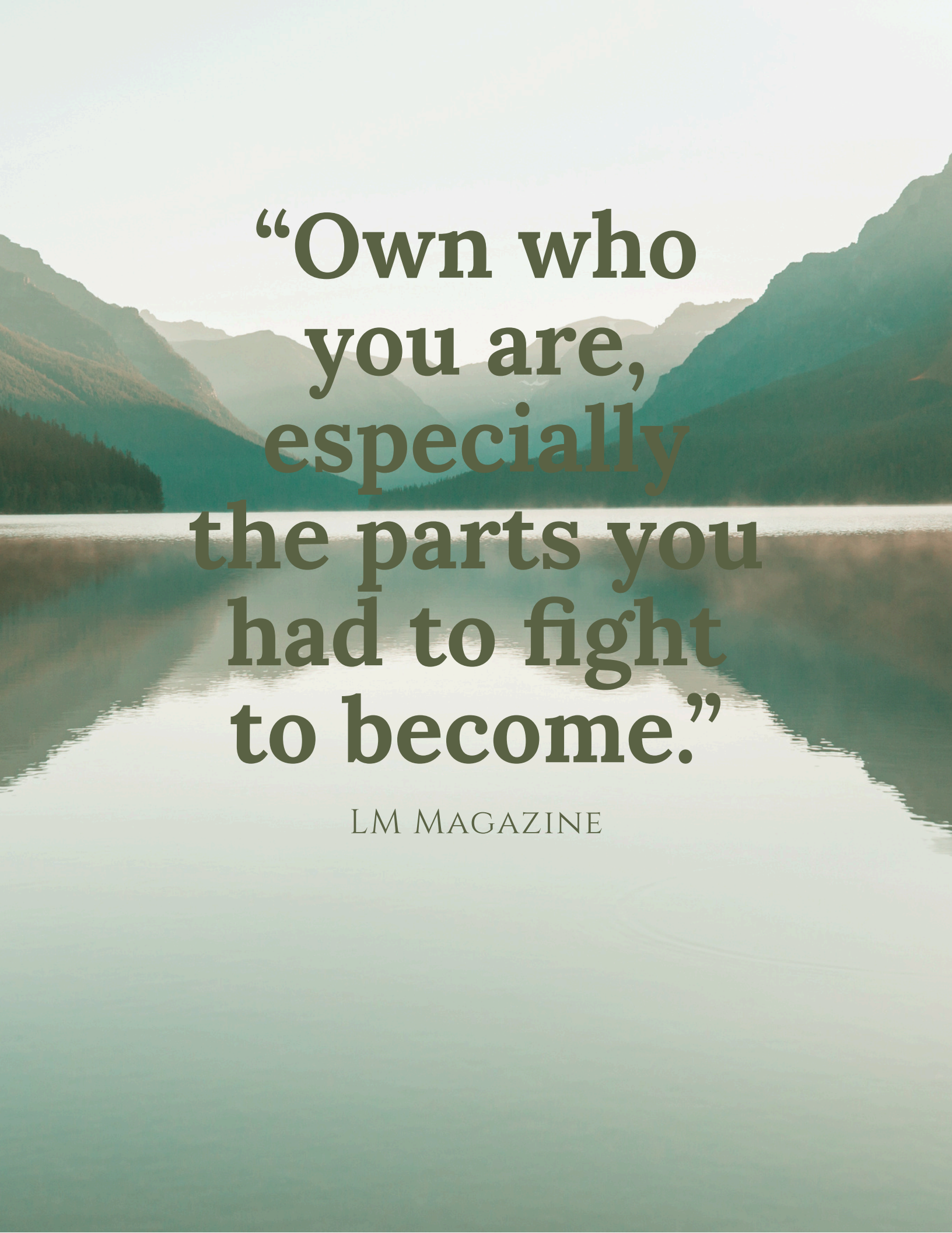
[tidycal.com/connectinglifecoaching/coaching-conversation-gift](https://tidycal.com/connectinglifecoaching/coaching-conversation-gift)

✿ Website

[www.connecting-life.net](http://www.connecting-life.net)

Want to learn  
more?



A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding mountains and sky. The mountains are covered in dense green forests and are partially shrouded in mist or low clouds. The sky is a soft, pale blue. The overall mood is peaceful and serene.

**“Own who  
you are,  
especially  
the parts you  
had to fight  
to become.”**

LM MAGAZINE

# THE SUPERFOOD OF THE MONTH IS...

## **Watercress**

March is that in-between month. Not fully winter. Not quite spring. The light is shifting, but the air can still feel cold. And many of us feel the same way – somewhere between where we were and where we're going.

That's why we chose *watercress*, it supports the body gently but effectively.

It is rich in:

- **Vitamin K**, which supports bone health – especially important in midlife
- **Vitamin C**, which strengthens immune function and supports collagen production
- **Iron**, which can help combat fatigue
- **Antioxidants**, which protect cells from stress and inflammation

It is incredibly nutrient-dense while remaining light and easy to digest. After heavier winter meals, that lightness can feel like relief.



# CREAMY WATERCRESS SOUP WITH GOLDEN CROUTONS

## Ingredients:

### For the soup

- 1 tablespoon olive oil
- 1 small onion, finely chopped
- 1 medium potato, peeled and diced
- 1 litre vegetable broth
- 120–150g fresh watercress (washed, thick stems trimmed)
- 2 tablespoons cream or crème fraîche (optional, for softness)
- Sea salt and black pepper to taste

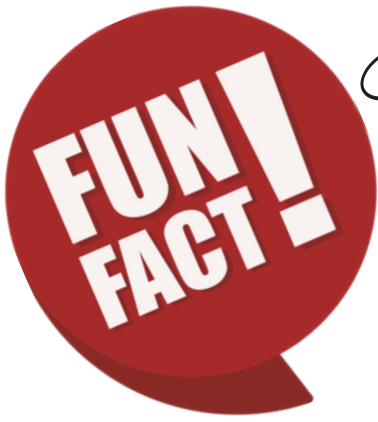
### For the croutons

- 2 slices day-old bread, cut into cubes
- 1 tablespoon olive oil
- Pinch of sea salt
- Optional: garlic powder or dried thyme



## Preparation:

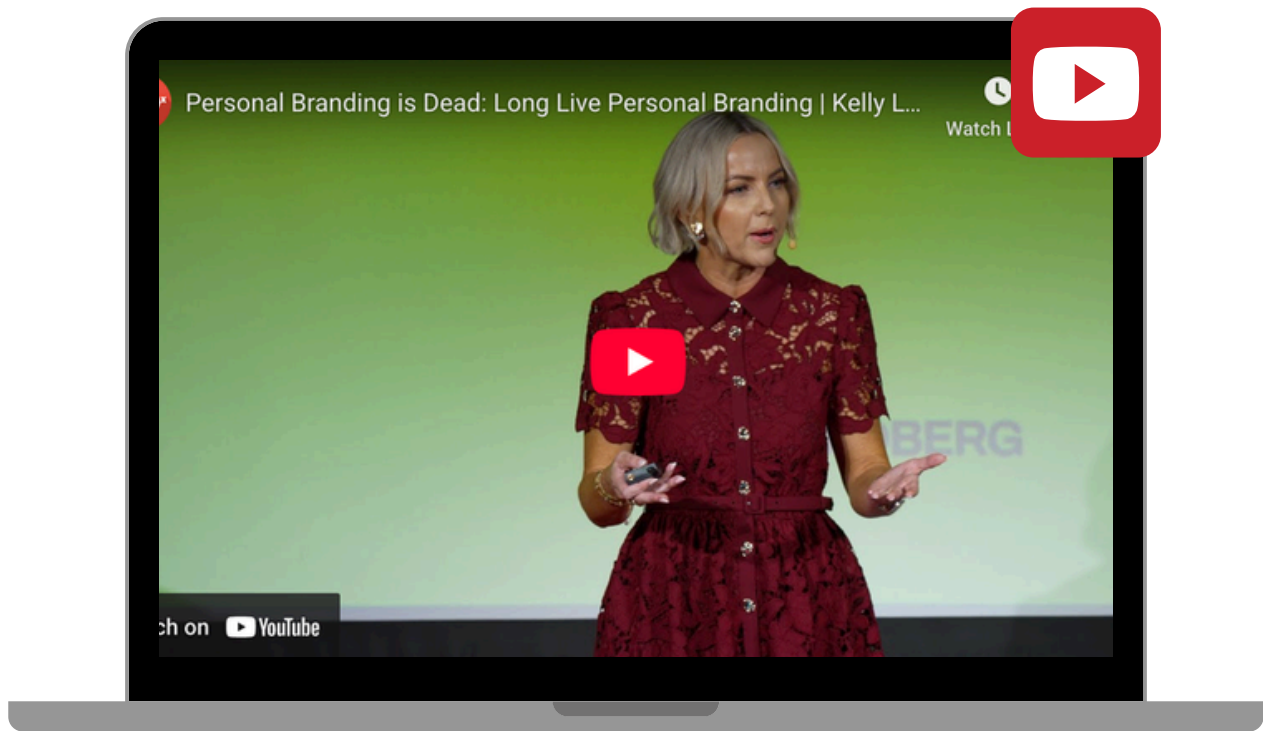
- Heat olive oil in a medium pot over gentle heat. Add the onion and cook slowly for 5–7 minutes until soft and translucent. No browning. We want sweetness, not sharpness.
- Add the diced potato and vegetable broth. Bring to a gentle boil, then reduce to a simmer. Cook for 12–15 minutes until the potato is tender.
- Stir in the watercress and cook for just 2–3 minutes. It wilts quickly and keeps its beautiful green colour if you don't overcook it.
- Blend until smooth using an immersion blender or standard blender. Stir in cream if using. Season with salt and pepper.
- For the croutons, toss the bread cubes with olive oil, salt, and any optional herbs. Spread on a baking tray and bake at 180°C (350°F) for 8–10 minutes until golden and crisp.
- Ladle soup into bowls and top with croutons. Add a small drizzle of olive oil or a spoon of crème fraîche if you like.



*Did you know...*

- March is named after Mars, the Roman god of war.
- The Spring Equinox brings nearly equal day and night.
- Daffodils are one of the first flowers to bloom in spring.
- The word “brand” originally referred to marking livestock for identification.
- The full moon in March is traditionally called the Worm Moon - signalling the return of earthworms and the thawing of soil – a subtle but important shift in the season.
- Research shows that exposure to natural light in spring can improve mood and energy levels.

[Personal Branding is Dead: Long Live Personal Branding | Kelly Lundberg](#)



# FUN & GAMES

## Wordsearch

### Breathing Techniques

M A W P B N R V H G X A Q K N N R R I V  
 N D E O M Z K A C I O V K P I I B D U T  
 E K J L L Y L M M I D E G Q O K J E J C  
 X Q K W A S G E C A W D M J P B T L I B  
 H K Q R S H G E N O Y K N E M A I Y T R  
 A M B E I X N B K Y D A E D N Y P M E E  
 L Q K S G K X I E M C D N R V F W L B A  
 E X U O H H Q O S L D I E A E N A A P T  
 Z P V N F G Z M L P L T R H R X N Q C H  
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 O H W N A I F H M A L S M N U U H G N O  
 L L J T Z W U G N D A Y G E W L R F T L  
 C L E A N S I N G B L R O Q T N A T R D  
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 X I N M V W R W J X G H Y A H Q P Y L N  
 G F T F W M Y T A Q Q X X L Z J A Y L G  
 K C C S S E N E R A W A H T A E R B E K  
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 W J O C Z R C I T A M G A R H P A I D F

ALTERNATE  
 BOX  
 BREATH-HOLDING  
 CLEANSING  
 DEEP  
 EQUAL  
 INHALE  
 RELAXING  
 SIGH  
 UJJAYI

BELLY  
 BREATH AWARENESS  
 CIRCULAR  
 CONTROLLED  
 DIAPHRAGMATIC  
 EXHALE  
 PRANAYAMA  
 RESONANT  
 SLOW



## Sudoku Medium

	8					6	1	
1				6	8			
5	3	6			1	8		
	1							
	7		1	2	4	9	5	8
8		9		3	7			
9	5		4		2			
3	4			8	5		9	2
	6	2	9	1	3	4	8	5



## Answers

5	8	4	3	2	6	9	7	4
3	4	1	1	4	8	8	5	7
2	1	9	3	7	2	3	6	1
9	4	1	7	5	6	6	2	8
6	7	3	1	2	4	9	5	8
4	1	5	6	8	8	9	6	2
1	9	7	2	6	8	2	8	5
3	6	7	4	1	8	2	9	
2	8	4	3	5	9	6	1	7

M A W P B N R V H G X A Q K N N R R I V  
 N D E O M Z K A C I O V K P I I B D U T  
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 X Q K W A S G E C A W D M J P B T L I B  
 H K Q R S H G E N O Y K N E M A I Y T R  
 A M B E I X N B K Y D A E D N Y P M E E  
 L Q K S G K X I E M C D N R V F W L B A  
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 G H K L W I G T P O T F P U J U A R O I  
 X I N M V W R W J X G H Y A H Q P Y L N  
 G F T F W M Y T A Q Q X X L Z J A Y L G  
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 W J O C Z R C I T A M G A R H P A I D F

YOU AND YOUR... *Money*

## THE FINANCIAL COST OF SELF-DOUBT AFTER 40

We don't talk about this enough but self doubt has a price, not just emotionally but also financially.

After 40, many women are carrying decades of experience, skills, insight, emotional intelligence, and resilience. Yet, when it comes to money decisions, something powerful can creep in:

"Maybe I'm not ready."

"Maybe I should wait."

"Maybe I don't know enough."

And waiting has a cost.

Sometimes it looks like staying in a job that no longer fits, or asking for a raise.

Other times it may look like avoiding conversations about money altogether.

Self-doubt usually shows up as hesitation. And hesitation, over time, becomes expensive.

I want to tell you something and I want you to listen, chances are, you are not 25. You are not starting from nothing, and you are not naive.

You have lived enough life to make thoughtful decisions.

Money confidence does not come from knowing everything, it comes from deciding to look at your numbers regularly. It comes from asking questions without shame. Choosing to be involved in your financial life instead of standing slightly outside of it.

Building your personal brand this month might be about visibility in the world. But building financial confidence is about visibility in your own accounts.

Where are you avoiding looking?

Where are you underestimating your capability?

This month, choose one small financial action:

- Review your monthly expenses without judgment
- Book a meeting with a financial advisor
- Research one investment concept
- Ask for clarity on something you've been unsure about
- Open a separate savings account for your next chapter

## YOU AND YOUR... *Money*

Just one.

You do not need to fix everything at once, you just need to be an active participant in your own life, and that includes your finances.

There's a quote I love: "Discipline is my freedom!". If we want to have freedom in any area of our life, including finances, it's time we get disciplined. I know we don't want to hear this, but we absolutely need to.



"I KEEP GOING, SOMETIMES  
STANDING, SOMETIMES CRAWLING,  
KNOWING THAT EVERY SMALL STEP  
FORWARD LEADS TOWARD HEALING  
AND HOPE."

**Diana Boskma**

Holistic Health & Life Coach

Monthly Contributor to LM Mag

Your business is running...  
but your backend looks like a dumpster fire!

You're putting in the time. But your back office is chaos.  
Sticky notes, dropped connections, missed follow-ups & 100 "I'll do it later's".

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**Coleen  
Stubbs**

Simplified CEO

*Systems*

# FITNESS MOVEMENT OF THE MONTH

## *The “Reset & Release” Stretch Practice*

After 40, stress does not just live in our thoughts. It lives in our bodies.

Tight hips, stiff shoulders, and a jaw that clenches without noticing, just to name a few.

Many women carry responsibility in their posture, history in their muscles.

This month’s movement is about releasing what the body has been holding.

Not to become flexible.

To become lighter.

Do this three times a week. Slow music optional. No equipment needed.

### **1. Neck & Jaw Release**

Gently tilt your head side to side.

Open and close your jaw slowly.

Take 5 slow breaths.

### **2. Shoulder Melt**

Roll your shoulders slowly backward  
10 times.

Then forward 10 times.

Let your arms hang loosely.

### **3. Seated Forward Fold**

Sit on the floor or edge of a chair.

Fold forward gently and let your head  
drop.

Stay for 5–8 breaths.

### **4. Hip Opener Stretch**

Sit cross-legged or in a comfortable  
seated position.

Lean slightly forward until you feel a  
stretch in the hips.

Hold for 5 breaths.

### **5. Gentle Twist**

Sit upright and twist slowly to each  
side.

No forcing. Just breathing.

**As you stretch, ask yourself:**

*What am I still holding that I no longer need to carry?*

Finish by standing still for one minute.

“ —  
AFTER 40,  
CLARITY IS  
MORE  
VALUABLE  
THAN  
APPROVAL. — ”

— LM Magazine

# GRACE & GRIT

## The Brand You're Building is You (So Let It Breathe)

by Coleen Stubbs



Your personal brand isn't what you post - it's what people feel when they experience you.

If "personal brand" makes you think of ring lights, perfect fonts and people who somehow look polished while drinking green juice... take a breath.

Your personal brand isn't a costume you put on for others to see.

It is the consistent experience people have of you - in your conversations, your habits, your boundaries, your style, your values and yes, your content too.

Years ago, I drove two hours away from my home and my business - just a quick trip, nothing glamorous. I stopped at a mall Starbucks, ordered and turned to step aside.

Before I could even find the end of the line, a young girl and her grandmother hurried up to me, eyes wide like they'd just spotted a celebrity.

"Oh! You're the Chicken Lipz lady!" they said.

Y'all... they were *thrilled*. They told me they'd heard my radio commercials - the one I recorded in my own voice - and they'd dreamed of coming to my boutique to meet me and the Chicken Lipz girls.

And in that moment, it hit me: if I had tried to sound "more professional" on those commercials... if I had used some polished, not-quite-me radio voice... if I had built a brand that required me to perform instead of simply show up... I would've missed that whole moment.

Because they didn't recognize a logo.

They recognized me.

Here is a simple but profound truth: **your brand is who you are - on purpose.**

Not who you pretend to be.

Not who you were ten years ago.

Not who you think you "should" be to be taken seriously.

For midlife women especially, personal branding isn't about becoming someone new. It's about

becoming more *you* - with clarity and consistency.

Also, yes, your brand can evolve. In fact, it *should*.

Because you're learning. You're healing. You're refining what matters. You're deciding what you will and won't tolerate. You're building a life that feels like yours again.

A healthy brand grows the same way a healthy woman does: with truth, repetition and a little grace.

### A Simple Exercise

Try this simple exercise I call the "**Three-Word Brand Mirror**". It takes 10 minutes and it will instantly clarify what you're building.

1. **Pick three words** you want people to associate with you after they interact with you (ie. grounded, bold, calm; wise, warm, direct; faith-centered, practical, steady).

2. For each word, write **one visible proof** of that word in your real life.

-*Calm*: I don't respond to messages at midnight.

-*Direct*: I say what I mean kindly, without over-explaining.

-*Warm*: I remember names and follow up.

3. Choose **one place** to exemplify those words this week: your speaking,

your habits, your clothes, your content or your boundaries.

This is how personal branding stops being a performance and starts being a practice.

A Short Checklist: (screenshot this)

- My brand is who I am - not what I'm trying to prove.

- My brand can evolve as I learn and grow.

- I can exemplify my brand in my speaking (tone, clarity, confidence).

- I can exemplify my brand in my habits (boundaries, follow-through, consistency). - I can exemplify my brand in my clothes/ style (what feels like me).

- I can exemplify my brand in my content (what I repeat, teach and stand for). - I can exemplify my brand in my beliefs and values (what I say yes/no to).

If you're in a season of reinvention, let this be freeing: **you don't have to brand a "perfect" version of yourself.**

You get to brand the truest version.

The one who's done shrinking. The one who's learned the hard way. The one who values peace as much as progress.

If faith is part of your life, you already understand this: we're not called to perform - we are called to be faithful

with what we've been given.  
So build a brand that fits your actual  
life. One that feels like integrity. One  
that feels like breath in your chest and

sunshine in your heart.  
Because the right people aren't  
looking for your polish. They are  
looking for your presence.

*Coleen*

**Ready to get beautifully organized?** I've created *The Organized Online CEO—a free guide* that walks you through the exact system I use to declutter the digital chaos and reclaim my time. It's designed specifically for midlife entrepreneurs who want to age positively while building businesses they love.

**Download The Organized Online CEO Guide**

<https://www.canva.com/design/DAGj6wgDc5o/0Y7Y3Ypq69A8QlbeR1CqYQ/edit>

*About*

Each month in this column, I'm committed to bringing you high-impact insights and game-changing opportunities that deliver real value to entrepreneurs who are serious about growth. No fluff—just strategies, systems, and resources that move the needle.

**Coleen** is the **founder of Simplified CEO Systems**, helping midlife women entrepreneurs build customized CRM systems that scale. Connect at [simplifiedceosystems.com](http://simplifiedceosystems.com).

<https://www.linkedin.com/in/coleen-stubbs-simplified-ceo-systems/>

**Your business is running...  
but your backend looks like a dumpster fire!**

You're putting in the time. But your back office is chaos.  
Sticky notes, dropped connections, missed follow-ups & 100 "I'll do it later's".

**And it's stealing the one thing you can't get back: time.**

**Make 2026 different!**

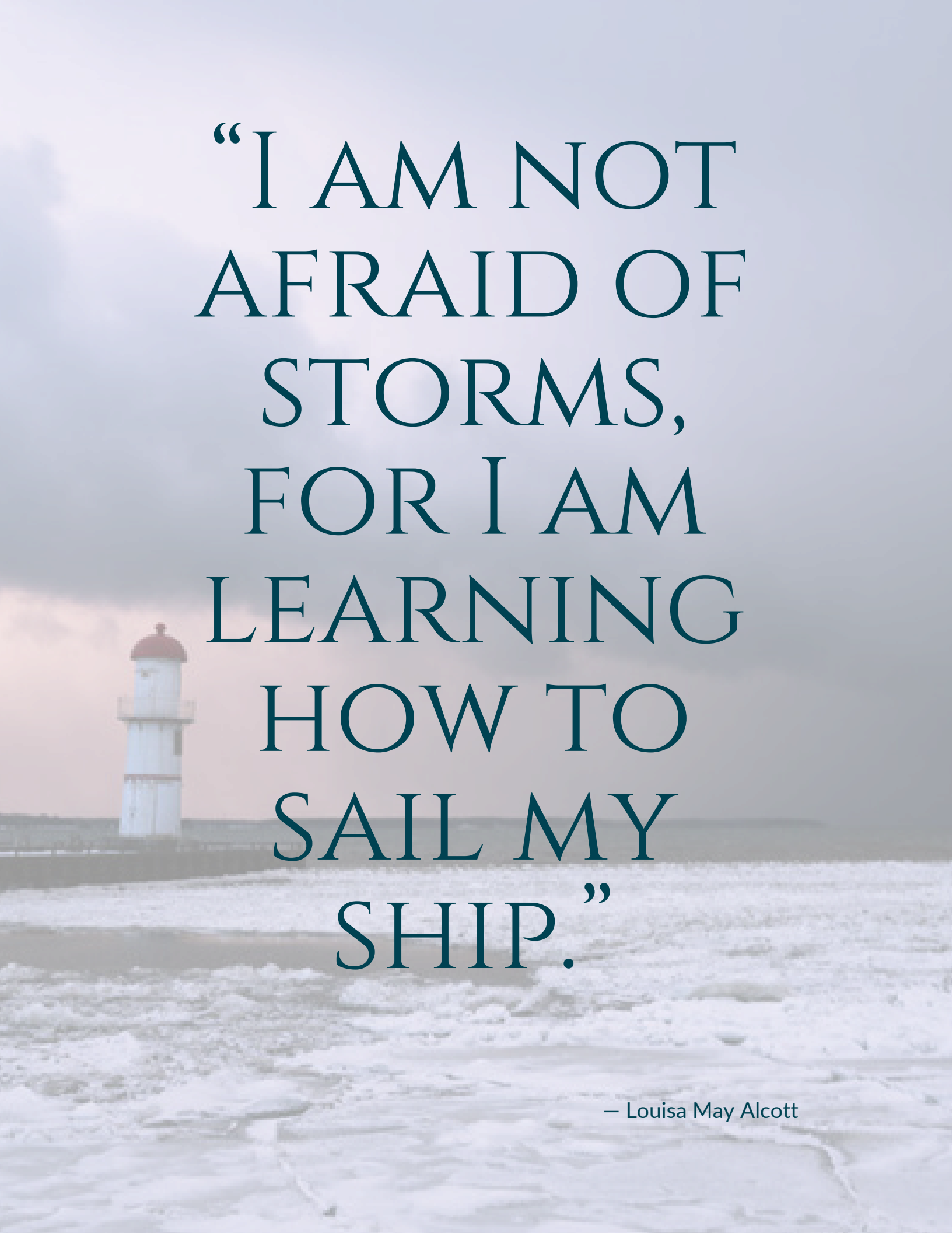
I create fully customized and branded Customer Relationship Management systems so you can build a business you're madly passionate about "without the burnout spiral!"

**Click to book a call for more information.**



**Coleen  
Stubbs**

Simplified CEO *Systems*

A lighthouse with a red roof and white body stands on a rocky shore. The ocean is turbulent, with white-capped waves crashing against the rocks. The sky is overcast and grey.

“I AM NOT  
AFRAID OF  
STORMS,  
FOR I AM  
LEARNING  
HOW TO  
SAIL MY  
SHIP.”

– Louisa May Alcott

# TALKING ABOUT NETWORKING...

*by Ana Dominguez de Shaw*



## **1. Focus on Authentic Connections**

Networking is most effective when it comes from authenticity. Instead of trying to connect with as many people as possible, seek to build genuine relationships. Take the time to understand the person you're interacting with—their interests, challenges, and goals. Ask thoughtful questions and listen actively. This approach not only helps build trust but also makes your interactions more memorable.

## **2. Give Before You Receive**

One of the golden rules of Networking is to focus on adding value to others. Offer your skills, resources, or connections without expecting immediate results. When people see your willingness to help, they are more likely to reciprocate. This generosity creates a foundation of goodwill that is vital for long-term relationships. Use key questions from the first interaction: "How can I help you today?" "What connection can I share with you today?"

## **3. Consistency Is Key**

Strong relationships aren't built overnight—they require consistency and effort. Follow up with new connections after initial meetings, whether through an email, a quick call, or an invitation for coffee. Show genuine interest in maintaining the relationship over time by checking in periodically, sharing relevant articles, or celebrating their achievements. Whatever group you choose, be consistent—there's no shortcut.

## **4. Use Technology Wisely**

In the digital age, tools like LinkedIn, industry forums, and virtual networking events make it easier to connect with professionals worldwide. Algorithms do **not** replace relationships. Use digital platforms to start conversations, but aim to deepen those connections through face-to-face meetings or personalized communication whenever possible.

## **5. Be Strategic but Open-Minded**

While it's important to network with people who align with your goals, don't

limit yourself to a narrow circle. Sometimes the most unexpected connections lead to valuable opportunities.

## 6. Follow Up

After meeting someone, send a thoughtful message thanking them for their time. Mention something specific from your conversation to show you were engaged. Follow-up reinforces the initial connection and opens the door to future interactions.

## 7. Build Your Reputation

Your personal brand plays a significant role in Networking. Be someone others want to connect with by demonstrating reliability, professionalism, and integrity. A strong reputation often precedes you and makes networking more effective, as people are naturally drawn to those who are trustworthy and respected. Before selling your services or products, how are you selling *yourself*?

## 8. Cultivate Long-Term Relationships

True Networking is not transactional—it is relational. Focus on building relationships that last by being supportive, consistent, and empathetic. Small gestures can make a big impression.

Remember: the quality of your relationships often determines the quality of your opportunities.

**Stay #blessed and #connected**

*About*  
Ana Dominguez de Shaw, Bilingual Florida Licensed Agent for New York Life and the leader of BABEL Networking Group.

She is originally from Mexico City, she has lived in the US since 2014. She is passionate about finance, languages and different cultures, she can speak English and Spanish fluently; she translates in French, Italian and Portuguese, she's also an ELT (English Language Teacher).

She specializes in financial protection and planning. With her teaching background, she is able to educate people on their financial options. She wants to reach people and let them know we all have options for financial planning, it does not matter the amount of income, but the education and discipline to protect what we love the most and to put a little portion of our income to work for a brighter future. She also loves building relationships and likes connecting people.

# DRUG ADDICTION TO GOD ADDICTION



Let me introduce myself, I am Sharon Thompson, I am the author of **Drug Addiction to God Addiction**, a book around my story, my journey of overcoming addictions that started through sexual abuse and spiralled until one day a divine intervention, God! changed my story, turning my life around. It speaks of how you can go through trauma(s) and still overcome, making something of your life, that the trauma(s) you go through will help someone else who could be going through the same thing presently or who has gone through it but is still in a place of needing extra support or encouragement from someone who understands.

I currently work in the drug and alcohol field and through my experiences I was privileged to share my story to a group in the service, I remember looking at the expressions on their faces whilst I was sharing, many in disbelief, seeing someone like me, addiction free, functioning and in a full-time job serving others, it was a sight to see. The overwhelming comments I received, was a pleasure to be a light for someone in their dark times, seeing my story giving a little fire within them, seeing people's minds ticking, hearing the words 'wow,' I knew then a seed had been planted.

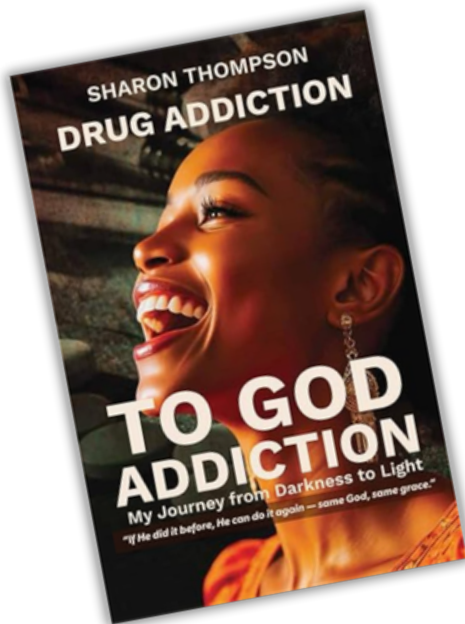
I had the opportunity to share my story at a concert called '*Let Loose*' run by an amazing woman of God and a dear friend called MJ Praise, it is an annual concert with phenomenal music, and where people can share their stories who have been or are a victim of abuse giving a glimmer of hope to victims and survivors, having a feeling of empowerment and it was through this blessing that really gave me the determination to get my book published.

My book is not just about my story it has research, recovery tips, reflection questions, practical exercises, references, scriptures, prayer, all tools with helping with recovery.

The charity organisation I work for is called **Change Grow Live**, a drug and alcohol service, which supports people around these addictions, there are also NA (Narcotics Anonymous) and AA (Alcohol Anonymous) groups held within the service for extra support.

For any further information or if anyone would like to reach out to me either for a 1:1 or speak within a group I can be contacted via my email [da2ga@outlook.com](mailto:da2ga@outlook.com)

Never be ashamed to be a light in someone's darkness, you never know what impact you could be touching the life and soul of the person.



About

Sharon Thompson is the author of *Drug Addiction to God Addiction: My Journey From Darkness*, a transformative work that blends testimony with purpose, resilience, and service. Drawing on her lived experience of addiction and recovery, Sharon has built a platform centered on hope, restoration, and empowerment – speaking directly to those navigating the aftermath of trauma or entrenched patterns of dependency.

Her work is rooted in the belief that personal hardship, when met with courage and intentional reflection, can be a source of meaning, insight, and service to others. Through her writing, speaking, and community engagement, Sharon offers a grounded message that suffering need not define one's narrative, and that the process of healing can illuminate capacities and strengths that might otherwise remain dormant.



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# BEFORE WEALTH, THERE WAS VALOR(IE)

**Valorie Smith** is the founder of *Wealth with Valor*, where she helps everyday families take control of their money, grow lasting wealth, and build futures rooted in confidence rather than fear.

Before entering the world of financial education, Valorie spent many years as an elementary school teacher, an experience that deeply shapes her approach today. She understands that learning about money can feel overwhelming and emotional, which is why she leads with patience, clarity, and education that meets people exactly where they are.

Her own journey into wealth building began unexpectedly during a winter afternoon at the end of a long school day, when a conversation introduced her to concepts she had never been taught: paying herself first, the power of compound interest, and the quiet discipline of saving intentionally. That moment reshaped not only her financial path, but her sense of agency and peace.

Today, through *Wealth with Valor*, Valorie removes fear and confusion from financial planning, replacing jargon with understanding and pressure with steady progress. As a member of the *Life Mastery Circle*, she embodies the belief that financial security is not about perfection or privilege, but about learning, willingness, and deciding that your future matters.

Be sure to connect with Valorie - [\*\*Wealth with Valor\*\*](#)

Let's get to know Valorie a little better:

***Valorie, when you think back to that winter afternoon at school - the one that changed everything - what do you feel now?***

I feel much wiser and wealthier! I was originally in denial about my money situation, but I soon realized I was on the brink of financial disaster; I wasn't prepared for the future.

***Before that moment, how would you describe your relationship with money? Comfortable? Avoidant? Neutral?***

My relationship with money was covered with a veil that I couldn't see. I paid my bills in full each month, but I didn't know that my money was foolishly dwindling because I didn't give it a purpose and a destination.

***Was there any part of you that resisted what you were being shown that day – even just a little?***

Not really. I was a good student! LOL. The information was fascinating, and it was all about me and my family - critically essential.

***You spent years as a teacher. What parts of that version of you still show up in your work today?***

Once a teacher, always a teacher, always ready, willing, and able to share to change a person's life for the better.

***What do people often assume about that isn't quite true?***

I don't really know, other than most women think they don't deserve to build wealth, and that they can't afford to. They are mistaken. Anyone with income and desire can and must build wealth. Paying oneself first is my primary message to all. They also don't believe that the future is of much importance.

***What brings you the most joy in your everyday life when you're not working?***

I love being with my family, playing piano, walking, reading, writing, and spending time on our boat.



***You work with families who often feel overwhelmed or behind. What do you notice they're really afraid of when it comes to money?***

They are afraid to face it. It's terrifying to them, but it's mostly because they don't know where to start or who to turn to for help, so they procrastinate - oftentimes for the rest of their lives.



***What's one small money habit that completely changed things for you over time?***

Pay myself first. The rest all falls into place, especially when I see the money growing with compound interest. It's fun to witness wealth occurring in front of your very eyes.

***Many women in midlife feel like they "should know better by now." What would you say to her?***

If you should know better by now, let's start today. Most of those old habits are reversible. So much good can come from committing to a decision. The best time to plant a tree was ten years ago; the next-best time to plant a tree is today. The miraculous journey begins today. You don't have to spend any more money than you are spending right now. We can make some minor adjustments, and you'll be good to go!

***You're part of the Life Mastery Circle. What made you say yes to joining?***

I love the platform, the environment, the valuable nuggets of information, and the friendly, loving care that Sara provides! The information that is shared by everyone is GOLD!

***What does being in a supportive community look like for you right now – realistically, not ideally?***

A supportive community to me is my lifeline. It's my "small town" community flavor. I feel loved.

***In what ways are you allowing yourself to receive more support than you used to?***

I used to be painfully shy. I had difficulty communicating. Not anymore! I love to talk and share ideas with one another. One good turn deserves another and I believe we all are helpers at heart. Hearts aligned to bring joy and comfort to each other and to the world.

***Your faith clearly plays a role in your work. How does it guide the way you serve others?***

I give all my trust to our Lord Jesus, and without him, I would be very lost and ineffective. He is my rock.

***When you think about the families you help, what do you hope they feel years from now because of the work you did together?***

I hope they feel gratitude for the way their life was changed. I thank God every day for the man who arrived at my classroom, asking for a few minutes of my time. It's rich. We really do change lives.



***What does a "rich life" mean to you today – beyond money?***

A rich life includes love, good health, an open and enthusiastic mind, and a willingness to be always willing to make healthy changes on all levels.

***If a woman reading this feels nervous, behind, or unsure where to begin, what would you want her to hear from you?***

You've got this. You owe it to yourself and to your family to become financially free. God wants us wealthy so that we can willingly share with others. He also wants us to be prosperous so that we needn't depend on others to sustain. You will be so relieved once you take your first step. I'm with you every step of the way. Be brave!



## RAPID FIRE WITH *Valorie Smith*

<b>Morning or night?</b>	Morning with the sun!
<b>Coffee or tea?</b>	Coffee
<b>Currently reading:</b>	You Were Born Rich by Bob Proctor
<b>A quote I live by:</b>	I can do all things through God who strengthens me.
<b>Song that always gets me dancing:</b>	L-O-V-E by Nat King Cole
<b>What I say too often:</b>	I'm pooped.
<b>My guilty pleasure:</b>	Red wine, but it's loaded with vitamin C, so I never catch a cold
<b>Best advice I've ever received:</b>	Pay yourself first, and kill people with kindness
<b>Go-to self-care ritual:</b>	Exercise - walking and bicycling
<b>One thing most people don't know about me:</b>	I've never had a pedicure. My feet are ticklish! LOL
<b>What creativity looks like in my everyday life:</b>	Creativity is preparing a beautiful meal, knitting a beautiful sweater, playing a beautiful song on the piano, or writing someone a letter that they will always treasure
<b>I feel most myself when...</b>	I'm with my husband of thirty years. He's such a doll.
<b>One thing I'd tell my younger self:</b>	Carry yourself with confidence and self-assurance. Own yourself and the world.

# CHALLENGE

## THE 21-DAY VISIBILITY RESET



If building your personal brand feels bigger than you expected, that doesn't mean you're not capable. It usually means you're trying to hold too many ideas at once.

This month, we're simplifying.

### **Day 1**

Write down three topics you care deeply about. Not what is trending. Not what you think would be impressive. What genuinely matters to you.

### **Day 2**

Circle the one topic that feels most energising right now. The one that makes you lean forward instead of shut down.

### **Day 3**

Write one honest paragraph about why this topic matters to you personally. Where does it connect to your story?

If you already feel clearer, notice that. Clarity builds quickly when you give it space.



Insiders - You can find The full 21-Day Visibility Reset workbook – in Your Binder inside Life Mastery Circle.

# DAY OF THE MONTH...

**March 8**

## *Progress, Power, and Choosing Ourselves*

International Women's Day, celebrated each year on March 8, began as a labour movement in the early 1900s. In 1908, thousands of women marched in New York demanding fair pay, better working conditions, and the right to vote. What started as protest became a global movement, and in 1977 the United Nations officially recognized March 8 as International Women's Day.

It began as a call for dignity.

Today, the day honors women's achievements across every field, from science and politics to business and the arts. It also reminds us that progress is ongoing. Around the world, women still navigate wage gaps, caregiving imbalances, and limited representation in leadership. The work is not finished.

But for many of us in midlife, this day carries something even more personal. The women who marched more than a century ago fought for external freedoms. Many of us are now fighting for internal ones.

International Women's Day does not have to be loud to be meaningful. Beyond social media posts and events, it can be a moment of reflection. A moment to ask: Where am I ready to choose myself more fully?

You might celebrate by supporting a woman-owned business, mentoring someone entering your field, or having an honest conversation about money and ambition. You might gather a few women for coffee and speak openly about this season of life. Or you might simply pause and acknowledge how far you have come.

Progress is not only historical. It is personal.

Every time a woman decides she is worthy of clarity, confidence, and financial security, she continues the legacy of those who came before her.

This March 8, honour the women who paved the way.

And honour yourself.

Because choosing yourself, one chapter at a time, is its own quiet revolution.

An aerial photograph of a beach with waves crashing onto the shore. The water is a vibrant turquoise color, and the sand is a light beige. The waves are white and foamy as they break. The text is overlaid on the image in a bold, dark red font.

***“You don’t  
have to be  
perfect to  
be  
powerful.”***

— (Often attributed to) George Eliot

# AFFIRMATIONS

## *Building Your Personal Brand*

For many midlife women, visibility feels vulnerable. We were taught to be supportive, dependable, and capable, but not necessarily expressive or bold.

So when you start thinking about building a personal brand, old doubts can rise up. Am I too late? Do I even know what I'm doing? Who would listen to me?

Affirmations are not about pretending those doubts don't exist. They are about choosing a steadier voice to stand beside them. They remind you that growth does not have an expiration date, and clarity does not require perfection.

**(Repeat the ones that speak to you daily to help you stay grounded throughout the season.)**

- **I am not behind. I am building at my own pace.**
- **My life experience gives depth to everything I create.**
- **I am allowed to grow beyond who I used to be.**
- **I don't need to have it all figured out to begin.**



*Important!*

**Insiders - You can find more affirmations in your LM Binder for inspiration, and inside Life Mastery Circle.**

# JOURNALING PROMPTS

## *Building Your Personal Brand*

Building a personal brand after 40 can feel intimidating, especially if you already feel stretched thin, unsure of your direction, or questioning whether you even want to be visible.

But a personal brand isn't a logo. It isn't curated perfection. It's simply the honest expression of who you are now.

After 40, you are not starting from scratch. You are starting from experience, from resilience and from lessons you didn't ask for but learned anyway. Journaling helps you gather those pieces. It slows the noise and it helps you reconnect with the woman underneath the roles, the responsibilities, and the expectations.

- **Where in my life do I feel most unsure right now, and what might that uncertainty be teaching me?**
- **What parts of my story once felt like setbacks but now feel like strength?**
- **When do I feel most like myself – calm, capable, grounded?**
- **What do I care about deeply, even if I don't always say it out loud?**



**Insiders - You can find more Journaling Prompts in your Binder and inside Life Mastery Circle.**

# KATE, UNFILTERED

by *Kate Stapleton*



It often takes a crisis to shake life up and force you to stop and think “exactly what am I supposed to be doing here?” – and this has been the case for me over the last ten days. I have MS, and it flared, a pseudo-relapse that really felt like a full blown savage attack on my nervous system, but was in fact a result of me overdoing it. Too much pressure, trying to achieve everything my ADHD mind conceived, over-training and working towards goals that were formed from trauma.

I’ll give you an idea. I wanted to be a disabled bodybuilder. I wanted to enter a PCA show in summer 2027, catheter tube and collection bag on show, with a body that I had mastered, subdued and controlled. I engaged the services of a personal trainer and a body building coach, who looks after the nutrition and supplements (and is very hot on accountability), and pasted on my vision board photos of elite body builders – women with barely any fat and well-honed muscles rippling. Before I even mention the point that women are supposed to carry fat for

hormone regulation, I’ll share on the history and mindset around that goal.

I had an extremely toxic eight year relationship. All my relationships have been controlling in one way or another, but this one was quite literally emotional poison. I entered into the relationship at the age of 26, doe eyed and still naïve in terms of managing feelings. I also had undiagnosed ADHD complete with Rejection Sensitive Dysphoria, and Borderline Personality Disorder which again lumped me with the fear of abandonment. So I clung to this man as though my life depended on it. He, in turn, was a very unwell person – spiritually – addicted to pornography and a never ending stream of alcohol, and it was the perfect storm brewing in a vodka bottle.

I had it drummed into me that I had to be thin and have a flat stomach. I am not built that way, my natural architecture is such that I store my fat almost exclusively on my belly. I started to hate my own body, standing in the mirror, sucking my

I stomach in, skin pinching, asking him how I compared to the women he drooled over online, desperate for reassurance that I was good enough, beautiful enough, WORTHY. It never came.

The relationship ended and I was diagnosed with complex PTSD after a series of nightmares and the ongoing body dysmorphia that I had developed. While the nightmares have mostly faded, the body dysmorphia persisted, as did his voice in my head “You fat, spotty c\*\*t”. I turned to exercise as soon as I got clean and sober, then having it halted by my MS. I have written before about having my mobility restored by the grace of God and a kundalini awakening, so I will not retell the story, but I was able to exercise again – to a point.

The pain and fatigue of MS persisted despite the kundalini. I started exercising with my trainer, determined to shed the body fat and grow muscle in order to silence that voice in my head, pushing my body beyond its limits with weights, HIIT and several thousand steps a day. I was exhausted, and every time I was in the gym, I was borrowing from future energy reserves – completely

unsustainable and it was no surprise that I crashed.

I finally realised that my goal, the perfect physique (in my eyes), would never be attained. Even if I trained enough, depleted my fat enough, to compete, I would then be kept prisoner by the same voice telling me I couldn't regain any fat and I had to stay competition-lean for the rest of my life. That, despite so many social media influencers pretending otherwise, is not possible. To maintain the levels of body fat for a competition, over a long period of time, is seriously unhealthy both physically and mentally. And I admitted to myself – working out was actually a giant pain in the ass. I am not one of those who dashes to the gym with excitement, it became a duty, something that I SHOULD and MUST do in order to feel worthy and have value as a person.

Those two words – SHOULD and MUST – are now being erased from my vocabulary. I spent days in bed, just thinking, no distractions, no TV or phone, I just lay there, cuddling my dog, thinking and journaling. All the pressure was self-induced. All the identities I was working hard to achieve, such as having my own business, being a social media

influencer, a super star in my own right, were depleting my energy and taking my focus from what I needed to do, and even what I wanted to do. I love creating brain entrainment music, but rarely got the chance to do that as I was always chasing my own tail trying to be someone that I wasn't.

I am writing my book and working on a speaking career, goals which are in line with my belief that these are God's will for me, I have a handful of clients I needed to serve, and I have my Mum and my dog to care for. I am studying a counselling course, this was a non-negotiable as well, as it was fully paid for by my stepdad. I completely reassessed all my priorities and released that voice that said "I must do this" or worse "I should do that". Those phrases are loaded with guilt and dread, and they no longer serve me. I only use the words NEED and WANT now. What does my body need? What does my mind want? What is my spirit in need of? These questions I ask myself every morning and I look I at necessary obligations such as work, and caring for Mum and Noopsie, then I look at what will nourish and enrich my life, especially as I am dealing with the heaviness

and tiredness of having borrowed weeks worth of energy in advance.

My goals have been dissolved. I am living in the day, in the moment, discovering what feels good for my body, mind and spirit. I sometimes get the "I should" voice pipe up, but I silence it and return to the core question – what do I need right now? What will nourish me, please me, uplift me, where shall I direct my seriously limited energy today? And when that energy is spent, I lie in my bed, in my safe place, with Noopsie, feeling so much peace and serenity – my obligations met, and my spirit satisfied.

I urge you, look at your own SHOULD and MUST voice. I am not saying for one moment to neglect any responsibility that is yours, but look a bit deeper and see what your inner narrative is telling you. Is there something you are aiming for that is not inspired by passion, creativity and joy? Is there trauma attached to any of your self talk? If there is, explore it, and see if you can release it, replacing it with "what feels good for me today?". The pressure we place on ourselves is real, originating perhaps from our younger years, our families sometimes, and society – learning to let it go and treat your

energy as a precious resource has been life changing for me, and I truly wish you the same freedom that I have uncovered. Life is tough as it is, we don't need to make it any tougher for ourselves, so take a good look at what your own narrative is telling you and make those changes you need for your own tranquillity. You deserve it.

*Kate*

*About*

Kate Stapleton is a life coach, personal trainer, nutritionist and student hypnotherapist. She runs the Fusion Coaching program, which can be found at [www.katestapletonservices.co.uk](http://www.katestapletonservices.co.uk) and you can contact her at [info@katestapleton.co](mailto:info@katestapleton.co) . She has also come through addiction, domestic abuse, disability, mental health challenges and is happily neurodivergent. She is single, content and free, has one grown up son and lives by the coast with her beloved dog Noopsie and her Mum.



[kate@katestapletonservices.co.uk](mailto:kate@katestapletonservices.co.uk)

[www.katestapletonservices.co.uk](http://www.katestapletonservices.co.uk)

Kate has some spots open - get in touch for help.



"LIVE SIMPLY AND JOYFULLY". OF COURSE THERE IS TAKING CARE OF YOURSELF AND BEING KIND TO OTHERS, BUT THE OLDER I GET THE MORE THIS SENTIMENT RESONATES AND EMBODIES HOW I TRY TO LIVE.

**- Felicia Jones**

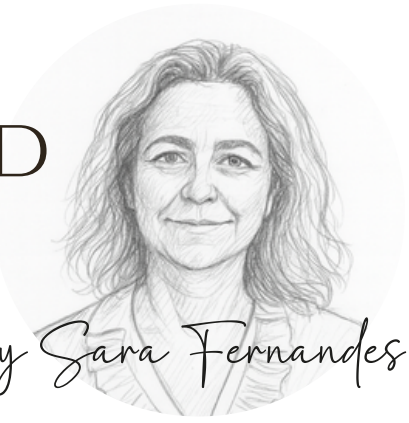
**Nutritionist & Stress Management Trainer**

***“The women  
before us  
marched so  
we could  
choose.”***

– LM Magazine

# IF MY PERSONAL BRAND WERE A WOMAN AT A DINNER PARTY

*by Sara Fernandes*



I was thinking about personal branding the other day, and instead of imagining logos, fonts, and carefully curated Instagram feeds, I found myself picturing a dinner party.

If my personal brand were a woman at that dinner party, she would not arrive with a rehearsed speech or a stack of business cards tucked into her clutch. She would not feel the need to introduce herself with a list of accomplishments before the starters had even been served. And she certainly would not interrupt someone mid-conversation to explain her five-step method for success.

But you would notice her.

She would walk in with quiet confidence, greet people warmly, and take her seat without constantly adjusting herself to appear more impressive. She would listen attentively, ask thoughtful questions, and when she chose to speak, she would do so clearly and calmly. There would be no rush, no need for approval, and no sense that she needed to prove why she deserved to be there.

By the end of the evening, she would not have dominated the table, yet several people would remember exactly what she said and especially, how she made them feel.

That, to me, is personal branding after 40.

When we are younger, we often believe that visibility is about volume. We think we need to post more, say more, prove more, and push ourselves forward in order to be noticed. After 40, many of us begin to realise that constant performance is exhausting, and it rarely creates the kind of impact we actually want.

Your personal brand is not a logo, a colour palette, or a perfectly polished website. It is the way you show up in the room. It is the steadiness in your voice when someone asks what you do. It is the ease with which you can say, "This is what I care about," without shrinking or apologising.

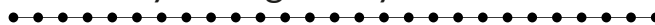
Many of us have spent years sitting at tables where we felt slightly out of place. We learned to soften our opinions, to downplay our strengths, and to defer so that others felt more comfortable. Building a personal brand now is not about becoming louder; it is about becoming more honest about who we are and what we bring.

Our dinner-party woman might still feel a little nervous before she walks in. She may even rehearse a sentence or two in the car. But she goes inside anyway, because she understands that belonging does not come from perfection. It comes from presence.

If you are building your personal brand in this season of your life, imagine her. Imagine how she sits, how she speaks, and how she answers questions without minimising herself. Imagine the way she stays engaged in the conversation, even when it stretches her.

You do not need to reinvent yourself to be visible. You simply need to take your seat at the table and allow yourself to be seen as you are.

And if, by the time dessert is served, you realise that you are no longer trying to impress anyone but simply enjoying the conversation, then you are probably building your brand in exactly the right way.

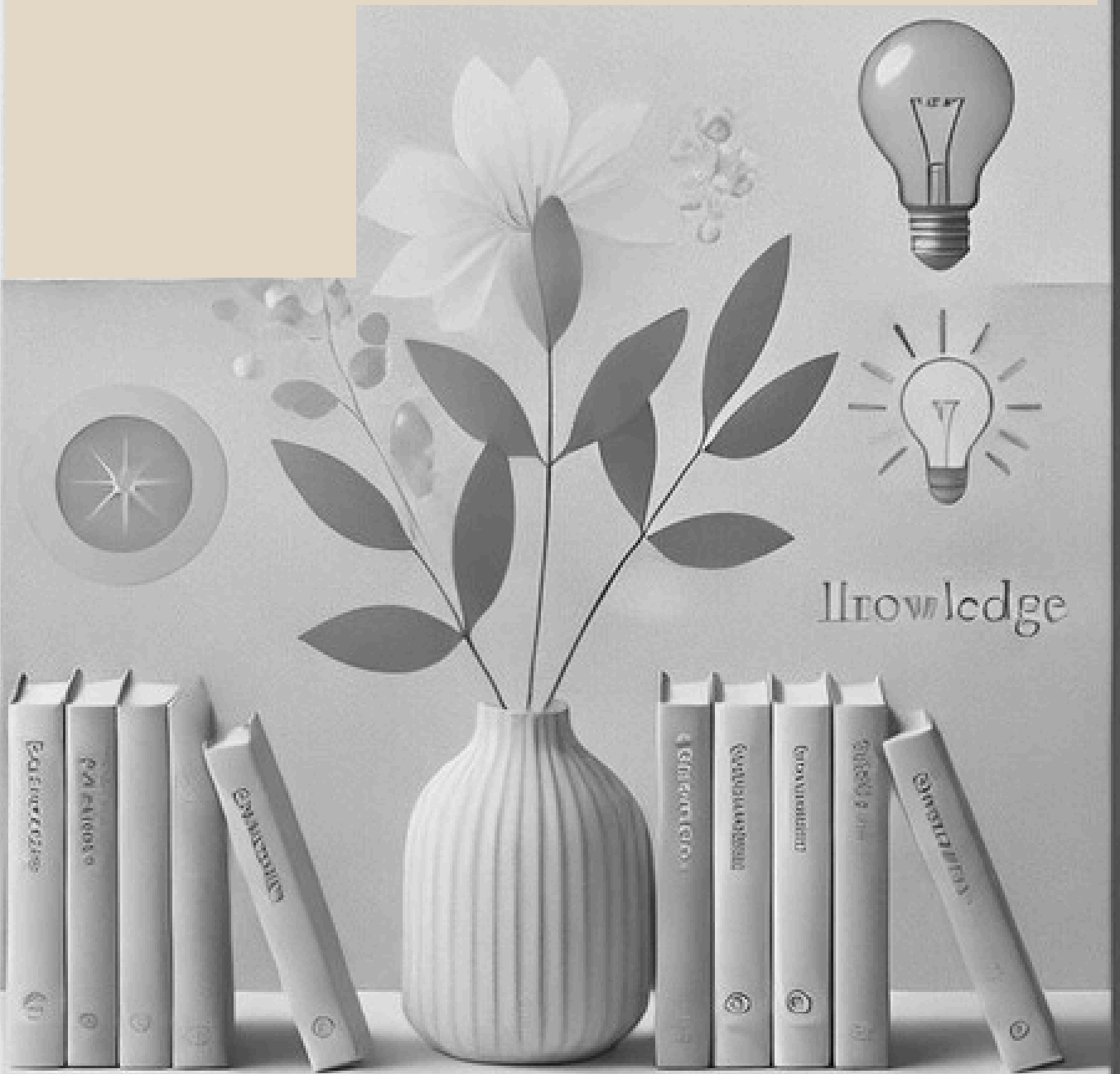


TO ACHIEVE SUCCESS, IT IS CRITICAL THAT BUSINESS OWNERS AND BUSINESS LEADERS KEEP THIS FOCUS: "THE TEAM" IS SUCCESSFUL WHEN WE RESPECT, AUTHENTICALLY APPRECIATE, AND VALUE EACH MEMBER FROM THE BEGINNING OF THE TASK UNTIL ITS ACCOMPLISHMENT.

**Alicia J Alexander, MSL**  
Executive Business Coach



# RESOURCES



Knowledge



## COME SIT WITH ME FOR A MOMENT.

**Life Mastery** isn't just something you read - it's something you live.

On my YouTube channel, we talk about money, mindset, midlife shifts, reinvention, and the quiet decisions that shape your next chapter.

No pressure. No perfection. Just honest conversations for women who are figuring things out, one step at a time.

- Conversations about midlife, money, and meaning
- Gentle guidance for reinvention and side hustles
- Reflections to help you feel less alone and more yourself

**Watch when you need clarity, calm, or company.**



Sara Fernandes — Editor of Life Mastery Magazine • Clarity & Growth Coach

# BOOK OF THE MONTH

## Reinventing You: Define Your Brand, Imagine Your Future

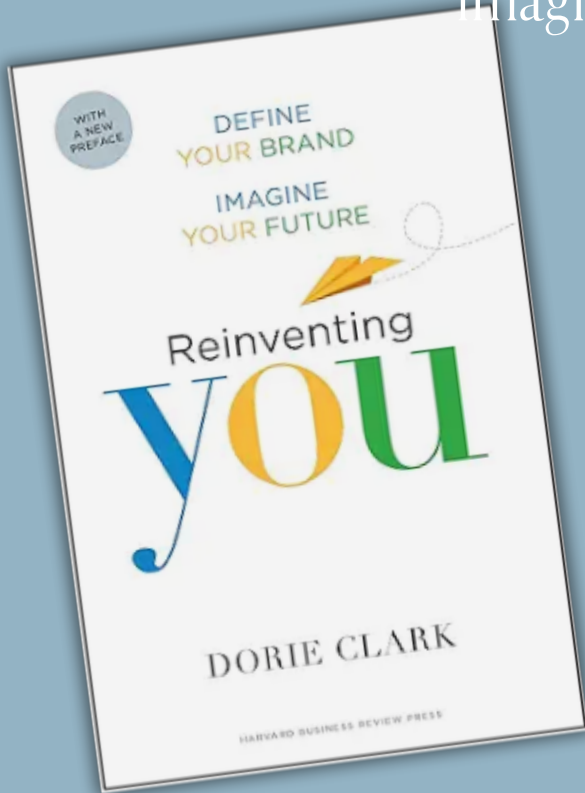
by Dorie Clark

For women building a personal brand after 40, *Reinventing You* is both reassuring and practical. Dorie Clark challenges the idea that reinvention requires starting over and instead reframes it as a strategic evolution of who you already are.

This book is especially powerful in midlife, when you are not lacking experience, but perhaps clarity about how to position it. The author walks readers through assessing their strengths, shaping their professional

narrative, and intentionally influencing how they are perceived in their industry or community. Rather than encouraging louder marketing, she emphasizes thoughtful positioning, relationship-building, and aligning your expertise with the opportunities you want to attract.

For women navigating career shifts, launching a business, stepping into leadership, or redefining their public identity, *Reinventing You* offers grounded tools to translate decades of lived experience into a clear, confident brand presence.



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# JOURNALS & PLANNERS

*Building Your Personal Brand*



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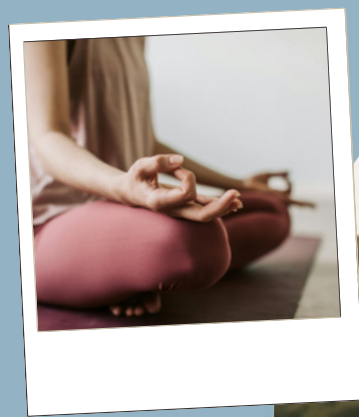


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# AFFIRMATIONS

*Building Your Personal Brand*



**The Spring Reset You Didn't Know You Needed**  
**Shayna Terese Taylor**



# PODCASTS

*Building Your Personal Brand*



Reinvented  
After  
**40**

WITH KYM SHOWERS

**Reinvented After 40**

**Kym Showers**



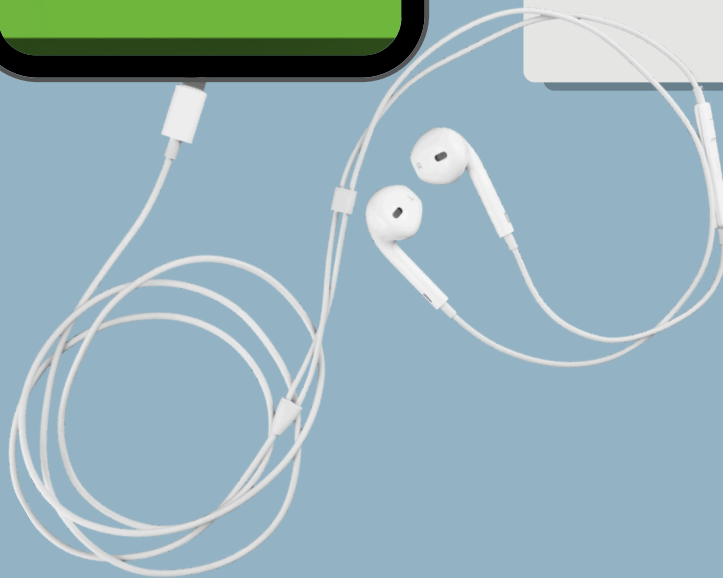
**VISIBLE: The Podcast**

**Sarah Hewit**



**Fabulous Over 40**

**Kara Allan**



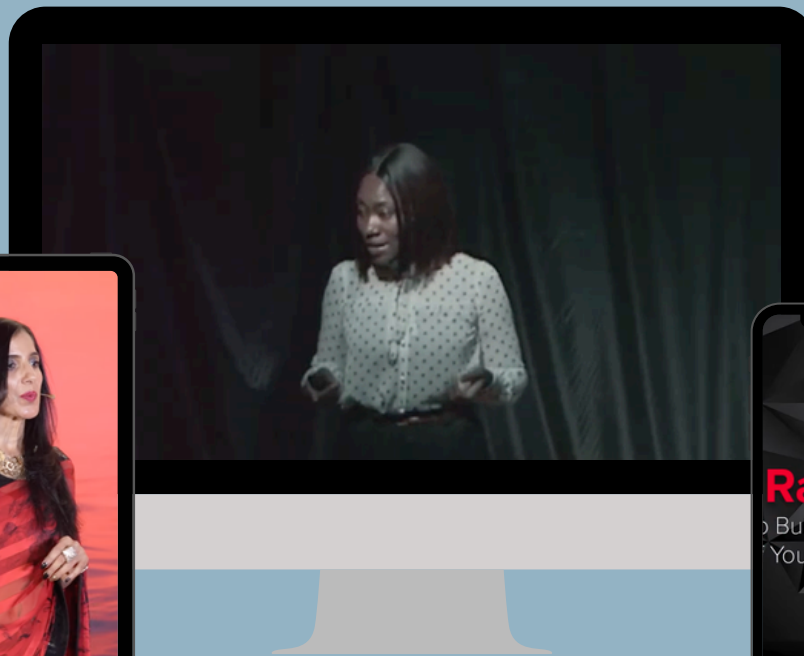
# OTHER RESOURCES FOR YOU

## *Building Your Personal Brand*



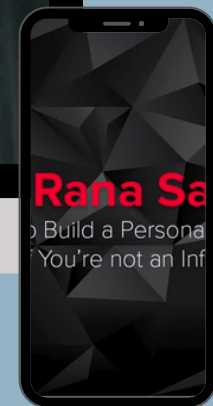
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Four Mantras to  
Your Best Life in  
Midlife | Navixha  
Bagga |



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Personal Branding: Unleashing  
Your Potential | Pearl Annoh



[CLICK HERE](#)

How to Build a  
Personal Brand:  
Even If You Are  
Not an Influencer |  
Rana Sabra |



WANT TO JOIN  
LIFE MASTERY  
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