

THE MAGAZINE

SUMMER 2026/ISSUE 003

SHE SELLS

+
From
Stage to
Sales

Giving
Without Losing
Yourself

OUR
Relationship
WITH MORE

ENROLL IN THE

\$10K CLUB



EARN THE MONEY YOU DESERVE WHILE
LIVING THE LIFE YOU WANT

ELYSEARCHER.COM/10KCLUB

Our Relationship with More **Issue**

P. 6—10 WHAT MORE ASKS
Expanding the Capacity to Receive

P. 21—22 BECOMING
Money, Shame, and the Nervous System

P. 23—25 MISSION & MOTHERHOOD
When Growth Outpaces Capacity

P. 26—27 LIFE BY DESIGN
Building a Calendar Around Joy

P. 28—30 BOARDROOM & BEYOND
More Clients, Less Pressure

P. 38—40 VISIBILITY
Visibility That Converts

P. 41—42 BRAND ALCHEMY
Make Your Brand Feel More Established

P. 43—44 BOLDLY BEAUTIFUL
How to Dress for the Stage

P. 45—46 THE EXPANSION ROOM
Step into What's Next

P. 47—48 THE EMPIRE MASTERMIND
Build the Life You're Ready to Hold

P. 49 FROM THE POD: EPISODE 415
Change Your Relationship with Money



P. 11 - 16
**Giving Without Losing
Yourself:**
Jess Ekstrom



P. 17 - 20
The Beauty of Becoming:
Marie-Claire Cates



P. 31 - 37
From Stage to Sales:
Elyse Archer

Issue

Three

The Team

EDITOR-IN-CHIEF

Elyse Archer

MANAGING EDITOR

Angela Smith

CREATIVE DIRECTOR

Javeria Masood

COVER PHOTO BY

Marlana Semenza

PUBLISHER

Superhuman Media

📧 @elysearcher

📺 @elysearcher

🌐 elysearcher.com

CONTACT

magazine@elysearcher.com

© 2026 SUPERHUMAN MEDIA

Contributors

MICHELLE CHALFANT

CEO of The Michelle Chalfant Company, therapist, coach, and author of *The Adult Chair*. Host of *The Michelle Chalfant Show* and founder of *The Adult Chair Coaching Certification*, empowering women to build soul-aligned businesses.

📧 @themichellechalfant



LAURA GRABAVOY

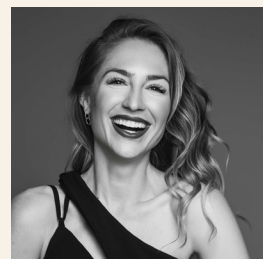
Executive coach, speaker, and trainer with *She Sells*. After three decades in Private Wealth management, she now helps entrepreneurs and high-performing women sell authentically through the *She Sells Four Quadrants of Quantum Sales Growth™*.

📧 @laura_grabavoy

ALLISON LACOURSIERE

Leadership strategist and high-performance coach helping women step into alignment, abundance, and unapologetic success. She blends neuroscience, AI, and feminine leadership to guide clients in creating businesses—and lives—that feel magnetic.

📧 @allison.lacoursiere



JESSICA PAPINEAU

Stylist and transformational coach guiding women to align outer presence with inner power. Through energetic styling and wardrobe strategy, she elevates confidence, visibility, and influence so clients embody the next-level woman they are becoming.

📧 @thejessicapapineau

HANNAH VAN WOERT

Brand strategist and founder of *Meteor Street Studio*. She transforms soul-led businesses into magnetic, meaningful brands by blending design, psychology, and astrology to create presences that feel like truth, beauty, and home.

📧 @meteorstreetstudio



Welcome to She
Sells Magazine—
where *women*
rise, reset, and
expand.



PHOTO BY MARLANA SEMENZA

When More Gets Real

There is a moment in every woman's expansion when the thing she says she wants starts to feel more complicated than she expected.

At first, more sounds simple. More money. More clients. More visibility. More freedom. More support. A bigger business. A fuller life. The ability to make decisions from desire instead of fear. But then the questions surface. What will this require of me? Will I have enough capacity? Will I still feel present at home? Will people misunderstand me? Will I be able to hold the responsibility that comes with the life I've been asking for?

I know that conversation well, because I've lived it in different seasons of my own life and business. For a long time, I thought expansion was about getting the strategy right. Build the offer. Create the sales process. Get visible. Make the plan. I still believe in strategy. But I have also learned strategy can only take you as far as your identity, nervous system, and capacity are willing to carry you.

That is the heart of this issue.

This month, we're looking at what more really asks of us. Not from pressure or performance, but from becoming. Because more does not have to mean more depletion. It does not have to mean less presence, less peace, or less of yourself. More can mean deeper support. Clearer structure.

More honest visibility. A stronger relationship with receiving. A calendar that reflects the life you say you want. A business that grows without becoming something you need to recover from.

My hope is that these pages help you notice where you may have attached fear to the very thing you desire. And more than that, I hope they help you see that your next level is not asking you to abandon yourself.

It may be asking you to trust yourself more fully.

With love and gratitude,

Elyse



What More Really Asks of Us

How identity, visibility, and self-trust expand our capacity to receive.

BY ELYSE ARCHER AND ANGELA SMITH

A woman says she wants more money, and she means it. She wants a bigger business, more money in the bank, a beautiful home, and freedom to make decisions without checking her account balance first. She wants to give more, save more, invest more, lead more, and experience more. She wants a life that reflects her work, her growth, and who she has become.

Then something happens. When she starts to imagine what more might actually bring, the desire gets complicated. Because more money is rarely just more money. It can mean more eyes on her, more decisions, more clients, more expectations, and more responsibility in her business and family. It can mean becoming visible in rooms where she used to hide. It can mean being misunderstood by people who were comfortable with an earlier version of her.

This is the deeper conversation underneath the desire for more. For many women, the block is not money itself. It is what more money seems to require, reveal, or cost them.

That is why a woman can consciously want expansion while some part of her quietly resists it. She may want a higher income level, a bigger stage, a new invitation, a fuller version of her life. But if her nervous system has learned that more means pressure, exposure, judgment, or disconnection, she will keep finding ways back to what feels familiar. Not because she is lazy, ungrateful, or unsure of what she wants, but because familiarity feels safe.

The work is not simply to make a better plan. It is to understand what “more” has come to mean.

MORE IS NOT JUST A NUMBER

When we set a new income goal, we often assume the next move is strategic. We need a stronger offer, a clearer sales process, better content, a smarter calendar, and a more capable team. And yes, those things matter. Structure matters. Strategy matters. The container matters.

But your next level is rarely just about strategy. It's also about capacity.

A new income goal may be conscious. You can write it down, put it on a vision board, say it out loud in a room, and decide this is the year you finally allow yourself to receive at a new level. But resistance is often unconscious. It shows up quietly, in the places where your body, identity, and old patterns are still organized around who you have been.

Because “more” does not arrive alone. More money may bring more responsibility. More clients may bring more complexity. More visibility may bring more opinions, assumptions, and judgment. More impact may require more leadership, and more leadership means more decisions, more responsibility, and more people depending on you.

And suddenly, the nervous system that said yes to the dream starts scanning for danger.

That is why so many brilliant, high-achieving women can desire expansion and resist it at the same time. They're not confused or incapable. They're bumping up against the meanings they've attached to more.



PHOTO BY MICHALA RUETER

WHAT ARE YOU EQUATING MORE WITH?

One of the most honest questions you can ask yourself is this: What am I equating more with?

What does more money actually mean? For one woman, it may mean freedom, beauty, choice, generosity, and impact. For another, it may mean pressure to maintain it, fear of losing it, or a belief that people will judge her for wanting it in the first place.

What do more clients actually mean? For one woman, it may mean momentum and overflow. For another, it may mean losing the personal touch, disappointing people, becoming less thoughtful, missing deadlines, or compromising the quality and humanity that built her business.

What does more visibility actually mean? For one woman, it may mean leadership and influence. For another, it may mean criticism, jealousy, projection, scrutiny, or the fear of being seen in a way she can no longer control.

This is why reflection matters. Until you understand the meaning you have attached to more, you may keep trying to solve an emotional pattern with a business strategy. You may keep changing the offer, adjusting the content, hiring the coach, reworking the process, and telling yourself you just need more discipline.

But discipline is not the issue if some part of you believes expansion is unsafe.





PHOTO BY SARAH MOODY

Sometimes the most productive thing you can do is stop and tell yourself the truth. Not the polished truth. Not the spiritual truth. Not the answer that sounds good in a coaching container. The real one.

I want more, but I am afraid it will make me less available to my family. I want more, but I am afraid people will think I am selfish. I want more, but I am afraid I cannot hold the pressure. I want more, but I am afraid my clients will expect too much. I want more, but I am afraid I will have to become someone I do not want to be.

That truth is not something to judge. It is something to work with. Once you can see the belief, you can stop letting it quietly run the show.

“Until you understand the meaning you have attached to more, you may keep trying to solve an emotional pattern with a business strategy.”

YOUR NERVOUS SYSTEM HAS A SAY

Your mind can want a million-dollar business. Your vision can want bigger stages. Your soul can want wealth, freedom, impact, a home you love, a team you trust, and a beautiful life.

But your nervous system has a say.

If more feels unsafe, your body will look for a way back to what's familiar, even when familiar is not good, aligned, or healthy. Familiar is simply known.

This is the part of growth many capable women skip. They know how to work hard, figure things out, deliver, care, lead, and hold everything together. But holding more money, visibility, and leadership requires more than capability. It requires capacity.

Capacity is the ability to stay with yourself at a new level. It means receiving without bracing for what could go wrong, being seen without shrinking, leading without needing everyone to agree, and holding more responsibility without becoming an emotional support system for everyone around you.

This is where growth becomes identity work. The next level does not come from doing more of what got you here. It comes from becoming the woman who can hold what she wants without abandoning herself to get there.

THE RELATIONAL COST WE DON'T TALK ABOUT

Expansion is rarely a solo event. When a woman grows, the people around her feel it: her partner, children, parents, friends, clients, team, and community. Some will celebrate it. Some will benefit from it. Some may even see her expansion as permission to want more for themselves.

And sometimes, it disrupts the old agreement.

PHOTO BY SARAH MOODY



The version of you who stayed small may have been convenient for other people. The version of you who overgave, over-explained, softened her voice, minimized her desire, and made sure everyone else felt okay may have been rewarded. She may have been called kind, easy, humble, grateful, selfless.

But more asks something different of her.

It asks her to stop managing everyone's reaction, disappoint people and survive it, be misunderstood and keep going, and love people without shrinking for them.

This can feel especially tender for women who have built their identity around playing peacemaker. If everyone is not happy, your nervous system may read it as danger. You may want to fix, soften, explain, apologize, or shrink just to restore connection.

But leadership asks you to release that pattern. Not because people do not matter. They do. Deeply. But caring about people is not the same as making yourself responsible for every reaction they have to your growth.

At a certain level, not everyone will be happy. Some people will question you, some will prefer the old version of you, and some may feel confronted by the freedom you are allowing yourself to have.

If you require universal approval to expand, you will stay at the level your relationships can comfortably tolerate. That is not leadership. It is self-abandonment dressed up as love.

VISIBILITY IS ITS OWN THRESHOLD

Visibility is one of the most charged forms of more because more money often puts you more fully in view: online, on stage, in your sales, in your leadership, and in your ambition.

For women, visibility can carry a deep history. We learn to stay palatable and likable, impressive but not intimidating, beautiful but not vain, successful but not greedy, ambitious but not selfish, spiritual but not too powerful, and confident but not too loud.

So when visibility increases, old fears often rise. Who does she think she is? Why her? Is she qualified? Is she only doing this for money? Is she too much now?

But here is the truth: you cannot lead many while hiding. You cannot build the business you want while making everyone's comfort the condition for your visibility. And you cannot wait until judgment no longer stings to serve at your next level.

Visibility does not require you to become someone else. It requires you to become more loyal to the truth of who you are than to the fear of how people may respond.

That does not mean the fear disappears. It means fear no longer gets to lead.

WHAT MORE ACTUALLY REQUIRES

More does not require you to hustle harder. It does not require you to burn out, perform, prove, or override your body. It does not require you to become cold, disconnected, unavailable, or less human.

But it will require something.

It may require a new definition of safety. Not safety built on being liked, staying in control, avoiding criticism, or doing everything yourself so no one can be disappointed.

Real safety is built on self-trust and inner steadiness. It is knowing you can lead, decide, receive, be seen, be misunderstood, repair when needed, and keep returning to yourself.

More may also require you to release over-responsibility: to care deeply without carrying every reaction, lead with love without making everyone's discomfort your assignment, and hold high standards without holding the whole world.

And more may require you to become your own best friend: to speak to yourself with care, back yourself before the room does, stop waiting for someone else to decide you are qualified, and become sold on you.

Because the women you admire at the next level are not different from you in the way you think. At some point, they decided they were available for it. They claimed it internally before the outer world reflected it back.

PHOTO BY MICHALA RUETER



A reflection practice for your next level

SET ASIDE TEN MINUTES AND FINISH THESE SENTENCES HONESTLY:

If I had three times the money I have now, I would be responsible for...

If I had significantly more clients, I would be afraid they would expect...

If I were fully visible at my next level, I would be afraid people would...

Then ask: Is this actually true, or is this an old definition of safety?



PHOTO BY MICHALA RUETER

A MORE LIBERATING DEFINITION OF WEALTH

Real wealth is not only money. It is who you become as you learn to hold it.

It is receiving more without guilt, being seen without hiding, leading without over-functioning, growing without abandoning your values, and expanding without disconnecting from your humanity.

It is building a business that gets to grow and be loved, not treated like a problem to solve. It is pouring love into what you are creating instead of anticipating fires. It is expecting good things. It is allowing your desires to be green lights, not proof that you are ungrateful.

Maybe that is the invitation inside the desire for more. Not just to make more money, but to become the woman who can hold more without losing herself.

Because more is not here to take you away from who you are. It is here to reveal the woman you have been becoming all along.

She Gives

GIVING WITHOUT LOSING YOURSELF

Jess Ekstrom on building success that gives back without giving yourself away.

BY ANGELA SMITH



PHOTO BY MOTIVE

In *She Gives*, we spotlight women and women-led ventures where generosity isn't just a nice thing to do. It's a catalyst, a multiplier, and a real-time expression of impact.

Jess Ekstrom is the founder of Headbands of Hope and Mic Drop Workshop, a bestselling author, investor in women, Forbes Top Rated Speaker, and mom of two who believes ambition and real life can coexist.

Her first brush with entrepreneurship came at age 12, when she sold all of her toys on eBay. Since then, her work and companies have been featured on the TODAY Show, Good Morning America, and more, helping millions of women and girls around the world.

Ekstrom is the author of *Chasing the Bright Side* and *Making It Without Losing It*, and outside of work she loves writing, hiking, board games with her husband, time with her kids, and searching for the best breakfast burrito in America.

Elyse Archer interviewed Ekstrom on her podcast a few years ago, and we were thrilled to reconnect for this *She Gives* conversation about generosity, ambition, voice, and building success without losing yourself.

Q + A *with* Jess Ekstrom



PHOTO BY MOTIVE



HEADBANDS OF HOPE AND MIC DROP WORKSHOP SERVE WOMEN AND GIRLS IN DIFFERENT WAYS. WHAT CONNECTS THEM FOR YOU?

I didn't set out to build two companies. I set out to answer two different questions I couldn't ignore. Headbands of Hope started with a very external question: How can I help someone else right now?

I was a college student volunteering with Make-A-Wish, and I noticed how something as small as a headband could help a child feel more like herself again. So I started making and selling headbands out of my dorm room. For every one sold, we donated one to a child with an illness.

What I didn't expect was how much that experience would shape me. While I was building something that helped others feel seen, I was also quietly chasing my own validation through achievement. That led me to a second question: Why do so many ambitious people feel disconnected from themselves while they're succeeding?

That question became Mic Drop Workshop. Instead of a physical product, Mic Drop helps women use their voice — on stage, at work, and through their ideas. It's about confidence, visibility, and saying the thing you almost talk yourself out of saying.

If Headbands of Hope helps girls feel like themselves again, Mic Drop helps women express who they already are. The thread between them is identity and the belief that we don't need more pressure to achieve. We need better ways to stay connected to ourselves while we do.

Making an impact is powerful. But making it without losing yourself is the goal.

WHAT DID THAT FIRST HEADBANDS OF HOPE MOMENT AWAKEN IN YOU?

It was a small moment. I was volunteering with Make-A-Wish and noticed that many of the girls weren't upset about being sick in the way I expected. What bothered them most was how they felt — how they looked, how different they felt from their friends. Then I saw what happened when they put on a headband. It wasn't really about the headband.

It was about identity. For a second, they weren't "the sick kid in the hospital." They were just a girl choosing something she liked. That moment showed me how powerful small things can be when someone feels like they're losing control of who they are.

It also woke up something more personal in me. I thought impact had to be big, impressive, and measurable. But this was different. It was quiet, immediate, and deeply human. No one in that hospital cared about a business plan. They cared about feeling normal again. That's when the idea clicked: What if something simple — something people already buy — could carry meaning with it?

That's why it felt worth building a business around. Not because headbands were revolutionary, but because the feeling behind them was. Once you see how much a small moment can matter, it's hard to unsee it.

HOW DID GENEROSITY BECOME PART OF HEADBANDS OF HOPE'S IDENTITY FROM THE BEGINNING?

I don't think generosity was ever a strategy. It was the starting point. When I first had the idea for Headbands of Hope, the question wasn't, "How do I build a business?" It was, "How do I not walk away from what I just saw?"

So the buy-one, give-one model wasn't an add-on or a marketing angle. It was the reason the business existed. The product came second. When generosity is baked in from day one, you make decisions differently. You're not asking, "How can we give back later when we're successful?" You're asking, "How do we grow because we give?" It becomes part of the identity, not a line item.

It also changed how I thought about success. There's a difference between building something that looks good on paper and building something that feels good in real life. Generosity grounded the business in something bigger than me and reminded me this wasn't just about selling a product. It was about creating moments for someone else.

And when that's the foundation, growth feels different — less like proving and more like expanding something that already matters.

WHEN DID YOU REALIZE MIC DROP HELPING WOMEN USE THEIR VOICE WAS ITS OWN FORM OF GIVING?

With Headbands of Hope, generosity was visible. A product went out, and a product came back in the hands of someone who needed it. With Mic Drop, it was quieter. There wasn't a box to ship or a clean before-and-after moment. But I started noticing something. After workshops or talks, women wouldn't just say, "Thanks, that was helpful." They would say, "I've had something to say for years, and I've been too scared to say it," or "I didn't realize how much I was holding back," or "I finally feel like I can take up space."

That's when it clicked. Helping someone use their voice isn't just a skill. It's access — access to opportunity, confidence, and being seen as who they are. For a long time, I thought generosity had to look like giving something away. But this was about unlocking something already there.

It also mirrored something in me. I knew what it felt like to be outwardly successful but still filtering myself, still wondering, Is this good enough? Am I saying it right? Will people approve? So when I saw women starting to speak more freely, not perfectly, but honestly, it felt just as meaningful as any physical donation.

A headband can change a moment, but a voice can change a trajectory. That's generosity too — not giving people something new, but helping them become more of who they already are.

WHAT HAVE YOUR BUSINESSES TAUGHT YOU ABOUT DIFFERENT WAYS WOMEN GIVE?

For a long time, we've been taught that giving has to look one specific way — big, selfless, sometimes even sacrificial. But building Headbands of Hope and Mic Drop showed me something much more nuanced: giving isn't one lane. It's an expression of who you are.

Some women give through products. They create something tangible that lands in someone's hands and says, you matter. Some women give through platforms. They create spaces where other people get seen, heard, and elevated. Some give through presence — in the way they show up in a conversation, meeting, or moment and make someone feel less invisible. And some give through opportunity.

They say someone's name in a room they're not in. They open a door. They create access where there wasn't any before.

None of those forms is better than another. They're different translations of the same instinct: I have something, and I want to use it for more than just me. The biggest shift for me has been realizing that giving doesn't have to deplete you. It can reconnect you to yourself.

Both businesses taught me that generosity isn't about choosing one path. It's about recognizing the form your giving naturally wants to take and honoring it. The goal isn't to give like someone else. It's to give in a way that feels like you.

A LOT OF WOMEN THINK GIVING COMES AFTER SUCCESS. WHAT HAVE YOU LEARNED ABOUT BUILDING IN GENEROSITY FROM THE BEGINNING?

A lot of us were taught this sequence: succeed, then give. But if you wait until after success to become generous, you'll probably keep moving the goalpost on both. Generosity isn't something you earn the right to do. It's something you choose to build with from the beginning.

With Headbands of Hope, that meant embedding giving into the model from day one — not when we could afford it, but because it was the reason the business existed.

With Mic Drop, it looks like creating opportunities and sharing platforms now, not when everything is perfectly scaled or optimized. The reframe that shifted everything for me is this: generosity doesn't slow success down. It shapes what success becomes. When it's built in early, you make decisions differently, hire differently, and measure progress differently. It's no longer just, How much are we growing? It becomes, What are we growing into?

Building generosity in from the start keeps you connected to your why when everything else gets noisy. Achievement alone can pull you into proving, comparing, and chasing.

Generosity brings you back to meaning. It reminds you this isn't just about building something impressive. It's about building something that matters. You don't need more success to start giving. You just need to stop seeing the two as separate.

HOW HAS FOCUSING ON THE WHY BEHIND SUCCESS SHAPED THE WAY YOU LEAD NOW?

I used to lead from a place of outcomes. What are we building? How fast are we growing? What's the next milestone? To be clear, that works — for a while. But I started to notice something in myself: the more I focused only on outcomes, the more everything began to feel replaceable. If one goal didn't happen, I would just swap in another. If one version of success didn't work, I would chase a different one. It felt productive, but it didn't always feel meaningful.

Shifting toward the why changed how I lead in a quieter but more lasting way. Now, before I ask, Is this a good opportunity? I ask, Does this align with what we actually care about? Because not every good opportunity is the right opportunity.

It also changed how I think about people. Instead of asking only, What can they produce? I think more about what they care about and how that can show up in their work. When someone is connected to why they're doing something, you don't have to micromanage the how as much. There's more ownership, more creativity, and less burnout.

It changed my relationship with pressure, too. When you're anchored in purpose, ambition doesn't feel like every move is a verdict on your worth.

I still care about results. I just don't lead with them anymore. I lead with: Does this mean something? Does this help someone? Does this feel like us? Because if you build something impressive without a clear why, you can end up disconnected from the very thing you worked so hard to create. Now the goal isn't just to build something that works. It's to build something that still feels like you when you get there.

WHAT BECOMES POSSIBLE WHEN MORE WOMEN ARE NOT JUST HEARD, BUT VALUED AND PAID FOR THEIR VOICE?

For a long time, women have been encouraged to use their voice, but not always taught that it has value. Being heard is powerful. Being compensated for your voice changes the equation because now your ideas aren't just welcomed, they're weighted.

What I've seen at Mic Drop is that when women start getting paid for their voice, a few things shift.

First, their relationship with confidence changes — not because money creates confidence, but because it validates that what they're saying isn't just nice or helpful. It's valuable. That moves you from wondering, Is this good enough? to knowing, This is worth something.

Second, it changes how women show up. When you know your voice holds value, you prepare differently, pitch yourself differently, and stop waiting to be called on.

Third, and maybe most importantly, it creates ripple effects. When one woman is paid to speak, write, or share her ideas, she becomes evidence for someone else that this isn't just a passion. It's a path.

That matters because so many women are sitting on ideas they've labeled not enough, not ready, or not for me.

Compensation reframes that. It says your voice isn't extra. It's an asset. When women start treating their voice like something they own, things open up — not just more stages or books, but more women building lives and careers around their ideas without feeling like they have to justify it.

CAN YOU SHARE A MOMENT THAT REMINDED YOU, THIS IS WHY I DO THIS?

One moment that always stays with me didn't happen on a big stage. I had just finished a Mic Drop Workshop session, and a woman came up to me afterward. She lingered like she wanted to say something but wasn't sure how to start. Then she said, "I've been in my job for 12 years, and I've never shared my ideas in a meeting." Twelve years — not because she didn't have ideas, but because she didn't think they were worth saying out loud.

She told me something shifted during the workshop. Not a huge breakthrough, just a quiet decision: Next meeting, I'm going to say one thing. A few weeks later, she emailed me. She had spoken up, her idea got traction, and she was leading a project for the first time in her career.

But the part that stayed with me wasn't the promotion. It was one line she wrote: "I didn't realize how much I was holding back until I stopped."

That was the moment for me. It reminded me that this work isn't about creating something new in people. It's about removing the barrier between who they are and how they show up. I've seen that same thread in Headbands of Hope too — a small moment, a shift in how someone sees herself, a little more confidence and expression.

It's easy to chase the big wins, the numbers, the milestones. But those quiet identity shifts are the real impact. That's when I think, This is why I do this — for the permission it gives someone to become more of who she already is.

WHAT DOES GIVING MEAN TO YOU NOW?

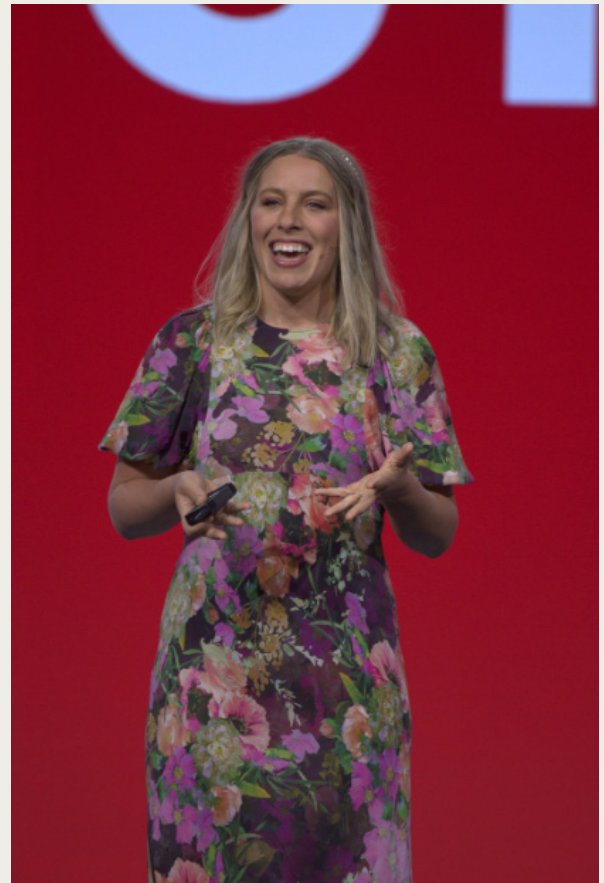
Earlier in my career, I associated giving with something visible — a product, a donation, a clear exchange. Now it feels more integrated.

Giving, to me, looks like paying attention. It's noticing someone's idea in a meeting and saying, "Wait, go back to that. That's really good." It's creating opportunities and not overthinking whether someone is ready, but deciding to trust them anyway.

It has also gotten more personal. Giving means protecting my own energy and alignment so that what I do give feels genuine. I've learned the hard way that if you're constantly pouring from a place of depletion, it stops feeling like generosity and starts feeling like obligation. That's not the kind of giving I want to model.

What I hope other women take from my example is this: you don't have to become someone else to be generous. You don't have to wait until you have more time, more money, or more success. You can give from exactly where you are — through your ideas, your attention, your encouragement, and your willingness to open a door for someone else.

Perhaps most importantly, your ambition and generosity don't have to compete. When your success creates space, not just status, it starts to feel like a life you want to live, not just one that looks good from the outside.



Learn more about Jess Ekstrom and her work at jessekstrom.com and micdropworkshop.com. Visit her on Instagram and LinkedIn @jess_ekstrom.

The Beauty of Becoming:

A CONVERSATION *With* MARIE-CLAIRE CATES

INTERVIEW BY ANGELA SMITH

Marie-Claire Cates is a Los Angeles-based medical esthetician, entrepreneur, and founder of Acne Expert Skincare, a Beverly Hills beauty business devoted to helping people find clearer skin and renewed confidence. Her path has carried her through reinvention, resilience, motherhood, and entrepreneurship, from immigrating from Haiti as a teen mother to building a multi-million-dollar beauty business rooted in purpose and expertise. At the center of her work is a powerful belief: living her truth authentically and fully is not separate from her mission. It is the mission.



MARIE-CLAIRE CATES

AS: YOU'VE WALKED THROUGH IMMENSE HARDSHIP. WHAT KEPT YOU MOVING TOWARD MORE INSTEAD OF SHRINKING?

MC: I didn't always feel strong. I just refused to stay stuck. What kept me moving was responsibility and vision. I had a son who needed me, and I knew my life couldn't stop at what I had been through. I've lived seasons where I felt unseen, unsupported, and stretched beyond capacity, but I decided early on that my story would not end there. Forward motion, for me, wasn't big leaps. It was small, consistent decisions to keep choosing myself, even when it was uncomfortable.

AS: WHEN DID YOU REALIZE YOUR LIFE COULD HOLD MORE THAN SURVIVAL?

MC: I realized my life could hold more in a real, humbling moment. I remember sitting in my car, needing to secure a place to live, and being short \$1,200 for the deposit because of a bankruptcy. I sat there thinking, this cannot be it.

That moment shifted something in me. I told myself, "I will never be broke over \$1,200 again. I deserve better than this."

It wasn't about the money, but what it represented. I was tired of surviving. That was the moment I chose more. Not just financially, but in how I saw myself, how I moved, and what I was willing to accept in my life.

AS: WHAT DID "MORE" ASK OF YOU THAT YOU DIDN'T EXPECT?

MC: "More" asked me to let go of what was familiar. That was the hard part.

It asked for discipline, boundaries, and a level of self-respect I didn't always have. It asked me to stop over-explaining myself, shrinking, and tolerating things that didn't align with who I was becoming. It asked me to be seen. That was unexpected. Visibility comes with responsibility, and I had to grow into that.

AS: WHAT GROUNDS YOU SPIRITUALLY IN THIS SEASON?

MC: What grounds me spiritually right now is trust. Not forcing. Not chasing. Trusting that what's meant for me will align as long as I stay in integrity with myself.

My faith is quiet but steady. I don't move from fear anymore. I move from alignment. I take care of my mind, what I consume, and how I speak to myself. That's where my joy comes from now. It's internal, not dependent on what's happening around me.

AS: WHAT HELPED YOU SOFTEN INTO SUPPORT, EASE, OR RECEIVING?

MC: This was not natural for me. I was used to doing everything alone.

What helped me soften into receiving was realizing that strength is not doing everything by yourself. That's survival mode.

I had to learn that I'm allowed to be supported. That I don't have to earn rest, ease, or help. And that receiving doesn't make me weak. It expands me.

It's still something I practice, but I don't resist it anymore.



AS: WHAT'S A RULE YOU BROKE, AND WHAT CHANGED AS A RESULT?

MC: I stopped believing everything has to take a certain amount of time or follow a certain path just because that's what people say. One of the biggest rules I broke was the idea that success has to be slow, linear, or earned through struggle. I decided I could be the exception.

I don't live by the idea that this is how it has to be. I question everything. If something doesn't align with who I am or where I'm going, I don't accept it just because it's considered the rule. Things that don't align with me don't get to define me.

That shift changed how I move. I don't wait for permission, and I don't limit myself to timelines or expectations that were never designed for me. As a result, my life and business moved faster and with more intention. I stopped wasting time trying to fit into timelines that weren't mine. I became more decisive, confident, and aligned.

It gave me freedom. I don't feel boxed in anymore. I move based on what's right for me, not what's expected.

AS: WHAT DID CLAIMING ACNE AS YOUR NICHE UNLOCK FOR YOU — NOT JUST FINANCIALLY, BUT IN YOUR CONFIDENCE AND CLARITY?

MC: Narrowing my focus to acne changed my business completely. Before that, I was trying to speak to everyone, and it diluted everything: my message, my authority, and my results.

The moment I claimed acne as my lane, everything became clearer. My content improved, my clients trusted me more, and my brand had a real identity. Financially, it made a difference, but more than that, it gave me confidence. I wasn't guessing anymore. I knew exactly who I was helping and how.



AS: HOW HAS MOTHERHOOD SHAPED THE WAY YOU DEFINE SUCCESS?

MC: Motherhood changed everything for me. Success used to look like achievement — building, growing, proving. Now, it looks like stability, slow mornings, and time for myself. It looks like being present. Not rushing through life, but actually enjoying the passing of time.

My son gave my life depth. He made me more intentional about how I live, how I work, and what I prioritize. Everything I build now has meaning behind it.

Success, for me, is creating a life that supports me, not one that constantly demands from me.

Marie-Claire's Toolbox:

ONE BOOK: Untamed by Glennon Doyle. It reinforced that I don't have to live by expectations that were never designed for me, especially as a Black woman. Choosing yourself is not selfish. It's necessary.

ONE APP: Notion. It keeps my business, content, and ideas organized. I don't function well in chaos. Clarity is everything for me.

ONE PRACTICE: Walking at least 10,000 steps a day. It's where I think, reset, and take care of my body. It keeps me grounded and consistent.

A WOMAN TO WATCH AND WHY:

Charisse Jones, founder and CEO of Shop Sassy Jones. She's built a multi-eight-figure brand while being a present mother, wife, and leader. What I respect most is how she does it with intention, discipline, and by putting herself first. She's not just building a business. She's building a life that reflects her standards. That level of alignment is rare, and it's worth watching.

CONNECT WITH MARIE-CLAIRE:

marieclairecates.com
@marieclair_90210
@acneexpert



ABUNDANCE, DEFINED: Abundance is your birthright. You are abundance itself. It's having what you need, when you need it, living present, supported, and at peace, not in survival.

ONE MICRO-LESSON: Choose yourself, fully and consistently. In a world that teaches women to self-sacrifice, set your standards, honor them, and don't abandon yourself — ever. The moment you choose yourself, everything shifts.

WHAT I KNOW FOR SURE: Choosing myself is non-negotiable, and the more I honor that, the more aligned, peaceful, and abundant my life becomes.



What My Range Rover Taught Me About *Money, Shame, and the Nervous System*

MORE SUCCESS DOESN'T ALWAYS FEEL LIKE A CELEBRATION. SOMETIMES IT FEELS EXPOSING. THAT RESPONSE IS TELLING YOU EVERYTHING YOU NEED TO KNOW.

BY MICHELLE CHALFANT

Money. Say it out loud. What happens in your body? Does your chest tighten? Does your stomach drop? Do you feel yourself contract?

That response is information. It's your nervous system answering a question your conscious mind didn't even ask. And it may tell you more about your relationship with success than mindset work can.

I learned that in the parking lot of my own live event.

THE CAR I MANIFESTED — AND THE SHAME THAT FOLLOWED

I've been a car person since I was a little girl. Beautiful cars have always made something in me come alive. So when I decided to reward myself, I went all in.

I didn't just go to a dealership and pick something off the lot. I created her in my mind first: a Range Rover with red calipers, black rims, and a creamy white interior with black suede detailing. I could see her and feel myself sitting in her.

I knew exactly what she looked like before she existed in my driveway. Within months, I found her — the exact car in the exact configuration I had imagined.

I called her Black Beauty. When I drove her, I felt powerful, alive, fully myself. She brought me joy. And then I pulled up to my own event — materials loaded in the back, my coaches and volunteers rushing out to help me unload — and something inside me shattered.

Without warning, I was flooded with shame. Hot, immediate, disorienting shame. I wanted to disappear. I wanted to park where no one could see me. I wanted to get as far from that car as possible.

I had no idea what had just happened to me.

WHAT THE DRIVE HOME REVEALED

I shelved my shame long enough to lead the event. Then I got in the car for the four-hour drive home and did what I always do: I got curious. Then, I walked myself through the same process I use with my clients.

"I was ready to have the Range Rover. I wasn't ready for other people to see me in it."

Here's what I found: I was ready to have the Range Rover. I wasn't ready for other people to see me in it. That distinction is everything.

When I pulled up in a car that signaled wealth, it wasn't the adult me reacting. It was the younger girl who had learned early that money was complicated and not entirely safe to be seen with.

THE CHILDHOOD BLUEPRINT I DIDN'T KNOW I WAS STILL RUNNING

I grew up in a suburb of Rochester, New York, where some families had tremendous wealth and others didn't. My family was somewhere in the middle, so I learned to code-switch early.

At school, some of my friends had second or third homes in Aspen and vacationed across the world. So I made our summer cottage sound bigger than it was. I called it a "summer home." I performed a version of myself that fit.

At the lake in summer, the opposite was true. Those kids mocked people with money and people from the town where I lived. So I shrank myself, downplayed everything, and pretended to be someone else entirely.

The lesson I absorbed early was simple: change yourself to fit in, be accepted, and stay safe. Money was not something to hold openly. It was something to manage, hide, and perform around.

Years into building a business, that program was still running. My Range Rover had tripped the wire.

A PROCESS FOR WORKING WITH WHAT GETS TRIGGERED

If you've ever felt yourself contract in the middle of something good — a promotion, a big sale, public recognition — this is worth exploring.

Here's the process I used on that drive home and still use today:

Find a quiet moment. Put one hand on your heart and one on your belly. Breathe. And ask:

- What am I feeling? Name it precisely. For me, it was shame, embarrassment, and judgment.
- What is familiar about this? Let your mind drift back gently. Where have you felt this before? What does this feeling remind you of?

- What is true right now? List what is real today, not what belongs to the old story. For me: I am a good person. My car is not my worth. The people who love me will love me regardless.

Each time a new level of success activates an old belief, you go back in. You meet it. You tell the truth. You help your nervous system catch up to who you are becoming.

WHY NERVOUS SYSTEM WORK MATTERS

The bigger you grow, the more old programming gets activated. More visibility means more exposure. More wealth stirs up beliefs about safety, worthiness, and belonging.

You cannot out-strategize it. You have to feel it, trace it, and regulate around it. Otherwise, you may unconsciously self-sabotage and return to what your nervous system recognizes as safe.

If you want to hold more — more money, visibility, responsibility, success — your nervous system has to learn it's safe to hold it. This is deeper than mindset. It is embodied work. For me, it has been some of the most important work of all.

Black Beauty still sits in my garage. I drive her without a second thought now because I did the work. I updated the belief. I let my nervous system learn that it is safe to be seen.

If this resonates, you can download my free Trigger Kit at theadultchair.com/triggerkit.

PHOTO BY SETH SNIDER



Michelle Chalfant is a coach, therapist, author, and the creator of The Adult Chair® — a methodology that bridges simple psychology with grounded spirituality. Her podcast has reached 11M+ listeners in 150 countries. She believes you are not broken. You are patterned. And patterns can change. Learn more at theadultchair.com. Follow her on social @themichellechalfant.



PHOTO BY THE VISIONS FIELD

When Your *Business* Is Growing Faster Than Your *Capacity* at Home

BY ELYSE ARCHER

HOW TO BUILD THE STRUCTURE, SUPPORT, AND CAPACITY TO GROW
YOUR BUSINESS WITHOUT LOSING YOURSELF AT HOME.

“Many women are not capped by their ambition. They’re capped by the support surrounding it.”



PHOTO BY THE VISIONS FIELD

You do not have to choose between your mission and your motherhood.

There’s a moment many moms who are founders or sales leaders reach when the business starts growing: more clients, more revenue, more visibility, more responsibility. Part of you is deeply grateful. Another part feels the pressure, especially at home.

The calendar feels fuller. The emotional labor feels heavier. Your children, marriage, home, team, clients, and body all seem to need more at once. The question is no longer, Can I grow this business? It’s, Can I grow this business and still be deeply present at home?

I believe business growth asks your home life to grow, too: more structure, more support, clearer communication, and greater capacity. Many women are not capped by their ambition. They’re capped by the support surrounding it.

SUCCESS DOES NOT REQUIRE SACRIFICE

So many women unconsciously believe they must sacrifice one part of life to succeed in another. If business grows, home will suffer. If they are devoted mothers and partners, ambition must shrink.

But what if the real work is learning how to hold more across your whole life: more support, more honesty, more leadership, more capacity to receive? You do not have to choose between mission and motherhood. But you do have to build a life that can support both.

TREAT YOUR HOME LIKE IT MATTERS AS MUCH AS YOUR BUSINESS

One of the best pieces of advice I ever received was this: treat your home like a business.

Obviously, your home is not a business. Your children are not employees. Your marriage or partnership is not a project plan. But the principle changed my life.

If you want a big life, you need structure to support it. Most women would never run a company without systems, a communication rhythm, and support. Yet we attempt to run our homes that way.

Structure is not the enemy of freedom. It is what creates it. The more intentional the structure, the more present we can be.

CREATE RHYTHMS THAT PROTECT WHAT MATTERS

What has helped me is naming the categories that matter most each week: one-on-one time with each child, family logistics, health, self-care, and spiritual or personal replenishment.

Instead of hoping these things happen organically, we make room for them.

I plan special time with each of my kids. Not just being around them, but creating intentional connection: a breakfast date, a walk, reading together, or a few uninterrupted moments where they feel deeply seen.

When it's planned in advance, it feels sacred.

BUILD SYSTEMS THAT CREATE PEACE

As our life and business have grown, I've realized how important visible systems are. We use the Skylight calendar in our home and love it. One central place for schedules, responsibilities, and plans has been incredibly helpful.

The principle is simple: get the mental load out of your head.

So many women function as the operating system for the entire household. That's exhausting. Create systems that create peace.

SUPPORT IS NOT A LUXURY. IT'S LEADERSHIP.

If you are building a business while raising children and leading a home, you need support. Not because you are weak, but because no one is meant to hold this much alone.

For us, support has looked like a full-time nanny who also helps with house management. At different times, it has meant laundry help, meal prep, and childcare.

Your version may look completely different. But every woman needs to ask herself: What support would allow me to lead from overflow instead of depletion?

One of the best things a mentor ever taught me was that women are often taught to pour from an empty cup. Then we're taught to pour from a full cup. But the real goal is learning to pour from the overflow.



PHOTO BY CRISTINA SCAMARDELLA

That means your well-being is no longer optional. Your workout, rest, nourishment, self-care, and joy are no longer extras.

These are not rewards you earn after everything else is finished. They are part of the foundation that allows you to hold more.

For me, Fridays are sacred. I protect time for myself, whether that's the spa, getting my hair done, or simply having space to breathe. Honestly, releasing guilt around receiving support and caring for myself has been one of the biggest growth edges of all.

MORE DOES NOT HAVE TO MEAN MORE PRESSURE

If your home life feels chaotic or unsupported, part of you will resist further expansion. Not because you don't want success, but because your nervous system has learned to associate "more" with more pressure.

The goal is not simply to grow the business. It's to create a life that can safely hold the growth. That means more support, clearer communication, stronger structure, and real replenishment.

I believe women in this era are here to create a completely new model. One where ambition and presence can coexist. Where wealth and family can both flourish. Where women stop glorifying burnout and start building lives that support the impact they're here to create.

Because maybe the next level isn't asking you to sacrifice more. Maybe it's asking you to finally allow yourself to be more supported.

How to Make More Money with a Calendar Built Around Joy

Earn more by building a week that supports your life.

BY ALLISON LACOURSIERE

There is a quiet belief many high-performing women carry: that more money requires more hours, a tighter schedule, and a steady erosion of space, energy, and self. It can look like progress, at least at first. But beneath it, something else is happening. Life starts organizing itself around obligation instead of intention, and over time, the cost becomes harder to ignore.

A calendar is never just a reflection of time. It also reflects identity, capacity, and relationship to work, rest, and wealth. If your calendar is built on pressure, your business will scale pressure. If it is built with intention, your business is far more likely to scale from that place, too. The real question is not how much you can fit into a week. It is what your week is designed to hold.

Most women do not need better time management. They need a different relationship with time. The traditional model rewards volume: more calls, more clients, more output. But wealth does not come from volume alone. It comes from directing time toward what actually moves the business forward. And yet so many calendars are filled with low-impact tasks, reactive communication, and obligations that feel important but create very little. That is how women become fully booked and quietly disconnected from their own lives.

Designing your calendar around joy is not indulgent. It is intelligent. Joy sharpens thinking, expands creativity, and supports cleaner decisions. From that place, leadership becomes less reactive and more deliberate. In my own life, that means building my week around how I want to live, not just how I want to work. I make time for Pilates at least three times a week. I go horseback riding at 3 p.m. on Thursdays. I keep Fridays open, whether that becomes a long weekend at my cabin, a speaking engagement, or simply time to think, reset, and create. Those things are not afterthoughts. They are part of the structure.

Because of that, my calendar no longer feels like something I have to constantly manage or survive. It feels like something built to support my life. And that changes the way I show up in business. When your week is designed this way, you move with more energy, more presence, and more clarity. Over time, that becomes a real advantage.

A strong calendar is not filled. It is designed. That starts with anchoring your week in energy, not obligation. Before you schedule anything, decide how you want to feel: calm, focused, spacious, clear. Your best decisions do not come from depletion. They come from a supported state. It also means identifying your true revenue drivers. Not everything in a business carries equal weight. Sales conversations, content that converts, strategic partnerships, and offer development matter differently than administrative noise. Most calendars are crowded with what is secondary. The more effective move is to design around what matters most and let everything else fit around it.





It also helps to consolidate rather than fragment. Constant context-switching drains attention and weakens work. Group similar tasks. Batch calls. Protect uninterrupted time for thinking and creating. This is not just about efficiency. It is about depth. And depth is where strong work gets done. Just as important, build in space for expansion, not just execution. Most calendars are designed to get things done. Very few are designed to let new ideas form, larger visions take shape, or next-level decisions emerge. But that space matters. Sometimes it looks like CEO time with no agenda, a long walk without input, or white space that gives something new room to surface. That is not extra time. It is part of the work.

At some point, this stops being about calendar strategy and becomes about the kind of life you want to lead. The woman who earns more while living more fully does not equate busyness with value. She does not prove herself through exhaustion. She does not build a business she needs to escape from. She works from a different standard, one that values simplicity, alignment, and enough space to protect both.

A week designed from that place will look different. Fewer things. More intention. More space around what matters. Not empty. Precise. Because the goal is not simply to do less. It is to create a life where your business can expand, your energy is protected, and your life exists fully alongside your success. That is the point.

Allison Lacoursiere is a business coach and entrepreneur. She works with high-achieving women to build businesses that scale without sacrificing their lives, combining strategy, identity, and leadership to create lasting success. allisonlacoursiere.com. Follow her on Instagram @allison.lacoursiere.



PHOTO BY RANA TIERNEY

More Clients, Less Pressure: The 5 Things Leaders Tighten Before They Scale

Growth feels different when your mindset, structure, and support are ready for it.

BY LAURA GRABAVOY

“More clients don’t automatically mean pressure. The meaning you attach to growth matters.”

When you think about taking on more clients, do you feel expansion or pressure? That answer will tell you exactly what needs tightening before you scale.

1. MINDSET: WHAT DOES “MORE CLIENTS” MEAN?

When you think about more clients, what do you actually feel? For many, it isn’t excitement first. It’s pressure: Do I have time for this? How am I going to handle everything? This is going to be a lot. If that reaction is there, pay attention to it. It’s useful information.

This is where growth is either supported or strained. Before anything has even changed, your mind starts forecasting workload, responsibility, and risk. Your body reacts to the idea of more before more has even arrived. Behavioral psychology shows that our brains are wired to predict and anticipate outcomes — often creating stress before anything actually happens.

The better question isn’t, Can I handle more? It’s What, exactly, am I bracing for? Is it the volume? The responsibility? The visibility? The belief that growth has to be hard?

Then, ask a different question: What would make this feel simpler, steadier, and better supported? More clients don’t automatically mean pressure. The meaning you attach to growth matters.

2. SELF-LEADERSHIP: CAN YOU STEADY YOURSELF FIRST?

This is the deeper work. Self-leadership requires a pause before reaction. Especially in corporate environments, it’s easy to fall into familiar patterns: I have to figure this out myself. No one is really supporting me. I just need to push through.

That creates pressure, not stability. Self-leadership asks you to go inward before you go into action. For a long time, I lived almost entirely in my thoughts. And what I’ve learned is that not every thought is true. Just because you think, This is going to be overwhelming, does not make it reality. It usually means something in you has been activated.

So instead of immediately obeying the thought, pause. Where is this showing up in your body? Is it tightness? Stress? Anxiety? And can you sit with it long enough to understand what’s underneath? Because most pressure isn’t coming from what’s happening. It’s coming from a story you are telling yourself about what might happen, the what-ifs.

Self-leadership brings you back to the present and asks: What do I want to create here? How do I want to show up? Calm? Clear? Grounded? Engaged?

When you can hold yourself steady, your capacity expands. And when your capacity expands, growth feels less like a threat and more like something you’re equipped to lead.

3. SYSTEMS: CAN YOUR BUSINESS SUPPORT WHAT YOU SAY YOU WANT?

Growth is not just about bringing clients in. It is about handling them well. In my corporate role, working with mortgage partners referring high-net-worth clients, volume could increase quickly. What mattered wasn't just bringing clients in. It was whether the experience stayed excellent as volume increased.

We had intake forms, clear referral processes, organized client folders, and centralized communication. Things did not get lost. Details did not slip. The experience stayed consistent. That is what systems and processes do: they protect quality when demand rises and support sustainable growth.

Ask yourself: What system do I have in place to stay organized when more flows in?

Does it support me, or does it create friction?

4. CALENDAR: HAVE YOU ACTUALLY MADE ROOM FOR GROWTH?

More clients don't just mean more meetings. They mean more follow-up, more communication, more moving pieces, and more decision-making. If your calendar is already full, growth will not feel like expansion. It will feel like compression.

I had to learn to block time not just for client-facing work, but for what supports it behind the scenes: preparation, follow-through, internal coordination, and clear thinking. Because if you don't create space for growth, growth lands on top of an already overloaded structure.

Look at your calendar honestly: Where have you made room for the level of growth you say you want?

5. COMMUNICATION AND SUPPORT: LEAD IT. DON'T CARRY IT ALONE.

Sustainable growth is never a solo act. One of my biggest shifts was realizing I didn't need to carry everything myself. I could raise issues before they were fully solved, ask for support, and involve the team. And I had to stay in communication with partners, referral sources, and clients. Where are we in the process? What's needed next? What needs to be clarified now, not later? When communication is clear, trust builds.

When I felt organized and supported, my follow-through improved. So did the client experience. That's what creates consistent referrals, repeat business, and long-term growth.

FINAL THOUGHT

More clients will either feel like expansion or pressure. The difference is not determined by the clients themselves. It is shaped by how you lead yourself, what you've put in place, and what you're carrying underneath it all.

Tighten the five areas above, and growth stops feeling like something to brace for. It starts to feel like something you're ready to hold.

REFERENCES

Insights on decision-making and cognitive patterns are informed by the work of Daniel Kahneman (Thinking, Fast and Slow) and business system frameworks such as Traction by Gino Wickman.

PHOTO BY RANA TIERNEY



Laura Grabavoy is Team Integrator, Executive Coach, Speaker, Author, and Trainer with She Sells. Drawing on three decades of relationship management with high-net-worth clients in Private Wealth services and VP-level corporate management, she now helps entrepreneurs and high-performing women sell authentically through the She Sells Four Quadrants of Sales Growth™. Follow her on LinkedIn at [linkedin.com/in/laura-grabavoy](https://www.linkedin.com/in/laura-grabavoy) or Instagram @laura_grabavoy.



PHOTO BY CRISTINA SCAMARDELLA

From *Stage* to Sales

How to get visible, get booked, and turn speaking opportunities into trust, authority, conversation, and revenue

BY ELYSE ARCHER AND ANGELA SMITH

STEP INTO THE ROLE

Before you get booked, you have to see yourself as someone worth booking.

For many women, the first barrier to speaking is not a lack of opportunity. It is the identity gap.

They assume speakers are people who have already arrived. People with a polished platform, a perfect story, and a long list of credentials. But most strong speakers did not start there. They started by deciding to stop waiting until they felt fully ready.

A stage can be a keynote, yes. It can also be a podcast interview, panel, webinar, workshop, client training, association breakfast, or community event. The point is not to chase the biggest room first. The point is to start showing up in the right rooms with a message that helps people.

That is the first internal shift. Before someone becomes a speaker who builds trust and demand, she usually has to stop seeing herself as someone trying to prove she belongs on stage and start seeing herself as someone with something useful to say. That is not ego. It is seeing yourself at the level your work is calling you to lead.

Visibility can stir up all kinds of old stories: Who am I to say this? What if I am not polished enough? What if I get judged? But confidence rarely arrives before action. It grows because of action.

The women who become known speakers are usually the ones who start before they feel like textbook examples of readiness. So the first move is not to obsess over the reel, the perfect intro, or the dream stage. It is to widen your definition of what counts as a stage and decide that your message is worth sharing now — and that you're ready.

Once that decision is made, the rest becomes far more practical.

“Before the strategy, there is the story you are telling yourself about whether you belong on the stage.”

WHAT COUNTS AS A STAGE?

- Podcast interviews
- Panels and roundtables
- Webinars and workshops
- Client trainings
- Association and chamber events
- Masterminds and retreats
- Live social media trainings
- Guest expert sessions
- Community events



PHOTO BY MICHALA RUETER

THREE QUESTIONS TO ASK YOURSELF

- What do I know that could genuinely help people right now?
- Who most needs to hear it?
- Where could I start sharing it this month?

START GETTING BOOKED

Do not wait for dream stages. Build your way toward them.

Once you decide to become more visible, the next question becomes practical: where do speaking opportunities actually come from? Not from vague hopes. Most come from proximity, relevance, relationships, and a repeatable process.

Start with rooms where you already have some degree of fit. Think local business groups, alumni networks, peer communities, industry associations, client events, women's leadership groups, webinars, podcasts, and panel conversations.

These opportunities may not look glamorous at first, but they do real work. They help you sharpen your message, collect proof, and learn what topics land.

This is where a crawl-walk-run approach matters. Crawl might look like leading a lunch-and-learn, guesting on a small podcast, or joining a panel. Walk might mean regional events, niche conferences, or paid trainings. Run is your bigger wish-list stage: the summit, the marquee podcast, the keynote.

Women often skip over the first two steps because they are fixated on the third. That is a mistake. Smaller rooms build the muscle, confidence, stories, and momentum that help you earn larger rooms.

Treat speaking like business development. Make a targeted list of opportunities that make sense for your voice, your audience, and your goals. Keep notes. Track deadlines. Follow up. One thoughtful pitch to the right room is worth far more than twenty generic messages sent into the void.

And do not underestimate podcasts as an early stage. They help you practice your talking points, expand your reach, and build searchable proof of your perspective. For women entering the speaking circuit, they are often one of the smartest places to begin.

“Do not wait for the perfect stage. Start building visible proof in the rooms you can access now.”

BUILD YOUR SPEAKER WISH LIST

- 5 easy yeses: rooms you can access now
- 10 aligned stretch opportunities
- 5 dream stages you are building toward

WHAT YOU NEED BEFORE YOU PITCH

- Short bio
- Strong headshot
- 2 to 3 talk titles
- One-line promise for each talk
- Simple one-sheet or speaker page
- A few sample questions or talking points
- Clear way to contact or book you

PITCH THE RIGHT ROOMS

A strong pitch is not “I’d love to speak.” It is a clear idea matched to a real audience.

One of the biggest mistakes aspiring speakers make is pitching themselves too broadly.

They say they can talk about leadership, sales, mindset, branding, marketing, confidence, and growth. That may all be true. It is also forgettable. A good pitch starts with one useful idea.

What do you speak about that solves a problem, creates a shift, or helps a room see something more clearly? That idea should be specific enough to feel relevant and broad enough to be useful.

Instead of “I can talk about leadership,” try “How to lead with more authority without sounding harder than you are.” Instead of “I speak on sales,” try “How to sell with more conviction without slipping into pressure or performance.”

From there, match the idea to the room. Why does this topic belong with this audience, at this event, on this podcast, right now? That is the move. Strong pitches show the organizer that you understand who they serve. They feel considered, not generic. They make the other person’s job easier.

The same goes for podcast pitching. Have your guest assets ready before you start reaching out: a crisp bio, sample questions, three to five talking points, a headshot, and a few links that show what you sound like. A basic one-sheet or speaker page can help hosts and organizers quickly understand your topics, expertise, and fit.

Above all, remember this: do not pitch yourself as a person who wants to speak. Pitch a message that can help a specific room.

“Do not pitch yourself as a speaker. Pitch a message that solves a problem for a specific room.”

ANATOMY OF A STRONG SPEAKER PITCH

- Who you are
- The topic
- Why it matters to this audience
- Three takeaways or outcomes
- A clear next step

PODCAST PITCH BASICS

- Have your bio, photo, talking points, and sample questions ready
- Listen to or scan the show before you pitch
- Pitch a conversation that fits the host’s audience
- Make it easy to book you
- Make it easy to imagine the episode

10 PLACES TO LOOK FOR OPPORTUNITIES

- Association websites
- Conference speaker pages
- Podcast guest platforms
- LinkedIn events
- Chamber calendars
- Women's leadership groups
- Alumni communities
- Peer masterminds
- Client partner events
- Industry newsletters

OWN THE ROOM

*The best speakers do not just deliver information.
They create trust.*

Once you have the room, your job is not to impress it. Your job is to connect with it. That distinction changes almost everything about how a talk lands.

Speakers focused on proving themselves often overteach, overexplain, or crowd their talk with too many points. Speakers focused on helping the audience create something else: clarity, relief, momentum, and trust.

Connection starts fast. It starts in the opening lines, when the audience decides whether you understand them. It deepens when your message feels relevant, not generic. And it strengthens when you simplify instead of overwhelm.

The best speakers do not usually give people more information than they can hold. They give people one or two ideas memorable enough to repeat later.

Story matters here too. Facts can inform, but stories create recognition. A good story helps the audience feel the idea, not just hear it. That is why a strong personal example or client story often carries more weight than an avalanche of bullet points. It makes the message human.

Strong speakers also know how to hold a room with generosity. They are not reading slides. They are not sprinting through their content. They are not trying to sound smarter than they are. They are present, sound like themselves, and make the audience feel included in the conversation.

If the talk is aligned, the invitation should feel like a continuation, not a commercial break. The goal is not to close from the stage with a heavy hand. It is to create enough trust that the right people want a way to stay in the conversation.

WHAT GREAT SPEAKERS DO

- Lead with connection, not credentials
- Make the audience feel seen
- Teach one memorable idea well
- Use stories to make the message stick
- Create a natural next step

WHAT GREAT SPEAKERS AVOID

- Overteaching
- Reading slides
- Trying to sound smarter than they are
- Rushing the close
- Forgetting the invitation

PHOTO BY MICHALA RUETER



TURN VISIBILITY INTO TRUST

The strongest talks do more than inspire. They open the door to relationships.

Speaking becomes valuable long before it becomes a sale. First it builds visibility. Then, if the message is strong, it builds trust. And trust is what opens the door to everything else: conversations, referrals, future invitations, client interest, and genuine authority in your space.

This is why the real question is not “How do I sell from the stage?” It is “How do I make it easy for the right people to stay in the conversation?”

Sometimes that next step is direct: book a consult, apply, bring me in for your team. Sometimes it is softer: download this, follow along, reply to this email, stay connected. Both can work. The point is continuity, not pressure.

When a woman speaks well, people leave with a sharper sense of who she is, what she believes, and why her work matters. That alone is powerful. It shortens the trust-building timeline. It allows people to experience her thinking before they ever buy from her. It makes her easier to remember, recommend, and reach back out to later.

One talk can do more than people realize. It can become a warm lead, a new referral source, a better website line, a month of social content, a podcast invitation, another event, or a client conversation that starts with, “I heard you speak.”

This is the compounding power of visibility handled well.

So do not think of speaking as a one-off appearance. Think of it as an ecosystem move. A chance to deepen your positioning, extend your reach, and let people experience your value in real time.

***“The goal is not just to be seen.
It is to be remembered, trusted,
and easy to follow up with.”***



PHOTO BY MARLANA SEMENZA

WHAT BUILDS TRUST FAST

- Specificity
- Warmth
- Clear point of view
- Strong story
- Real examples
- Natural next step

WHAT ONE TALK CAN BECOME

- Warm lead
- Referral
- Future stage
- Content engine
- Stronger website or speaker page
- Podcast invitation
- Client conversation
- Clearer point of view

WORK THE ROOM AFTER THE APPLAUSE

What you do in the next 48 hours often matters as much as what you did on stage. Too many speakers disappear after the event.

They treat the talk as the finish line, move on to the next thing, and lose the warmest window they have. The best speakers know the opposite is true. The event is the opening. What happens next is where the business gets built.

Start quickly. Thank the host. Reach out to the people you connected with. Reply to the DMs, comments, and emails while the event is still fresh in people's minds. If someone took the time to talk with you after the session, treat that moment like the beginning of a relationship, not a small interaction to be forgotten.

Then extend the life of the event. Pull a quote from the talk. Share a behind-the-scenes reflection. Send a short note to your list. Turn the main idea into a social post, a carousel, a short video, or a future pitch. Capture photos, audience language, and any feedback that tells you what landed.

This is also the moment to work your speaker assets forward. Update your speaker page. Add a line to your website. Save the best clip. Note the strongest audience response. Each event should leave you more prepared for the next one than you were before. That is how speaking becomes an engine instead of a one-time effort.

The simplest way to think about all of this is this: do not just ask whether the talk went well. Ask what it opened. A conversation? A relationship? A referral? A future room? That question is far more useful. Speaking is not the finish line. It is the start of the relationship.

***“Speaking is not the finish line.
It is the start of the relationship.”***

THE 48-HOUR FOLLOW-UP PLAN

- Send a thank-you note to the host
- Reach out to warm contacts
- Post one takeaway while the event is still fresh
- Send a note to your list
- Save photos, clips, and audience feedback
- Turn the event into at least three content assets
- Update your speaker page or bio
- Capture what the audience repeated back to you

PHOTO BY MICHALA RUETER



Resources We Like

TED TALKS: THE OFFICIAL TED GUIDE TO PUBLIC SPEAKING

A smart foundational resource for shaping a talk that feels clear, memorable, and true to the speaker. TED describes the book as a guide to creating powerful public speaking and giving “the talk that only you can give.”

TED: THE OFFICIAL TED TALK GUIDE PLAYLIST

A useful companion for studying how strong talks are structured, opened, paced, and remembered.

SPEAKERHUB SPEAKER ONE-SHEET RESOURCES

Helpful for understanding what to include on a speaker one-sheet or profile, including a headshot, bio, speaking topics, credentials, and organizer-friendly details.

PODMATCH

A platform that helps podcast hosts and guests connect, which can be useful for women building visibility through podcast interviews.

SUPERHUMAN SELLING PODCAST

Elyse Archer’s podcast blends mindset, sales strategy, and identity-level growth for women who are ready to stop playing small and expand in life and business.

**Resources are hyperlinked*



PHOTO BY CRISTINA SCAMARDELLA

Relevant Episodes of *Superhuman Selling*:

EPISODE 418:

“Becoming Available for Your Calling: Stop Playing Small & Step Into Your Next Level Identity”

A strong companion to this article’s first section on stepping into the role before you feel fully ready.

EPISODE 420:

“How We Built a Million-Dollar Business Without a Website or Funnel”

A smart fit for the visibility and relationship-building theme, especially the idea that business can grow through trust, personal brand, conversation, and aligned opportunity.

EPISODE 421:

“How I Run a Multi-Million Dollar Business Working Part-Time”

Helpful if readers are thinking about visibility, growth, and sales without defaulting to more hours, more hustle, or more pressure.

Visibility That Converts

How to turn attention into trust, conversations, and revenue

BY ELYSE ARCHER

“Visibility works best when it’s aligned with who you actually are.”

Visibility alone does not build a business. Trust does. Connection does. Clear pathways to buy do.

One of the biggest misconceptions in business right now is that visibility automatically equals revenue. It doesn’t. You can post every day, grow your following, create content nonstop, and still feel frustrated that your business isn’t growing the way you want it to.

Because being seen is not the same thing as being trusted. And being visible is not the same thing as being bought from.

The real question is not, “How do I get more people to see me?” The better question is, “How do I create visibility that moves the right people into relationship, conversation, and action?” That shift changes everything.

Several years ago, I spoke on a stage for less than my normal keynote fee because it was for a personal friend. That one stage alone has generated between \$1 million and \$2 million in revenue for my company since.

That did not happen because I was simply visible. It happened because the right people had a real experience of my leadership, my energy, my perspective, and the transformation my work creates.

Here are the mindset shifts and strategic moves that have helped me use visibility to grow a multi-million-dollar business organically, without paid ads, while doing work I love.

OVERCOME THE FEAR OF BEING SEEN

Before visibility becomes strategic, it usually becomes emotional.

For many people, visibility brings up fear: judgment, criticism, failure, success, being misunderstood, or wondering what people will say. For women especially, there is often deeper conditioning underneath it: cultural programming, family dynamics, generational beliefs about staying quiet, staying safe, not being “too much,” and not drawing too much attention to yourself.

But if you are here to lead, serve, build, teach, sell, create, or impact people, visibility is not optional. People cannot buy from a business they have never experienced.

And in today’s world, especially with AI and automation everywhere, people are craving real human connection more than ever. They want to feel the person behind the brand. They want your energy, leadership, perspective, conviction, and presence.

Visibility is no longer just marketing. It’s trust-building.

STOP CREATING VISIBILITY JUST TO CHECK A BOX

One of the biggest mistakes I see entrepreneurs make is creating visibility simply to prove they are showing up. They post every day without strategy, create content without connection, and stay consistent without actually creating movement.

That creates exhaustion, not growth. The goal is not to be everywhere. The goal is to be effective where you naturally shine.

For some people, that may be short-form content on Instagram, TikTok, or YouTube. For others, it may be speaking on stages, long-form podcasts, newsletters, webinars, networking, or in-person events.

You have to know yourself. For me personally, I’ve fully accepted that I am not a viral short-form content creator. No one has ever accused me of being brief, and I am at peace with that.

My greatest strength is speaking. Long-form connection. Podcasts. Stages. Live rooms where people can actually experience me.

That clarity changed everything. Instead of forcing myself into strategies that didn't align, I doubled down on the platforms where I naturally connect and convert. Right now, that looks like elevating our podcast experience, improving the set and production quality, and intentionally pursuing more stages and speaking opportunities.

Because visibility works best when it's aligned with who you actually are.

PEOPLE NEED AN EXPERIENCE OF YOU

People do not need more information. They are drowning in it. They want an experience. They want to know what it feels like to learn from you, hear from you, work with you, and be in your world.

This is why energy matters in visibility. It's not just what you say. It's what people feel when they interact with you. The strongest visibility creates a felt sense of clarity, trust, and possibility. It helps people experience your conviction, trust your leadership, and imagine a bigger next step for themselves.

That kind of visibility moves people.

That's why speaking, video, podcasting, live trainings, events, and long-form conversations can be so powerful. They allow people to experience your leadership in real time. And in a world full of noise, real connection stands out.

MAKE IT EASY FOR PEOPLE TO BUY

This is the part many people avoid. You have to consistently tell people how to buy from you. Not in a pushy, desperate, performative way. In a clear, grounded way that makes it easy for the right people to take the next step.

One of the biggest limiting beliefs I see, especially among women, is the fear of "selling too much" or annoying people. But clarity is service. If someone is meant to work with you, they should not have to search, guess, or piece together what you do and how to engage with you.

People need to know what you offer, who it's for, why it matters, what transformation it creates, and how to take the next step. Your visibility should create conversion pathways, giving people clear opportunities to move closer to your world.

PHOTO BY MARLANA SEMENZA



That might look like a podcast, webinar, live event, discovery call, mastermind, speaking engagement, free training, newsletter, or community. The format can vary. The principle stays the same: your business needs consistent points of entry.

As we've scaled toward eight figures, one strategic shift we made was increasing our live conversion events from monthly to weekly. Why? Because greater visibility requires greater opportunity flow: more conversations, more connection points, and more opportunities for people to experience our work in real time. That decision alone created massive momentum.

Visibility without conversion strategy creates noise. Visibility with intentional pathways creates business growth.

VISIBILITY THAT CONVERTS FEELS DIFFERENT

The visibility that actually converts is rarely the loudest. It's the most aligned.

It's rooted in clarity, conviction, consistency, and connection. It allows people to experience you, builds trust over time, and clearly shows people how to move forward.

The goal is not simply to become more visible. The goal is to become more powerfully known for the value, leadership, and transformation you bring into the world.

Because when visibility is aligned, strategic, and connected to real conversion pathways, it stops feeling like pressure. It becomes a way for the right people to find you, trust you, and take the next step.



5 Details That Make Your Brand Feel More Established



What sets a premium brand apart isn't just talent — it's intention.

BY HANNAH VAN WOERT

“Early-stage brands explain their services. Established brands express their perspective.”

There is a version of your business that charges what it's worth, attracts clients who already trust you before the first call, and never has to over-explain itself. The difference between that version and where you are now is rarely about your offer. It's what your brand says before you even show up.

To get there, you need to treat your business with the same seriousness you give your clients. The founders who charge premium prices aren't always more qualified or talented. They just make intentional choices, and it's clear in every detail.

1. SAY WHO YOU ARE, NOT JUST WHAT YOU DO.

Early-stage brands explain their services. Established brands express their perspective. For example, being a certified life coach matters. But so does the work of many other coaches. What makes you different should be front and center in your messaging, not hidden in your bio or saved for a call. Instead of saying, “I help women achieve their goals,” try, “I coach women who have followed every right step and still feel like something is missing — and I help them name what that something is.” When your message shows a clear point of view and your client sees herself in it, you stop sounding like just another option. You become the obvious choice.

2. USE YOUR CLIENT'S WORDS, NOT YOURS.

Look through your meeting notes, emails, and Google reviews. Notice how people talk about your work when they describe it to others, whether at a party, in a referral, or in a casual message. How do they describe the problem you solve? Use their words — not your own jargon or industry terms, but the exact phrases your clients use. When someone reads your website and thinks, “that's exactly how I'd say it,” you've already built trust. It's a simple way to establish credibility, yet many brands overlook it.

3. USE STORYTELLING TO SHOW TRANSFORMATION.

Posting “She was wonderful to work with. — Sarah B.” on your website isn’t enough to convince people to pay premium prices. The best testimonials share what things were like before, what changed, and where the client is now. Help your clients give you this by asking, “What was your situation before we worked together, what changed, and where are you now?” This question alone can change the quality of the testimonial. Transformation isn’t just about words, either. Photos that show results, not just headshots, also tell the story. Use both when you can.

4. KEEP YOUR VISUALS CONSISTENT AND TIMELESS.

Brand consistency means your business looks the same everywhere, keeps things simple, and is careful with images, fonts, and layout across every touchpoint. Stick to two or three main colors and one photography style. Premium brands use fewer, more intentional elements on their websites and in their content.

5. GIVE YOUR PROCESS A NAME.

Anyone can claim to offer a service, but few can articulate how they do it. A proprietary, named method signals you’ve invested expertise and thought into your process. This reassures clients. Go a step further by naming your process. A name that reflects your values or mission can deepen the connection to your brand. Your method doesn’t have to be complicated. It just has to be defined. In fact, simpler is better: three or four steps at most. When a prospective client clearly sees your process, doubts about your ability vanish. That clarity makes a premium price feel like a rational investment, not a gamble.

When all five details come together, things change. You stop getting the wrong inquiries. Your brand becomes the key reason the right people find you. And no one asks if you’re worth it. The brand has already told them you are.



Hannah Van Woert is a brand strategist for coaches, therapists, and wellness practitioners who've outgrown their brand — and the founder of Meteor Street Studio.

Visit her website at meteorstreetstudio.com and follow her on Instagram @meteorstreetstudio.

How to Dress for the Stage

Style as Strategy: Dressing for Visibility, Presence, and the Identity You're Stepping Into

BY JESSICA PAPINEAU

Your outfit doesn't create your power. It reveals what you're ready to hold.

There's a moment right before you step onto a stage — whether that's a literal platform, a panel, or simply a more visible season in your business — when what you're wearing starts to matter differently.

It's not about what you know. It's not even about how prepared you are. It's about whether you feel like the woman who belongs there.

And that feeling isn't separate from what you're wearing.

Because more visibility, like more money, asks something of you. It asks you to be seen, to be remembered, and to hold attention without shrinking or overcompensating. What you wear becomes the bridge between who you've been and who you're becoming. This is where style stops being just aesthetic and starts becoming strategy.

DRESSING FOR THE IDENTITY, NOT THE AUDIENCE

Most women approach stage style by asking, "What will they like?"

But the more powerful question is: Who am I becoming in this moment, and what does she wear?



PHOTO BY RANA TIERNEY

The woman who can hold a room doesn't dress to blend in or prove herself. She dresses in a way that steadies her. That doesn't mean louder. It doesn't mean excess. It means intentional.

When your outfit matches your internal expansion, something shifts. Your posture changes. Your voice steadies. You stop performing and start leading.

WHAT ACTUALLY WORKS ON STAGE

From a technical standpoint, stage presence is different from everyday style. What looks good in real life can fall flat under lights, distance, and movement.

Here's what tends to translate best:

Clean structure over complexity

Tailored silhouettes create authority. Overly busy or fussy outfits dilute your presence. The eye should land on you, not get lost in the details.

Strategic contrast

Whether it's color, texture, or shape, contrast helps you stand out visually. This doesn't mean bold for the sake of bold, but defined enough to create clarity from a distance.

Movement that supports, not distracts

Fabrics that move with you without clinging or shifting allow you to stay embodied instead of adjusting yourself all the time.

Anchored statement pieces

A structured blazer, sculptural dress, or refined accessory can carry the look without overwhelming it.

The goal isn't to be fashionable. The goal is to be memorable without trying too hard.

WHAT VISIBILITY BRINGS UP

This is where most stage-style conversations stop, but where the deeper work begins.

What often blocks women from elevating how they show up isn't a lack of options. It's the meaning they've attached to visibility.

More attention can feel like more pressure. More visibility can feel like more judgment. More success can feel like more responsibility.

So instead of fully stepping into the version of themselves who can hold that level, they soften it, tone it down, and stay somewhere in the middle. And their style reflects that.

But when you begin to see style as a support system instead of a spotlight, everything changes. Your outfit becomes something that steadies you as you expand.

PRESENCE WITHOUT OVERPERFORMANCE

Luxury isn't about excess. It's about precision. The most powerful women on stage don't look like they're trying harder. They look like they've decided. They've decided who they are, what they stand for, and that they're no longer negotiating their presence. That's what creates resonance.

So if you're preparing for a stage, whether a speaking engagement, content platform, or new level of visibility, don't just ask what you should wear. Ask what version of you is required to hold that space, and let your style meet her there.

Because the truth is, you don't rise to the level of your opportunity. You rise to the level of the identity you're willing to embody.

PHOTO BY KA'LEIGH MA'AKE



Jessica Papineau helps women embody wealth through style, identity, and visible leadership. Visit csjstyling.com or follow her on Instagram @thejessicapapineau.



The *Expansion* Room

A free weekly room for people ready to expand their income, visibility, leadership, and life.

Something shifts when you stop trying to grow alone. You hear a new idea. You receive the right coaching at the right moment. You watch someone name the very thing you have been feeling. Suddenly, the next step feels clearer, lighter, and more possible.

That is the spirit behind The Expansion Room, Elyse Archer's free weekly masterclass and live coaching experience for people who are ready for more in their business, income, visibility, leadership, and life.

More than another webinar or training, The Expansion Room is a place to recalibrate. Each week, Elyse brings together teaching, coaching, strategy, and community to help participants move out of stuck, scattered, or self-doubting energy and into clearer, more powerful action. It is designed to help people reconnect with their vision, strengthen their belief, release the patterns that keep them playing small, and take aligned steps toward the business and life they want.

WHAT HAPPENS INSIDE

Each week, Elyse leads conversations around the topics that shape a person's next level: wealth, sales, visibility, leadership, confidence, identity, and growth. The experience includes live teaching, live coaching, practical strategy, community connection, and bonus live-only resources to help participants implement what they learn.

You do not have to have it all figured out before you come in. You only have to be willing to enter the room.

WHO IT'S FOR

The Expansion Room is for entrepreneurs, leaders, sales professionals, and growth-minded people who can feel something bigger calling.

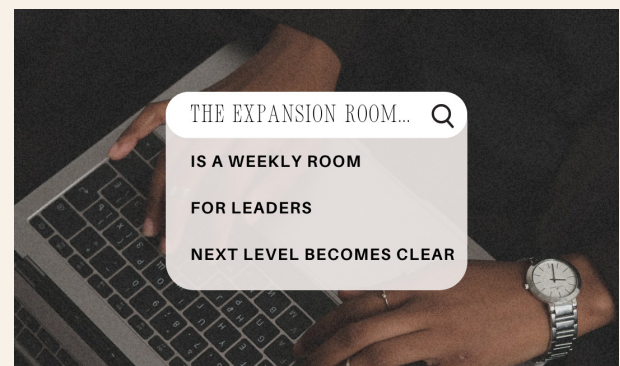
They may be building a business, growing a brand, leading a team, increasing sales, or preparing to become more visible in their work.

They want more income, more confidence, more clarity, more impact, and more freedom. But more than that, they want to grow in a way that feels aligned, grounded, and true.

WHY IT MATTERS

Rooms change us. The right room can interrupt old patterns, expand what we believe is possible, help us borrow belief until our own catches up, and move us from someday to now.

That is the power of The Expansion Room. It is a weekly invitation to step out of isolation and into possibility, with coaching, community, and the kind of momentum that makes expansion feel real.



JOIN LIVE EACH WEEK

The Expansion Room meets every Tuesday at 11 a.m. ET.

It is free to join and open to people who are ready to expand their income, visibility, leadership, and impact.

Join free. Save your seat. Step into the room.

Because expansion is not meant to happen in isolation. Sometimes, everything changes when you enter the right room.

To learn more and save your seat today, visit elysearcher.com/expansion-room.

THE EMPIRE



✦ *TODAY FEELS LIKE A TURNING POINT.* ✦



Build the life, leadership, wealth, and presence your next era requires.

A six-month, high-touch experience for women ready to expand from the inside out.

There comes a point when more strategy is not enough. More doing only recreates the same ceiling in a slightly shinier room.

THE EMPIRE Mastermind brings together business growth, emotional mastery, wealth expansion, identity work, personal style, and embodied leadership. Led by Elyse Archer, Michelle Chalfant, and Jessica Papineau, it helps women create more wealth, visibility, leadership, and impact in a way their body, life, and nervous system can actually hold.

This is not about building an empire through pressure or overwork. It is about becoming the woman who can hold more: more wealth, more visibility, more leadership, more joy, more freedom, more impact, and more of herself.

THE THREE GUIDES

Elyse Archer: Vision, sales, wealth, and identity expansion

Founder of She Sells® and Superhuman Selling, Elyse leads the vision work: helping women design the identity, sales rhythm, visibility, and business structure that match the life and leadership they are ready to claim.

Michelle Chalfant: Emotional mastery, nervous system safety, and conscious leadership

Creator of The Adult Chair®, Michelle guides the clearing work: helping women identify the subconscious patterns, protective strategies, and nervous system imprints that can make growth, money, visibility, and leadership feel unsafe.

Jessica Papineau: Style, embodiment, presence, and personal power

Founder of CSJ Styling®, Jessica leads the embodiment work: helping women express their next-level identity through how they walk into a room, speak, dress, show up online, and lead in real life.

Together, they guide women through a path of vision, clearing, and embodiment.

WHAT'S INCLUDED

THE EMPIRE includes six months of mentorship, three group calls per month, a private community, a curated transformation pathway, two luxury retreat tickets, and high-level proximity to Elyse, Michelle, and Jessica.

Enrollment is intentionally intimate, with 14 total women and a VIP tier limited to three seats.

WHO IT'S FOR

THE EMPIRE is for the woman who already knows she is successful, but can feel her next level asking for a different foundation. She is ready to release old ceilings, build wealth without building more pressure, expand visibility without abandoning herself, lead with emotional mastery and self-trust, and step into a room of women who are also rising with intention.

THE INVITATION

THE EMPIRE is not just about growing a business. It is about becoming the woman who can hold the business, wealth, leadership, and life she says she wants. Learn more. Apply. Step into the room.

Your empire is not built by becoming someone else. It is built by becoming more fully, visibly, and powerfully you.

Learn more and start building your Empire today at theempiremastermind.com.

YOUR NEXT ERA IS
CALLING.

From The Pod

One conversation.
A few sharp takeaways.
A deeper dive into MORE.

EPISODE 415:

Listen here: *Change Your Relationship with Money*

Why More Income Doesn't Equal More Peace

This month's issue of She Sells explores a truth many women know intimately: what often blocks us from more money is not money itself, but what we believe more money will ask of us. More visibility. More pressure. More responsibility. More of whatever already feels tender underneath. In Episode 415 of Superhuman Selling, Elyse Archer goes straight to that deeper layer, making the case that wealth is not just a financial conversation, but a nervous system and identity conversation too.

THREE TAKEAWAYS

What blocks more money is often not money itself, but what more seems to ask of us.

For many women, the real resistance is not to income, but to the visibility, pressure, responsibility, or change they believe will come with it.

Your capacity to receive more is shaped by self-concept and nervous system safety.

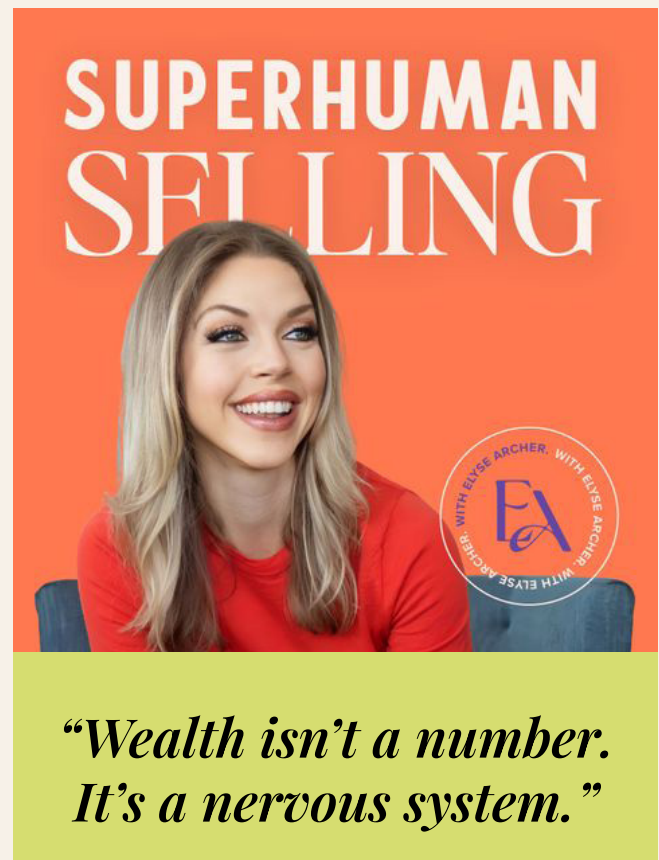
The episode explores how beliefs, identity, and emotional patterns influence not only how much we earn, but how safe it feels to hold more.

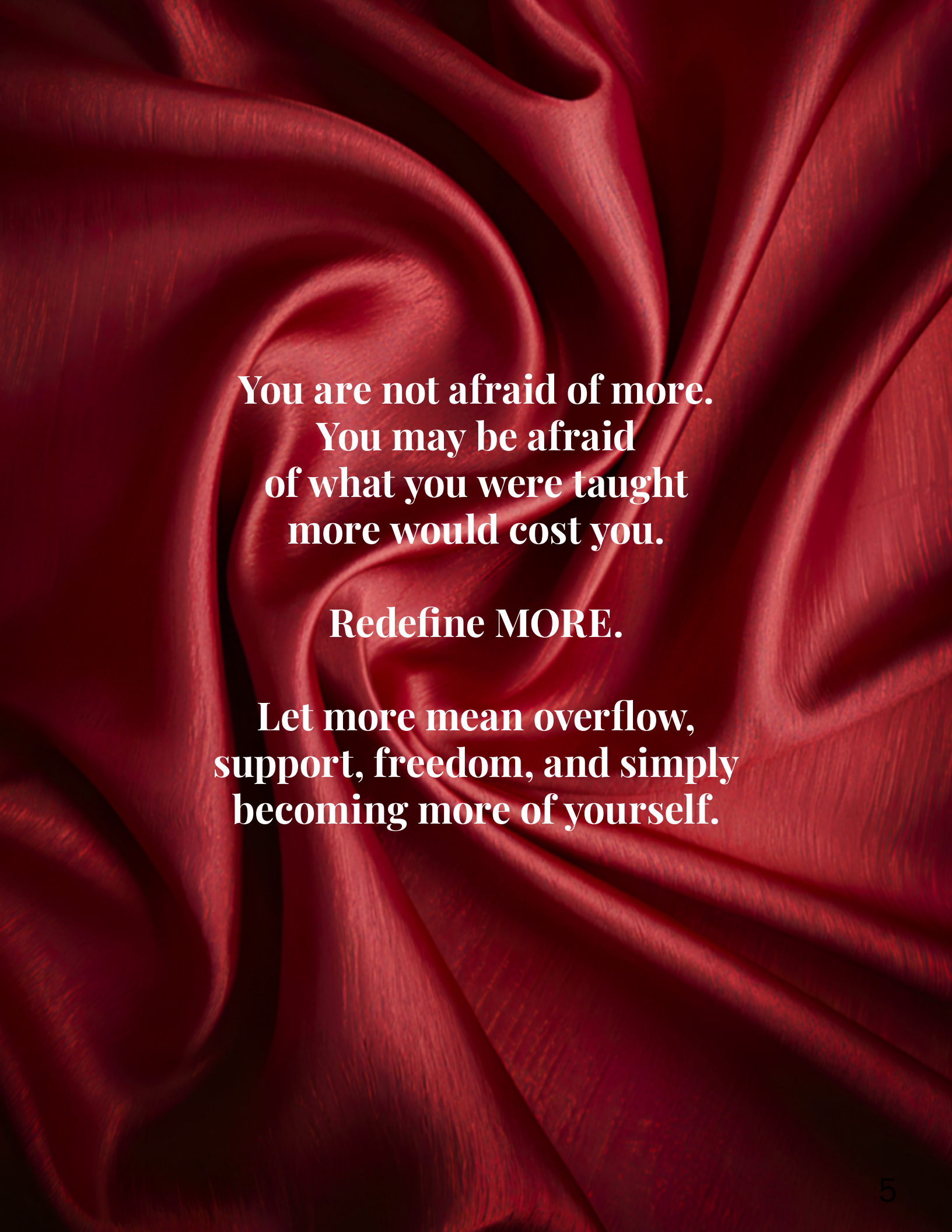
Sustainable wealth feels grounded, not chaotic.

More does not have to mean overextension, intensity, or proving. Real wealth is not just about increasing income. It is about building the internal steadiness to hold it well.

FIND MORE FROM ELYSE

Continue learning with Elyse through her *YouTube* channel and *podcast*, where she shares practical insights, expert guidance, and inspiring conversations.





**You are not afraid of more.
You may be afraid
of what you were taught
more would cost you.**

Redefine MORE.

**Let more mean overflow,
support, freedom, and simply
becoming more of yourself.**