

STRETCHING WITHOUT STRESSING

MORE TIME FOR YOURSELF, YOUR FAMILY, YOUR BUSINESS -- NO OVERWHELM!

Wonder Woman to Soul Woman Permission to be Great

What's driving our need as women to take on so much and do so much? And most importantly, how can women tap into their own power to rebalance their lives?

A recent "American Express OPEN" report shows that the number of woman-owned businesses has grown by 50% between 2007 and 2011. With woman-owned businesses generating approximately \$1.3 trillion (yes, trillion!) dollars in annual revenue, work-life balance is essential for any female entrepreneur who wants to maintain her sanity in our go-go-do-do-NOW society. It's become harder and harder for us to maintain a high quality of life. Women are visionary by nature and they see the gap between now and 'how good life could be' and they feel compelled to fill it.

For those of us who are a Wonder Woman, whether a busy entrepreneur or a busy mom (or both), having the desire to transition to a more balanced way of being, where do we start?

There is a simple yet powerful tool that I share with my clients that ensures the transition from doing too much to regaining balance. Women (and the men in their lives) can easily implement what I call the "SKS Factor". SKS stands for **S**tart, **K**eeP and **S**tOp. Simply ask yourself:

What is one thing I can **S**tart doing right now?

What is one thing I can **K**eeP doing right now?

And what is one thing that I can **S**tOp doing right now?

Imagine taking on one daily habit. It does not need to be rocket science. It can be as simple as **S**tarting drinking ½ gallon of water every day. If you did that daily for the next 50 days, or if you took on a specific daily action in your business, or with your family, or in your fitness, what would your year look like if you finally took on that one thing that you've been thinking about doing all year?

If you are not sure which action to choose, I invite you to look at the one area of life that has the most pain connected with it. Apply the SKS factor to that area for the next x number of days, and then be willing to be pleasantly surprised with the outcome. When I took this on last year, not only did I lose 40 pounds, going from a size 10 to a healthy size 4, I also doubled my business revenue.

Then, in that same area of life, look at one thing that you are going to **K**eeP doing every day. Finally, what is one thing that you are going to **S**tOp doing daily that would make the biggest difference in the area you are working to regain power? You can make anything happen if you put structure to it. Structure is there to support you, not to limit you. Imagine how powerfully you would be able to complete the year as a result of applying the SKS factor to your life.

Oftentimes, even when we know the right thing to do or the next step to take, we don't do what it is our best interest and we end up self-sabotaging. What's the remedy to that?

Even with the best intentions and the finest tools, if those tools are used in a yard that has weeds, the results will be hit and miss at best. When we get in the way of our own greatness, it feels like an internal push-pull; part of me going in x direction and part of me is going in y direction. As a Results Coach, my processes leverage a deep understanding of neurological pathways to empower people to operate at a new level of effectiveness. This occurs at *both* the conscious and the subconscious levels which is where the shift needs to take place: that is THE key to deep and lasting results!

I've known Pina for a number of years and hosted several of her seminars at my office where I witnessed her unique ability to bring out people's greatness. Pina's approach gives you a range of tools and techniques that are immediately applicable in the moment and when there's an issue to address in the future"

-Pat Finn

TV Producer, Los Angeles

"I have done more than \$20,000 in sales this week, this means that since I started working with you, 2 sessions ago, my sales have increased 100x, 20x over the first month!"

-D. G. Taylor

Think Big Magazine, Sydney

"With the action plan we created, you have generated extra £31,200 for my business"

-Mark Benn

Director Midland Group, London



How can people reach you?

I have a gift for your readers.

When you are ready to find clarity in your vision, or if you are already clear on your goals but you need support in clearing the internal blocks, self-doubt, anxiety, fear or overwhelm, I offer you a one hour session with me (by phone or Skype) at no cost to you. I invite you to go to PinaDeRosa.com to request spending an hour with me. We'll do a Strategy Session, which is a 1-to-1 private complimentary hour that is designed to get you into action in an area of your life that is important to you. Perhaps this is an area where you feel stuck or not living to your fullest potential. Fair warning... you will be in action by the end of the hour, so this is not for the faint of heart.

Go to PinaDeRosa.com to request the Strategy Session and this hour together will be my gift to you.

A SPECIAL GIFT FOR OUR READERS:
a one-hour complimentary strategy session with
Pina De Rosa, visit:
PinaDeRosa.com



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