

**B U S I N E S S
B R A I N S
A N D
B E A U T Y**

**HOW TO HAVE THE HOLY
TRINITY**

**BY
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INTRODUCTION

If you are a businesswoman then you know the challenges of wanting to create a business that makes your heart sing and your pocket full. Yet with all the challenges of starting, running and building a great business there's also the challenge of expanding your mind remaining happy and balanced and through the long hours of working at your desks continuing to be sexy, beautiful and attractive. A tall ask.

Success in my opinion is not one sided. It's not the lumpy end of being so wealthy at the expense of being overweight and fraught with health issues. Nor is success being so calm, happy and balanced in the mind with little to show for it in the material world. Tangible, physical real world results are essential to being able to claim success. A bold statement I know.

We are multi-dimensional beings who can travel across this universe in our minds at lightening speed,

but unless you can take that power and make it into something you can hold, touch, live in, use, feel or see, that in my opinion is not the point of having this experience called human. More on that later.

I started out wanting to be on stage. To be seen, to be admired, to be noticed. Having grown up with little attention to my needs from my parents this was a natural direction where I felt I would finally get everything I wanted. I was/am a show pony and the joys of being watched while expressing my “art”, seemed so exciting I couldn’t believe it was legal.

I soon discovered that it was pretty hard to earn money from being an actor and to be honest I lacked the real looks, I had crappy teeth and an even crappier self-esteem. The knock backs and competition was too much to bare.

Like everything I’ve always done in my life I pursued acting on my own. What I mean is I wrote my own shows, found my own crew and said my own lines. Being an activist “hippy” at the time I had mild success in the “greeny,” scene with a company called RAT, Radical Activist Theatre.

Funnily enough I played a talking tree that expressed the pain of deforestation. This could only last so long. Penniless and looking to expand who I was and shake off the shackles of low self worth I decided to study teaching. I moved from Melbourne Australia to Perth Western Australia and studied to be a drama teacher.

When graduating I got head hunted to teach in a gifted and talented arts college. Teaching was like finding an oasis in a desert. Teaching was something my soul settled into. It felt like a long lost friend. I was good at it, I understood it and best of all I couldn't believe I was getting paid for it.

So I spent 2 solid years dedicating my life to this volition, however I've never been one to settle. Maybe some people at this point would have thought, now here's my career this is where I stay and climb the ladder. That's never been me. I'm sure I speak to the readers of this book when I say there's always been an itch, a tingle, a stirring in the spirit to keep expanding, to be more, see more and experience more.

It didn't take me long to figure out that the education system would eventually exhaust my inspiration and joie de vie. Whilst I discovered something important in my soul about teaching, being a high school teacher was always a stepping stone for me, a safety net, a get out of starvation pass.

I've always been a how can I make a buck on the side girl. I guess you could call that entrepreneurship. One thing I learnt is, if you dare to ask the question then it's most likely you'll go about finding how to answer it. I asked myself, how can I express myself, be seen, dress up in some spectacular costume and get paid for it. Life, since I remember, has been about great outfits. There are two equations that will eternally and forever go together for me. Dressing up equals happiness.

So while this teaching was going on I started a kids entertainment business called Entertainment Emporium. Honestly I had no idea what I was doing from a business point of view.

All I knew was that if I had a great costume and paraded around in it on stilts or on skates then somehow I got paid good money to do it. The equation grew, dressing up plus money equals happiness.

So now I was a businesswoman. Queen of my domain. Though I began to learn a little bit about how to run a business by running a business I soon discovered that something was holding me back and that was my mindset. I felt it needed a major overhaul if I was ever going to step into a new and successful identity.

I've always had a lot of courage and bravery to simply just go for it, to step off the cliff, like the fool, in full trust and innocence that all will work out. So during that era of growing my business I learnt and studied like a demon. I studied NLP, marketing, branding, copy writing, public speaking (though I was already pretty good at that)! And on top of all that I became a certified business coach because I loved the practice of business, teaching and helping others so much.

One day I went to a business seminar to keep learning and keep expanding my skills. When I was there I met one of the speakers Bill Walsh. We became friends. Bill became and still is a brilliant mentor in my life. A fast paced, influential businessman who built Powerteam International from scratch. He wanted to expand his brand in Australia and I knew I could help him. So along with myself and two others he flew the three of us to Las Vegas to learn behind the scenes of his company and the seminar industry.

It was a wild adventure and I felt excited, blessed and important. I flew around the world with Bill speaking in Singapore, Malaysia, Dallas, Chicago, LA and Sydney. Whilst at these events I would coach attendees on business breakthrough and then eventually I began to speak and sell my own programs.

The content of this book entails everything I have learnt, know, collected and meditated on getting the balance right of the holy trinity.

You could say it's about balancing your masculine and feminine, you could say it's about having it all. What I will say is whilst it's a how to book, take from it what makes you smile What lights you up. There's too many 3 step formulas out there today and too little individual inspiration. This is a 3 step formula to business, brains and beauty but it's also a call to embracing these steps into your own style and way of doing things. In life there's always an answer. Here's mine.
