

THE MAGAZINE

AUTUMN 2025/ISSUE 001

SHE SELLS

CEO &
mama

Leading with Grace

3

THOUGHTS
KEEPING YOU
BROKE



Retiring
the Hustle
A New Way to Lead

Your
new
era

ENROLL IN THE

\$10K CLUB



EARN THE MONEY YOU DESERVE WHILE
LIVING THE LIFE YOU WANT

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Welcome to
the *first* issue
of She Sells
Magazine!



Success & Soul: You Can Have Both

I've dreamed of launching this magazine for years, and bringing it to you now feels surreal in the most beautiful way.

We're here to highlight women doing extraordinary things in sales and business, and to deliver a publication that is *beautiful, inspirational, and useful*. Our goal is to support you in expanding your business, your wealth, and your life in a feminine, spiritual, soul-aligned way.

Whether you're launching a business, leading in the corporate world, or simply drawn to our community's frequency — thank you for being here. You are home.

Our mission is simple: to inspire you to trust yourself, follow the desires that won't go away, and build your business and life unapologetically, on your terms.

Because you get to do it your way.

You get to redefine what success, sales, motherhood, leadership, and wealth look like for yourself.

This is what the new era is all about: Releasing outdated models of achievement and rising into a version of you that is fully expressed, well-resourced, and completely at home in your own power.

In these pages, you'll meet women who are building empires — often with babies on their hips. Women who use energy and strategy, not hustle, to scale. Women who define luxury on their terms and use business as a vehicle for impact, overflow, and personal liberation.

So thank you for joining us. Thank you for leading with heart. Thank you for stepping into this new era as *only you can*.

Welcome home.

With love and gratitude,

Superhuman Live: The Energy of Yes!



Walking into Superhuman Live felt like stepping into a world that I don't think exists yet—the instant lift when a room meets you with Yes. Belonging. Home.

In July, at a sunlit venue in Portland, Maine, I felt it the moment I crossed the threshold: two days, a full slate of speakers and panels, and plenty of practical takeaways. But what surprised me most was the intangible: the spark in the air, the grounded warmth, the collective energy that made me feel inspired, hopeful, energized, connected, enthusiastic, confident, hungry, and somehow content all at once.

I arrived without expectations. I left a believer. Watching Elyse Archer up close was the turning point. She doesn't just teach; she holds space. She listens in a way that settles a room and expands it at the same time. Her presence is both bright and steady, intelligent and deeply human, and it invites you to try on a truer version of yourself.

That's the quiet magic of Superhuman Live: it gives you tools you can use right away, and it gives you something rarer — a felt sense that alignment, not grind, is the source of money, success, and joy.

Here's the thing: we've been taught to hustle harder. Grind. Push.

But Elyse reminds us it's not about hustling harder; it's about shifting identity and energy. When you decide who you are and rewire the beliefs underneath your actions, everything changes, and everything begins to flow.

Here are a few highlights that stayed with me:

IDENTITY > ACTION

Choose the identity of the person you want to be, and start showing up as them now. The “how” will follow.

ABUNDANCE REFLECTS BACK

Scarcity and fear reflect back to you. So does abundance. Step into ease, flow, and fun. And remember, your desires are green lights.

MONEY AS ENERGY

Neutralize money. See it as a current that circulates and supports your expansion. Ask yourself: Where's my financial thermostat set? Then bump it up.



FEMININE + MASCULINE ENERGY

Lead with feminine energy: receptivity, play, and flow. Then bring in masculine structure and action to support it. Hustle without alignment is like vacuuming without plugging in the cord — a lot of effort, zero results.

EMBODIMENT + EXPECTANCY

Expect clients to come to you not because you're forcing it, but because you're serving from the inside out. Shift from “I'm bothering them, just selling something” to “I'm making their life better with what I offer.”

This reframe creates magnetic energy that pulls people and possibilities toward you.

Remember: You are not chasing the outcome. You are the outcome.

BY ANGELA SMITH

MEET THE FIRST **SHE SELLS**

Certified Consultants



When Elyse Archer created the She Sells Certification Program, her vision was simple but bold: multiply impact.

By equipping a new wave of consultants with the Superhuman Selling framework, she knew the ripple effect would spread far beyond what she could do alone. This fall, that vision takes shape with the very first class of She Sells Certified Consultants—seven trailblazers who embody abundance, authenticity, and the principle of play.

This story is both a celebration and a milestone, and it highlights the inaugural graduates who are already bringing this work to life in powerful, personal ways. Meet the consultants, in their own words.



BRANDON HANDLEY

WHAT WAS YOUR FAVORITE PART OF THE PROGRAM?

The mix of strategy and soul. One moment you're learning frameworks that belong in Harvard case studies, the next you're rewriting the story of who you are. That combo is electric.

HOW ARE YOU USING YOUR CERTIFICATION RIGHT NOW?

I'm leading masterminds for men, bringing Superhuman Selling into the wild, and—bonus round—sneaking these tools into high-stakes sales with my technology sales role.

IF YOUR CONSULTING JOURNEY HAD A MASCOT, WHAT WOULD IT BE?

A crane. Elegant but tough, able to fly high while staying rooted. It's exactly how I want my clients to show up.

WHAT INSPIRED YOU TO BECOME A SHE SELLS CERTIFIED CONSULTANT?

I wanted to deepen my ability to help my clients step fully into their dream life. Working with Elyse and the She Sells community fundamentally changed my life, and I wanted to learn the frameworks and methodology deeper so I can further support my clients and be an even better coach.

HOW ARE YOU USING YOUR CERTIFICATION RIGHT NOW?

I'm bringing it into my coaching with high-performing women and entrepreneurs. This certification gives me tools to help clients sell in a way that is authentic, abundant, and deeply aligned with who they are.

THE SUPERHUMAN READING LIST KEEPS GROWING—WHAT'S A BOOK YOU'D ADD?

You² by Price Pritchett. It's short, but it fundamentally shifted how I think about quantum leaps and effortless achievement.

ALLISON LACOURSIERE



WHAT'S ONE QUOTE OF ELYSE'S
THAT YOU CARRY WITH YOU, AND
HOW DO YOU EMBODY IT?

"Your income will never exceed your level of self-worth." I live by this truth daily, continually raising my own standards and helping clients expand what they believe they're worthy of receiving.

WHAT WAS YOUR FAVORITE PART OF
THE PROGRAM?

The community of powerful women. Being surrounded by others who were redefining leadership and success was inspiring. It felt like stepping into the future of sales.

WHAT'S YOUR "SUPERHUMAN
POWER"?

I see people at their highest potential, even when they can't see it themselves, and guide them into becoming that version of who they're meant to be.



CHRISTI CIVALIER

DR. COREY WINN



WHAT INSPIRED YOU TO BECOME A
SHE SELLS CERTIFIED CONSULTANT?

For me, becoming a consultant wasn't even a question — it was a must. This work unlocked something in me that I knew I had to share with other women. Joining the She Sells team felt like the most aligned next step. I see the world differently now. I have a deep sense of self-assurance and certainty about my dreams and desires, the very things so many women and mothers tuck away for "someday." I became a consultant to help women move past that and embody their worth right now, just as I've been able to.

HOW ARE YOU USING YOUR CERTIFI-
CATION RIGHT NOW?

I am moving into a space as part of the She Sells Team and leaning into what that can look like.

IF THIS CLASS HAD A THEME SONG,
WHAT WOULD YOU NOMINATE?

"I was here" by Beyonce.



KELSIE NEIBEL

HOW ARE YOU USING YOUR CERTIFICATION RIGHT NOW?

Right now, I'm very focused on expanding my business in my corporate selling role, but in my off hours, I sometimes write for my LinkedIn blog, "S.E.L.L Like You," which is dedicated to helping other corporate sellers break through mindset traps.

WHAT'S A SURPRISING "AHA!" MOMENT YOU HAD DURING THE PROGRAM THAT YOU DIDN'T EXPECT?

Your story is what sells! Learning how to lean into my own journey and experience is what makes me unique and powerful as a seller.

WHAT'S ONE EVERYDAY RITUAL OR HABIT THAT HELPS YOU STAY GROUNDED?

I love to play pickleball! Having more fun in my day keeps me balanced.

WHAT WAS YOUR FAVORITE PART OF THE PROGRAM?

The interaction with other coaches. Learning from their experiences challenged me to grow and refine my own practice. This collaboration not only sharpened my skills but also gave me fresh insights into helping others thrive. It's a reminder that great coaching isn't done in isolation; It's a shared journey.

WHAT SUPERHUMAN POWER DID THIS CERTIFICATION INSTILL IN YOU THAT YOU CAN NOW BRING TO CLIENTS OR LIFE?

By combining Elyse's SuperHuman methodology with my own system, I've gained the confidence to help my clients scale to seven figures.

IF YOU COULD GIVE ONE PIECE OF ADVICE TO NEW CONSULTANTS, WHAT WOULD IT BE?

Fully engage in the program, apply the principles to yourself first, and then let your growth overflow into the lives of others.

DR. LAURETT ARENZ



WHAT INSPIRED YOU TO BECOME A
SHE SELLS CERTIFIED CONSULTANT?

I've benefited so much from the training I've received from Elyse in all her programs. I wanted to be a part of sharing with others who are looking to expand their lives in beautiful ways.

WHAT'S A SURPRISING "AHA!"
MOMENT YOU HAD DURING THE
PROGRAM THAT YOU DIDN'T EXPECT?

For me, it was the unexpected and fabulous training in AI.

WHAT'S A PLACE WHERE YOU FEEL
MOST ABUNDANT?

The area in my life where I feel most abundant is the joy I have in deep, meaningful relationships and the success that comes from building others up — coaching with clarity, confidence, and gratitude.



MARY VAN DORN



Marking the start *of a* new era in abundant leadership.

Seven consultants. Countless ripples. Together, this first class is proof that selling and leading from abundance isn't just possible, it's unstoppable. As She Sells expands its reach, these certified consultants are carrying the torch forward: guiding clients, shaping businesses, and reminding us all that success can be joyful, authentic, and deeply human.

The journey starts here, but the impact is only beginning.

SHINING *a* BRIGHT LIGHT *on* CINDI DUMOND

Drawing on three decades of experience, Cindi DuMond, RN, and former funeral director turned Transformational Coach, supports people navigating grief, overwhelm, and transition. She creates space where people can finally exhale.





Three Tiny Practices That Calm Me

HAND-TO-HEART + BREATH

I place my hand on my heart, close my eyes, and take three slow breaths. This simple practice reconnects my nervous system to safety and the present moment.

EFT/TAPPING MINI-RESET

A few taps on my thymus or breastbone to shift my body from “fight or flight” to “rest and digest.” In just 20-30 seconds, this gives me an instant energy and immune system boost, lowering cortisol, grounding me, regulating emotions, and sharpening clarity.

SENSORY PAUSE

I name three things I see, two things I hear, and one thing I feel. This check-in grounds me instantly and melts anxiety.

WHAT ARE YOU RETIRING, AND WHAT ARE YOU EMBRACING IN THIS SEASON?

I’m retiring the belief that I have to carry everything alone, or that my worth is tied to how much I give or endure. I’m also releasing the patterns of being overly responsible and overfunctioning for others, and instead embracing the serenity of accepting what is not mine to carry, along with the wisdom to discern the difference.

In this season, I’m embracing a new era of sovereignty and joy where nervous system regulation, presence, and trusting my faith — not my fear — guide me forward. I’m opening to spaces of collaboration, visibility, and expansion, knowing my greatest impact comes not from overgiving, but from standing rooted in my Healthy Adult self.

WHAT IS BRINGING YOU JOY RIGHT NOW, OR WHERE ARE YOU LEANING INTO YOUR CURRENT EDGE?

What’s bringing me joy right now is my granddaughter and the chance to experience life again through the eyes of my inner child. Sidewalk chalk, slip-and-slides, kite flying, crafts, swings, baking, holidays...these simple moments are pure magic. They remind me that joy is found in presence, not performance.

My edge is carrying that freedom and play into my work — being more visible, taking up space on stages, and approaching the media with the same curiosity and courage my granddaughter brings to a swing set.

Together, joy and edge teach me to lead with wonder.

TELL US ABOUT A LEAP YOU TOOK—A BET YOU MADE ON YOURSELF.

In March 2024, I met Elyse at an Adult Chair® Master Coach training, where she was the guest speaker. During her talk, she asked, “Is anyone moving?” I shared my lifelong dream of moving to Florida, where two of my children and my granddaughter live. After that class, I implemented just one thing she taught and saw immediate results. Leaning into faith over fear, I retired my 30-year nursing entrepreneurship in June and stepped fully into my coaching and consulting business, Don’t Despair Coaching. By July, I relocated to Daytona Beach, Florida, living out another childhood desire seven houses from the ocean. A leap taken. A dream realized.

WHAT IS A RULE YOU BROKE, AND WHAT HAPPENED AS A RESULT?

I always dreamed of being a school nurse. As a child, I’d line up my dolls and stuffed animals and “treat” them. Years later, that dream came true when I accepted a position on a reservation. I loved the culture and the children, but after three years, I faced an impossible choice: Follow the unspoken rule of staying silent

to keep job security, or stand up for what I believed in. I chose courage. I lost my job, my 401K, and family health benefits, but I honored my knowing, faith, and intuition. That leap didn't end my career; It expanded it. I built on 25 years of nursing entrepreneurship and deepened my work with the pediatric ventilator community, discovering courage opens doors security never could.

HOW DO YOU CALIBRATE BEFORE A SALES CONVERSATION TO BE INVITING, NOT CHASING?

Before every sales conversation, I calibrate my energy because frequency leads. I envision myself as a lighthouse: rooted, grounded, strong in masculine structure, steady and unshaken by storms, yet radiating a safe, radiant, inviting feminine glow. I don't chase; I shine. And like a magnet, the right boats are drawn to me and find their way safely to my shore.

To anchor that frequency, I begin with prayer, calling on God and my guardian angels to guide the exchange. I use EFT/Tapping to clear any fear or self-doubt so I can show up calm, clear, and inviting. With my breath steady and hand over heart, I remember that my role is presence. From there, the conversation becomes a natural invitation, never a pursuit.

WHAT PERMISSION DID YOU GIVE YOURSELF THIS YEAR, AND WHAT DID IT CREATE?

This year, I allowed myself to stop waiting for the perfect timing and move boldly in the direction of my deepest desires. I released the need for outside approval and chose to lead from my Healthiest Version of Myself, which is rooted, present, and guided by faith. This shift gave me the courage to retire my 30-year nursing career, expand my business into a premium brand, and relocate to Florida. Most importantly, it allowed me to serve others at a higher level, guiding them to regulate, restore, and transform into the healthiest versions of themselves. It created not just a move but also a movement for me and those I serve.

Cindi DuMond, RN, is a Transformational Certified Adult Chair® Master Coach and press-recognized expert among major media, residing in Daytona Beach, FL.

Cindi's Toolbox

BOOK — *The Adult Chair* by Michelle Chalfant

This book transformed my life, giving me tools to regulate my emotions and reclaim my power. That inner shift became the foundation of my work and shapes my premium coaching, workshops, and speaking engagements.

APP — *Insight Timer*

I value the variety of guided meditations, calming music, and business-focused groups. It's a simple way to reset my nervous system and remind me that calm and clarity fuel sustainable growth and leadership.

PRACTICE — *EFT/Tapping*

A practice I can carry anywhere, this is my go-to reset. In seconds, I shift stress into steadiness and chaos into clarity. It grounds me, supports immunity, restores energy, and, thereby, benefits my clients.





CEO & Mama: Leading *with Grace*

BY ELYSE ARCHER

How the new era of feminine leadership
is helping women rewrite the rules of
business, presence, and motherhood *with*
grace as the compass.



PHOTOGRAPHY BY LINDSAY MURPHY

*“The old world built motherhood on guilt.
The new era builds it on grace.”*

It hit me one day early in motherhood.

I'd taken my toddler to the park on a weekday, honoring time I'd set aside for play and presence with him — and I had a pit in my stomach. I felt antsy the whole time. My nervous system was buzzing, my thoughts were elsewhere, and part of me was itching to get back to work.

I had intentionally built in this time with him, yet my conditioning screamed this wasn't okay. Playing during “business hours” meant falling behind.

That moment changed everything. I didn't want to be a mother who was physically present but mentally absent. I wanted to be a woman who flowed between motherhood and mission with grace and joy, not guilt and pressure. But my nervous system had been calibrated to old paradigms of success that said productivity was measured in output, not presence.

And so I thought: There has to be a better way. And there is.

In this new era, we're no longer choosing between being a great mother and a great CEO.

We're claiming both. And we're doing it with grace, not guilt.

This means releasing the outdated programming that tells us:

- Time with our kids is “unproductive.”
- Slowing down means falling behind.
- Success requires hustle at the cost of our presence.

I've lived all of these stories. I've also lived the opposite narrative. Where I allow my feminine energy to lead motherhood and business. Where I trust divine timing. Where I define productivity as alignment, not busyness. The results were astounding. Here's what I've learned:

**YOU DON'T HAVE TO EARN
REST.**

Rest, presence, and motherhood aren't rewards. They're part of your business strategy, the rhythm of your expansion. Right now, I begin each day homeschooling our two-year-old before transitioning to business



IMAGERY BY LINDSEY MURPHY PHOTOGRAPHY

meetings. That morning presence fuels me. I'm energized before I open my laptop. To me, that is success.

YOUR CHILDREN ARE PART OF THE MISSION.

They're not a distraction from your purpose – they're part of your evolution. Every time you expand your capacity to love, lead, and trust yourself, you're modeling a new kind of legacy. Let your children be the reason why you can succeed, not why you can't.

GUILT IS NOT YOUR COMPASS. GRACE IS.

One of my mentors once told me, "God doesn't use guilt." As a woman who spent years feeling guilty about everything, those words broke something open in me. The old world built motherhood on guilt. The new era builds it on grace. Grace says: You are enough. You're doing enough. You're allowed to lead, love, and rest in the same breath.

MOTHERHOOD AND MISSION, IN STEP.

So whether you're nursing a baby between Zoom calls, teaching your toddler how to count while managing a team, or reentering the business world with a baby on your hip, I see you. You are not behind. You're exactly on time. And you're leading a new era – one breath, one block, one beautifully imperfect step at a time.

Elyse Archer is the founder of She Sells and Superhuman Selling. She is an international keynote speaker, 3X Salesforce Top Sales Influencer, and author whose work has been featured in major media, including Forbes and Inc. www.elysearcher.com. Follow her on social media @elysearcher

The Three Thoughts Keeping You Broke

These sneaky, normalized thoughts keep even the highest earners stuck in scarcity. It's time to think and receive differently.

BY ELYSE ARCHER

There's a secret many high-earning women don't say out loud: You can make a lot of money and still feel broke.

Why? Because true wealth isn't about how much you have. It's about how deeply you believe that you can receive, hold, and grow it with ease.

If your inner frequency is wired to scarcity, you'll unconsciously sabotage abundance. — not because you're broken, but because you were conditioned to strive, chase, or fear it will disappear.

In this new era of wealth consciousness, abundance flows not from how hard you work but from who you become.

Here are three common thoughts that keep brilliant, high-achieving women stuck in the illusion of lack — even when business is booming:

“I have to be careful with money.”

This sounds wise, but energetically, this often breeds fear and withholding. Wealth consciousness reframes: I steward money with clarity, not fear. I flow, I circulate, and receive. Money is a mirror. If I'm always “careful,” it will be too.

“I'll feel secure when I hit [insert milestone].”

I chased this lie for years. First in corporate: “Once I'm at the top of the leaderboard, I'll feel successful and secure.” Later, in my early days as an entrepreneur: “When I hit \$100K months,

I'll feel safe.” Truth: Security doesn't come from your account balance. It comes from your identity. If you don't feel secure now, you won't at \$100K, \$1M, or \$10M. Become abundant first and let the numbers catch up.

“I have to hold on to what I've made.”

Saving is beautiful; hoarding is fear dressed up as responsibility. Check-in: Am I over-saving, under-investing, or avoiding generosity? Abundance expands when it's trusted.

You're already rich.

Shifting these thoughts isn't just about new affirmations alone. It's about embodying the woman who already knows she is abundance. You don't need to get rich. As Bob Proctor taught, remember you already are. From frequency, money becomes inevitable.

*“You don't need to get rich.
You need to remember you
already are.”*

The Aligned Sales Strategy That Scaled Us to 7 Figures



What if your strategy wasn't tactics, but embodiment? Here's what actually scaled my business (but no script ever did).

BY ELYSE ARCHER

Sales strategy in the new era doesn't start with a script. It starts with identity.

When I look back at what scaled our company to 7 figures, while working part-time and raising babies, it wasn't a perfect funnel, a clever launch, or brute force. It was choosing to:

- Sell from wholeness.
- Assume ideal clients will do what it takes to be in my energy (not convincing).
- Go where I wanted to be, not where I was needed.
- Feel worthy and abundant before more money showed up.

And it was stopping:

- Hustling.
- Playing by someone else's rules and building a model that honors my energy, family, and the way I want life to feel.

Here are three key aligned sales strategies we teach inside programs like the \$10K Club and used across every She Sells offer.



1. SELL TO IDENTITY, NOT PAIN.

Old playbooks say agitate pain, twist the knife, and trigger urgency. The new era says acknowledge the pain, then activate desires. Model and embody the transformation your clients seek, and they will rise to meet it.

2. SET YOUR MODEL TO MATCH YOUR ENERGY.

Selling is easy when delivery doesn't drain you. Check in regularly: What lights you up about selling and delivering—private coaching, speaking, training, masterminds? Sell what you're excited to deliver, and let the sales follow that energy.

3. KNOW THE TRANSFORMATION STARTS THE MOMENT THEY SAY YES.

Our most aligned sales often sound like, "I don't even know what's in the offer; I just feel like I'm meant to be in your world." That's your energy is doing the selling because you're living your work.

It doesn't matter what you're selling — skincare, software, or solar. You are the product. When you show up as your highest self, conversion rates will increase across the board.

This is the new era of sales. You don't need to twist arms or perfect a pitch deck. You need to trust that your presence sells for you.

Elyse Archer is the founder of She Sells and Superhuman Selling. She is an international keynote speaker, 3X Salesforce Top Sales Influencer, and author whose work has been featured in major media, including Forbes and Inc. elysearcher.com. Follow Elyse on social media @ElyseArcher.

*"You are the product.
When you show up
aligned, the sale
becomes inevitable."*

Retiring the hustle: a new way to *lead*

How shifting from toxic hustle to Divine Feminine balance transformed my business, freedom, and impact as an entrepreneur.

BY MICHELLE CHALFANT

For far too long, women entrepreneurs have been told success only comes through hustle — endless hours, late nights, and proving ourselves by “doing it all.”

But what if this isn't true? What if the path forward isn't about grinding but about creating a new way of working that honors our intuition, flow, and balance?

This is the story of how I retired the hustle and experienced more success than ever before.

WHEN HUSTLE WAS THE BADGE

I remember calling my father in the late 1990s, when I was living with my now husband, Graham. I told him Graham had started working every weekend, and it didn't feel good.

My dad's response? “That's what he should be doing. Leave him alone. He's building a business and will need to provide for a family. He should be working hard, even on weekends.” That was the mentality: Work hard, work long, and succeed.

When I launched my first therapy practice, I was praised for how much I could do. I was raising babies, running a business, cooking dinner, driving to playdates, and doing school pick-ups.

People marveled. “I don't know how you do it all! You really bust it out. I admire you.” I wore my busyness like a badge of honor. The truth? I was exhausted.

THE INNER WORK THAT CHANGED EVERYTHING

I can only take people as far as I've gone. That's why I'm as committed to my inner work as to my business. Over the past 20+ years, deep personal growth has changed everything.

About 10 years ago, nervous system regulation became part of my journey. Around the same time, society shifted, too. People began to see coaching and therapy as strengths. Women began to realize we can't step fully into who we are without support.

And something else began to rise: The Divine Feminine.

FROM OVERDRIVE TO FLOW

Healthy masculine energy builds structure, takes action, and holds space. It's the container. But when it goes out of balance and is all about doing more, working harder, and never stopping, it becomes toxic masculinity. That's where I used to live.

The Divine Feminine is the counterbalance. It brings pause, intuition, replenishment, and trust. For too long, women (and men) were told grind was the only way. Now we know better. When I embraced this shift, my life and business transformed.

MY NEW WAY OF WORKING

Today, my company lives by a new motto: "If it doesn't feel easeful and in flow, we don't do it."

This means:

- No weekend work
- No emails after 6 p.m.
- No phone in hand before 10 a.m.
- Mandatory breaks after each meeting or call
- Optional kayaking breaks in the middle of the day
- Required vacations

And guess what? Everything — and more — gets done. My business is thriving. I feel free, spacious, and aligned. And our built-in breaks create space for incredible downloads and fresh ideas for the business.

THE MAGIC OF BALANCE

This isn't just about business. It's about life. In the old way, my business felt like an airplane too heavy to fly. Today, it soars.

When we live from a place of balance, magic happens. We quantum leap. We create greater impact with less force. We give our families the presence they deserve. We nurture our businesses as living energies, not by grinding them into existence but by supporting them with love.

Here's what I most want you to know: This wasn't just possible for me; It's possible for you, too.

As women entrepreneurs, we're called to build differently. To let go of the hustle. To honor the Divine Feminine within that brings rest, flow, creativity, and vision.

The future of business isn't about burning out to prove our worth. It's about weaving the structure of the masculine with the wisdom of the feminine. When we do this, our businesses and our lives don't just succeed, they thrive.



PRACTICAL TIPS

3 Practices That Made It Possible

ONE — *Rewiring Triggers*

Every trigger became a mirror, reflecting the parts of me and my limiting beliefs that needed healing and transformation. Triggers reveal the inner work we need to do. With awareness over time, they lose their power.

TWO — *Regulating My Nervous System*

I learned to calm my overwired nervous system and shift from stress into balance. Regulation isn't a finish line. It's a daily practice that restores clarity, presence, and power.

THREE — *Setting Boundaries*

As I built self-worth, I learned to say no with confidence and place boundaries around my time, energy, and value. I stopped comparing myself to others and began honoring my worth.



Your Energy is Your *Edge*

Leadership isn't about proving yourself. It's about pausing, trusting your voice, and leading from within.

BY LAURA GRABAVOY

Let's be honest: Most women in corporate careers aren't burned out because we can't handle the work. We're burned out because we're constantly feeling the need to prove we can. For years, I thought my edge was how much I could carry. On the outside, I looked like I was thriving — climbing the ladder, top of the sales board, raising three kids in sports, filling my calendar with back-to-back meetings. But inside, I was exhausted.

Here's what I've learned: Your edge isn't in how much you do — it's in your energy.

REDEFINING ENERGY

In 2020, when the world slowed down, I had space to ask, "What do I actually want?"

That's when I discovered the emotional guidance scale and realized my emotions were energy.

For decades, I pushed down my needs, believing the story that I should "get over it and work harder." But slowing down revealed a deeper truth: My energy wasn't something to squeeze out of myself — it was something to honor and align with.

Around the same time, I learned about masculine and feminine energy. At first, I judged it. I thought masculine meant "men" and feminine meant "women." What I came to understand is these energies live inside all of us — and I had been carrying wounds in both.

I internalized the shadow side of masculine energy: pressure, control, constant proving. And I dismissed feminine energy because I thought softness and intuition meant weakness. When

I gave myself permission to listen inward, honor my emotions, and integrate both energies, my feminine energy — presence, intuition, softness — became the edge I'd been missing.

FROM PROVING TO PAUSING

Through meditation and the help of Dr. Joe Dispenza's *Breaking the Habit of Being Yourself*, I began to notice how emotions lived in my body. Fear felt like a pit in my stomach. Defensiveness felt like tightness in my chest. With practice, I learned how to release those states and replace them with gratitude, trust, and empowerment.

That inner work became my outer edge — especially in corporate meetings. One of my greatest classrooms was working under a boss who constantly questioned and made assumptions. While her approach didn't resonate with me, it gave me the chance to practice. Instead of getting defensive, I paused, noticed my body's response, and reminded myself I could trust my own strengths.

That's when it clicked: The work I did on the inside was the edge I needed on the outside.

I also realized I wasn't alone. What I thought were my struggles were actually the survival strategies so many rely on in corporate spaces.

BUILDING SELF-TRUST

In corporate environments, we've been conditioned to survive by leaning harder into masculine energy — longer hours, more

projects, saying yes when our bodies long for a no.

Survival shows up in different ways for each of us, but for me, it looked like staying quiet in meetings because what I said didn't seem to matter. The unspoken message was clear: Put your head down and do what you're told. On my team, criticism and competition were constant. Colleagues questioned whether you were "really working," and packed calendars became a badge of honor. We were expected to "always be on" — green dots on Teams, being visibly in the office, and leaving no white space to breathe.

There's nothing wrong with us for complying. It's survival. But these strategies aren't sustainable. Now we get to give ourselves permission to move beyond survival and root ourselves in self-trust.

FEMININE ENERGY, DEFINED

Feminine energy isn't about gender. It's about leading from within. It looks like:

- Pausing before reacting.
- Trusting a gut feeling even when the data suggests otherwise.
- Leading with curiosity and collaboration instead of control.
- Bringing empathy into tough conversations.

Feminine energy isn't about getting it perfect. It's about permission to notice when we're off and to come back to our heart again.

WAYS BACK TO CENTER

For me, it wasn't always elaborate. Sometimes it was touching the crystal I kept tucked into my blouse during a meeting — a quiet reminder to connect within.

Other times, it was stepping away when frustration built, playing a song that lifted my mood, and walking up to the 40th floor of my office to take in the view of Lake Michigan. Those resets weren't wasted time. Quite the opposite. They allowed me to return more present and more powerful.

THE NEW ERA OF LEADERSHIP

For years, I believed leadership meant proving myself — showing how much I could juggle, how hard I could work, how much I could push through. What I've come to understand is that true leadership isn't measured by output; it's anchored in energy. It

isn't about control or performance but rather self-trust, presence, and alignment.

When I began listening inward, I realized my real edge wasn't in what I accomplished but in how I showed up. My power came from being grounded in trust, connected to my intuition, and willing to honor my own rhythm.

That's what feminine leadership is. Not being perfect or polished, but being fully present — authentic enough to feel, wise enough to pause, and courageous enough to lead from within.

Here's what excites me most: If more corporate environments embrace this new era of leadership, we won't just survive at

In the end, it's not what you prove; it's the energy you embody.

- *Create space to breathe. Even a five-minute pause makes a difference.*
- *Listen for the whisper. Your intuition often speaks softly. Journaling or stillness helps you hear it.*
- *Drop judgment. Notice when you're out of alignment, not as failure but as a cue to return.*
- *Lead from overflow. Rest, gratitude, and creativity aren't luxuries; they're leadership fuel.*

work, we'll thrive. We'll cut out the survival tactics, trust ourselves and each other, and collaborate on projects that actually matter. Work will be less about checking boxes and more about creating results with meaning and impact.

In the end, it's not what you prove; it's the energy you embody.

Stop waiting. *Start walking.*

Belonging Looks Like Motion

Some words change the way we move. “Stop waiting and start walking.” When Dr. Corey Winn said this on stage, you could feel the shift. It was about courage. It was also about her uncle, Carl Edward, whose life reminds us that mobility is bigger than walking. Mobility is permission. It is dignity. It is being part of things again.

Corey’s uncle suffered a spinal cord injury at 19 and spent the rest of his life in a wheelchair. Corey doesn’t sugarcoat the realities he faced. A power chair can cost \$30,000. Even with coverage, a 20 percent co-insurance can be impossible when your social security income is about \$1,600 a month. Wheelchair-accessible vans cost tens of thousands. The lift breaks. Chair batteries fail. Doors that should open, don’t. Many people live just above the Medicaid threshold and still cannot access waivers that would cover vans, home modifications, or equipment. That thin line leaves too many on the sidelines.

So Corey chose to move. She created the Carl Edward Foundation to bridge that in-between. This is abundance becoming generosity, one practical step at a time. A transfer bench means a safe shower. Chair batteries mean you can get to work. A van repair means you can show up for a child’s game and be there for the small, holy moments that stitch a life together. “It’s access to their work. It’s access to their life,” Corey says. “It’s about belonging.”

Here is the truth about how she got here. Corey did not start by choosing bigger. Like so many of us, she grew up around voices of reason and the pull toward practicality. But it was different with her uncle. When she dreamed out loud, he met her with belief. “Okay, honey, you can do it.”

Working with Elyse and She Sells helped Corey learn how to be bigger than the container people put her in. She claimed her voice, her title, and a mission that helps others live fully within constraints.



She could have waited for the perfect door. She did not. “We don’t knock on doors. We build the damn house.” The first beams are up. Values-aligned suppliers. Home-modification partners who answer the phone. Resource navigation that turns confusion into clarity. Board members who bring heart and know-how. Mentors who have walked the nonprofit path. “When you make the decision, the resources come.”

Corey loves how ordinary the outcomes are. Ordinary and everything. A safe bath. A reliable ride. An afternoon at the park. This is generosity as motion. If you are wondering how to help, start close in. Fifty dollars helps install grab bars. Five hundred covers a ramp rental or chair batteries. Five thousand keeps a van on the road. Introduce Corey to a high-integrity manufacturer. Invite her to speak. Share her story.

Hold this image. Last year, Corey on a plane as her uncle was dying. Clouds parting, a perfect arc of color in the sky. Her later learning “Somewhere Over the Rainbow” was Carl’s favorite song. That rainbow has become a promise she keeps as she grows the Carl Edward Foundation in honor of her favorite uncle.

STEPPING INTO MY NEW ERA:

How Joy Became My Strategy

SECTION TITLE



Choosing joy, releasing old rules, and trusting myself transformed my life into one of abundance, alignment, and adventure.

BY ALLISON LACOURSIERE

I'm writing this from the Lufthansa lounge at Boston Logan Airport. The love of my life is beside me, and we're chatting about the past two days of work before we board a flight to Marbella, Spain, for a wedding.

The last few days have been a blur of beauty and alignment: coaching calls with my dream clients, sending five-figure proposals to new partners, evening walks through Boston, dinners with friends. My suitcase is packed with curated outfits I ordered for the wedding festivities, my nails and lashes are freshly done, and my body feels confident and expansive.

My business is humming in the background. My team is fully prepared for the days I'll be away. New leads are booking calls into my calendar. My assistant is registering me for a Joe Dispenza event while I'm in the air. When we return from Spain, we'll fly home to Los Angeles, to our beautiful new space in Southern California — a place I knew, even as a 10-year-old girl, was always meant for me.

If my younger self could see me now, she'd be proud. She would be excited. But most importantly, she'd know she was right. She knew all along I was meant for deep, soul-aligned work. She knew I was meant for abundance, adventure, and a life that feels like home.

WHAT IT REALLY TAKES

Here's the truth: the incredible thing about pursuing your dream life is that it truly is meant for you.

The process to my getting there wasn't easy. But it was aligned. Each choice, each release, each risk took me closer to my soul.

So often, we believe we need to add more to get what we want. But in my case — and in the case of so many of the women I coach — it was about removing the old paradigm.

Releasing the grind, the constant proving, the structures that never truly fit. What remained was my truest self, and what flowed in was everything I had been chasing.

It wasn't long ago that I was working every weekend in a different state, doing “kind of, sort of” aligned work and telling myself, “be grateful.” I was tired. Uninspired. And I wondered when abundance would finally show up to reward me for working so hard.

But abundance didn't arrive because of working harder. It arrived because I chose differently.

CHOOSING JOY

At the start of this year, I decided it would be the year of joy. Not the year of more hustle. Not the year of waiting for permission. The year of joy. And I pursued it relentlessly.

The wildest part? Joy didn't just bring me more happiness — it brought me everything. My dream home. My dream man. My dream partnerships. My dream life.

Following joy is not frivolous. It's fundamental. And yes, following joy can make you a lot of money — if that's what you desire.

*"Joy is not a distraction
from success; it's the fuel
that creates it."*

FIVE LESSONS THAT CHANGED EVERYTHING

Here are the five lessons that allowed me to step into this new era quickly, create my dream life, and turn my ceiling into my new floor.

1. Money Is Energy

When you tune into the right frequency, money flows to you. This year, I learned how to actually feel this, not just know it intellectually. I began practicing “the having” — recognizing and celebrating what I already had, from the clothes I wore to the furniture I purchased. Gratitude shifted my energy, and more opportunities appeared.

2. Trust Yourself

You always know. Not the tactical stock tip or the perfect next step but rather the truth of whether something is right for you. I stopped outsourcing my wisdom and started giving myself space to listen. Every aligned decision I made this year came from my inner knowing.

3. Reframe Contrast Is a Gift

Hard moments used to flatten me. Now I see them differently. Contrast isn't punishment; it's initiation. It's the mountain that strengthens you. When challenges came, I asked: “Who do I get to become to rise above this?” Every contrast became a doorway into more of who I really am.

4. Joy Is a Superpower

Joy isn't optional; it's a birthright and a strategy. When I prioritized joy, clients flowed in, partnerships grew, and my creativity exploded. My mantra became, “If it's not joyful, it's not mine.” This applies to clients, projects, even friendships. Joy is not a distraction from success; it's the fuel for it.

5. Expect Life to Be More Beautiful Than You Can Imagine

For years, I believed happiness was “out there.” Something that came after the next launch, the next milestone, the next move. But the shift came when I decided to love my life right now.

Every moment counts. Squeeze the life out of your life. Expect double what you think is possible.

If there's one thing I've learned, it's that your dream life is closer than you think. You don't need to earn it, prove yourself worthy of it, or hustle your way to it. You just need to decide that your joy, your alignment, and your abundance matter more than the old rules.

Your new era begins the moment you choose it. Not someday. Not when it's convenient. Not when the stars align. Now.



Becoming Her, *Through What You Wear*

**How aligning your style
with your inner power
transforms confidence,
visibility, and impact in the
new era of leadership.**

BY JESSICA PAPINEAUE

There's a new era unfolding for women in leadership, sales, and entrepreneurship. It's defined by alignment, authenticity, and embodiment. No longer do we have to choose between being powerful and being feminine, between ambition and grace, between outer beauty and inner substance. The New Era Woman doesn't have a black-and-white mindset; she knows she is both and can have it all. That her physical presence is not a superficial trait but a strategic tool to amplify her gifts and bring them to life in three dimensions.



Every woman holds a vision of her highest self — the woman who enters a room with absolute presence. She is confident, magnetic, and deeply authentic. That woman isn't waiting somewhere in the future. She already lives within you. One of the most powerful ways to bring her forward is through your physical presence. What you choose to wear, how you carry yourself, and the energy you project all speak volumes before you ever say a word.

When I work with high-performing women, I don't start with their closets. I ask: "How does your highest self think and feel?" "How does she move through the world? What does she look like?" The answers tell me how a woman needs to show up in the world now. Clothes are not simply fabric; they are frequency. They represent, to you and everyone around you, the woman you are stepping into.

The New Era Woman is done playing small. She is leading with vision, creating businesses in alignment with her soul, and re-writing old paradigms of success. And she knows her style is part of her strategy. This isn't about chasing trends or wearing what others expect. It's about choosing what amplifies your essence. What would your Million Dollar Self wear today? Not "someday" but now.

For some, this means creating a luxury wardrobe filled with pieces that instantly elevate their energy — sleek tailoring, luxe fabrics, timeless silhouettes. For others, it means weaving color, texture, and statement pieces into daily life as a reflection of vibrancy and boldness. No matter the form, the goal is the same: alignment. When your wardrobe mirrors the woman you are becoming, you stop questioning yourself. You show up with clarity, confidence, and certainty.

Energetic styling is about far more than outfits. It's about embodiment. That's why every woman I work with is coached not only on what to wear but also on how to be in her clothes. True style isn't just how others see you. It's how you see yourself. When you finally see yourself as the woman you are designed to be, every aspect of your life begins to shift: your career, your relationships, your income, your impact.

We're entering a time when visibility is no longer optional. To lead, you must be seen. To create the ripple effects you are meant to create, you must allow others to feel your presence before you ever say a word. That is what power dressing means in this new era — it's not armor, but alignment. It is not performance, but presence.

As you step into your next chapter, I invite you to consider this: What is one simple upgrade you can make to your

physical presence today that aligns you with the woman you are becoming? It may be as small as adding a luxury accessory to your next outfit or as big as curating a new wardrobe that reflects your next-level identity. Whatever it is, do it with intention. When you align your outer presence with your inner power, you don't just look powerful, you become powerful.

This is the new paradigm of style: not surface, but strategy. Not costume, but confidence. Not who the world tells you to be, but the fullest expression of who you already are.



Beyond Performance: *Resonant* Branding

The future of branding is not louder — it's deeper.
Learn how resonance creates safety, belonging,
and sustainable growth.

BY HANNAH VAN WOERT

You've probably been there: you invested in the polished photo-shoot, curated your Instagram grid, maybe even refreshed your logo a few times. On the surface, it looked impressive. But behind the scenes, it still felt like a performance. You posted because you had to. You smiled because that's what "professional" looked like. And you wondered if people could sense the disconnect.

The truth is, they probably could. Audiences are intuitive. They pick up on dissonance even if they can't name it — and that subtle gap erodes trust.

WHY RESONANCE MATTERS

I once walked into a wellness studio that made me audibly gasp. Warm, cozy colors. Soft textures that begged to be touched.

Sunlight spilling through gauzy curtains, the air laced with lavender.

Before I even met the massage therapist, my body exhaled. I came back again and again, not just for the service, but because of the atmosphere. That space made me feel safe, seen, and held.

Branding works the same way. It isn't just about how you look — it's about the energy people feel the moment they encounter you. For too long, branding has been treated as performative: polished to perfection, exhausting to maintain, designed to dazzle from the outside in. But the polish rarely makes anyone feel at home.

Resonance does. Resonance is the sigh of relief your audience feels when they meet the real you. It's the spark of recognition in a client's eyes, the moment they say, "I don't know why, but I feel





like I can trust you.” That’s the magnetic pull of authenticity — it disarms, attracts, and makes people feel at home without your having to force it.

FROM IMPRESSING TO INVITING

Resonant branding occurs when your essence, story, and visuals hum in perfect alignment. It doesn’t ask, “How do I impress?” It asks, “How do I invite?”

The research backs this up: 63% of consumers prefer to buy from brands that reflect their values, and 77% are more likely to engage with content that feels genuine. Flash may capture attention for a moment, but authenticity converts and sustains.

Performative branding is like a firework — dazzling, but gone in a blink. Resonant branding is a lighthouse. It doesn’t shout. It simply shines steadily, guiding the right ships to safe harbor.

And isn’t that what you actually want? To stop hustling for visibility and instead attract clients who are already primed to trust you, already aligned with your values, already saying, “Yes, this is who I’ve been looking for.”

The shift begins with a simple question: instead of asking, “Will this impress?” ask, “Does this feel right?” This small pivot opens the door to authenticity.

From there, let your brand reflect the truth. Choose colors, textures, and visuals that create the feeling people have when they’re in your presence. Share not just what you do, but the deeper why pulsing underneath it. Before you post, launch, or design anything, pause and ask: “Does this feel aligned?”

WHEN BRANDING FEELS LIKE HOME

Resonance isn’t about adding more layers. It’s about peeling back the mask until your brand feels natural, effortless, and unmistakably yours. The kind of presence that makes your audience feel like they’ve come home.

Imagine the shifts that occur when you stop performing and start resonating. Marketing stops feeling like a chore and becomes self-expression. The right people find you not because you shouted the loudest, but because your presence carries the signal they’ve been searching for. That’s how resonance turns branding from a burden into a source of energy, abundance, and ease.

This is the end of performative branding. The new era belongs to brands that embody authenticity, create safety, and invite genuine connection. The most magnetic presence isn’t the loudest voice in the room. It’s the one that feels like home

*The most magnetic presence
isn’t the loudest voice—it’s the
one that feels like home.*

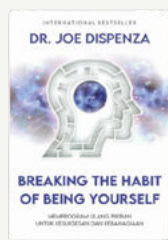
She Sells Selects

Step into your New Era with the tools, rituals, and luxuries we're loving right now. Each pick is curated to support you in building wealth with ease, leading with alignment, and embodying your Million Dollar Self — from business systems that simplify your flow to beauty and wellness staples that elevate your every day.

01



02



03



04



05



01

FLODESK

Email Marketing Platform

Designed by women for women, Flodesk makes email marketing feel intuitive, elegant, and fun. Create stunning emails and automations without the overwhelm.

\$35/month flodesk.com

02

DR. JOE DISPENZA

Breaking the Habit of Being Yourself

This transformative book reveals how to rewire your brain and break free from old identities.

\$17 drjoedispenza.com

03

VIOLETTE_FR

Bisou Balm

This buttery, sheer lipstick is the epitome of effortless luxury. It's the go-to for embodying Million Dollar Self energy, day or night.

\$25 violettefr.com

04

HERETIC PARFUM

Discovery Set

Heretic crafts sensual, plant-based fragrances. This discovery set lets you explore their most magnetic scents — each one unapologetically natural and wildly chic.

\$55 hereticparfum.com

05

THE MOON LISTS

Guided Journal

It blends prompts, rituals, and reflection — the perfect companion for stepping into your New Era.

\$13 amazon.com

What's Coming Up?

Each month, we gather live and share new ways to step deeper into abundance, sales mastery, and soul-aligned leadership. Here's what's next for you.

01

MONTHLY LIVE VIRTUAL EVENT

Join the list to stay in the loop.

shesellsmagazine.elysearcher.com

02

5 SALES SCRIPTS

Increase your closing rate 50%+

5salesscript.elysearcher.com

03

4 QUADRANTS OF QUANTUM SALES GROWTH™

How Elyse 10xed her own sales.

4quadrant.elysearcher.com

04

THE ABUNDANCE EXPERIENCE

A powerful immersion into overflow.

theabundanceexperience.elysearcher.com

05

SUPERHUMAN SELLING MEMBERSHIP

Your space to master aligned sales.

3daychallenge.elysearcher.com

06

BOOK A FREE CALL

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elysearcher.com/freecall



**I am not who I was.
I am the new era.
Rooted in purpose.
Radiating abundance.
Unapologetically me.**