

SHE SELLS[®]

MAGAZINE

OCTOBER 2026
THE IN-BETWEEN ISSUE

THE IN- BETWEEN

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From the middle

Every story in this issue sits in the same place: after the knowing, before the proof. The least photographed stretch of a life, and the one that decides it.



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She Sells Magazine

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ON THE COVER

ELYSE ARCHER

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What I Know from the Middle

Goal setting, vision boarding, and manifesting are all things I get very excited about.

If you were to get a sneak peek behind the scenes in my life, you would find me most early mornings with a candle lit, journaling, visioning, and focusing on embodying my highest self.

Some days, this flows easily and naturally. Other days, not so much.

But here is what I know—these practices work. By Law (the Law of Perpetual Transmutation of Energy), any idea held on the screen of the mind and emotionalized must move into form in your life.

Here is the thing, though. We operate in time lag. Meaning that, while I love the idea of an instant manifestation (and have had things like this happen in my life on multiple occasions), more often than not we are also planting seeds for the ideas, visions, and goals we want to bring into form in our lives.



But just like the seed for a rose bush needs time to grow and blossom, so do the seeds of new things in your life and business.

It's what we do in that middle, in-between space that makes all the difference.

One of the best analogies I've ever received about how to hold the energy of the middle makes it akin to pregnancy. If you've ever been pregnant (or know someone who has), you understand the energy of this. When you are pregnant, you know the baby is coming. You are not doubting or wondering whether it is—you just know it, even before there is outward evidence or signs in those first few weeks and months.

So even though the baby is not here yet (nor would you want it to be, as it isn't developed yet), you don't doubt whether you are pregnant or not. Instead, you start preparing for the birth of the baby. You know that there is a natural process taking place, that you don't have to control or micromanage it and that much of it is simply being done through you as you take care of yourself and relax, but you are still getting ready and taking action to be ready for baby when he or she comes.

*It's what we do in that
middle, in-between space
that makes all the difference.*

ELYSE ARCHER

This is the most powerful energy of the Middle, and it is a natural, required part of the goal creation process.

The middle is perhaps not the most sexy part—we love a good “vision board manifested” moment, and social media loves showing what it's like to be at the end of your goals accomplished (the Porsche is purchased and you're actually driving in it, or you've moved into your new home, or perhaps you made your first million and are out celebrating on a yacht). These are the fun, sexy moments that are more likely to go viral.

However, there is a natural process to things and it's what we do in the middle, and more importantly who we believe ourselves to BE and the energy we hold, that helps bring these moments to life.

So how do you operate in the middle? What is the best plan when things may feel unresolved, unclear or not yet manifested in your life?

This issue explores that topic. I'm right here in the middle of many things with you, and our collective goal as a team here at She Sells Magazine is to bring you the guidance, inspiration and ideas you need to navigate the middle with peace, certainty, and even joy as you celebrate what is to come as well as the natural process of becoming the woman who gets to experience that end goal. Because that is the true gift of the middle.

Elyse

FOUNDER & EDITOR-IN-CHIEF



GET THE LOOK

LINKS PENDING

Shop the cover

Everything Elyse is wearing on this month's cover. Point a phone camera at any square to open the product.

- 01** THE JACKET
ALLISON + OLIVIA
Pink tweed cropped jacket
Fringe trim, pearl buttons

QR
01

- 02** THE TEE
White ribbed crewneck
Fitted, mid-weight

QR
02

- 03** THE TROUSERS
White straight-leg jean
High rise, full length

QR
03

- 04** THE SHOES
VALENTINO GARAVANI
VLogo Signature embellished slingback pumps
As worn on the cover

QR
04

- 05** THE JEWELRY
Gold pendant and hoops
Everyday fine gold

QR
05

- +** THE WHOLE LOOK
Shop every piece in one place
One code for the full edit, saved as a shoppable list.

QR
ALL

REMAINING BRANDS, PRICES AND QR CODES TO BE SUPPLIED · SHE SELLS MAY EARN A COMMISSION ON SOME LINKS

GET THE LOOK



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RESERVE YOUR SPOT

When the Old Life Still Works — but No Longer Feels Like Yours

The hardest seasons of reinvention don't always begin when something falls apart. Sometimes they begin when everything still looks right—and you know, quietly and unmistakably, that it no longer is.

BY ELYSE ARCHER AND ANGELA SMITH

There is a particular kind of disorientation that comes when the life you once wanted is still working.

Nothing has imploded. The business may be successful. The work may still be meaningful. The role may still fit on paper. The version of you who built this life might even look around and think: We did it.

And yet, something has shifted.

You can feel gratitude for what you created and still know you are being called beyond it. You can honor the woman who wanted this life without requiring the woman you are becoming to remain inside it.

Brianna Wiest writes in *The Mountain Is You*, “Your new life is going to cost you your old one.”

For Elyse Archer, that idea lands close to home.

“As long as we are breathing, we are going to be called on to continuously evolve ourselves—to continuously shift and grow and change,” she says. “To continuously bring forth a new version of ourselves that’s higher and better than the past.”

That evolution is a choice, she believes. We can resist it. We can remain with what is comfortable and proven. But if growth is part of why we are here, there will inevitably be seasons when we look around at a life we once considered the dream and realize that something inside us is asking for more.

WHEN “GOOD” IS NO LONGER ENOUGH

Archer remembers one of those seasons clearly.

As long as we are breathing, we are going to be called on to continuously evolve ourselves—to continuously shift and grow and change.

ELYSE ARCHER

Before founding She Sells, she was part of the founding team of a thriving multimillion-dollar personal-branding company. The work was exciting. The company was successful. She was helping some of the world’s top entrepreneurs build their brands, including high-profile and celebrity clients.

By nearly every conventional measure, it was working.

And still, she couldn’t shake the feeling that she was supposed to create something of her own.

“I knew that I was called to launch She Sells,” she says. “I couldn’t shake it, no matter how much I tried.”

There was no obvious external reason to leave and no neat set of evidence proving the next thing would work. What she had was an inner knowing, and ultimately she chose to trust it.

Only in retrospect could she see what that decision made possible: She Sells growing first into a seven-figure and eventually a multimillion-dollar brand, serving women around the world, expanding its programs and community, and ultimately launching this magazine.

The lesson is not that every intuitive pull guarantees a bigger business or a perfectly orchestrated next chapter. It is that sometimes we have to make room for what is next before we have proof of what will fill that space.

“You won’t normally know what’s next exactly,” Archer says. “But you’ll know that there’s something bigger for you.”

DISCOMFORT—OR MISALIGNMENT?

Of course, not every frustrating Monday is evidence that it is time to reinvent your life. There is a difference between something being difficult and something no longer being yours.

Growth itself can be uncomfortable. Fear, frustration, and resistance are not necessarily signs that we should abandon the thing in front of us; sometimes they are simply part of becoming capable of holding it.

Archer thinks of the difference as one of expansion. There are seasons, she says, when we have not outgrown something—we simply haven't fully grown into it yet. At other times, we can sense that we have "more than filled" the place we are in. The role, pace, identity, or definition of success that once expanded us now seems to require us to become smaller in order to stay.

The clues can be subtle. What once energized you no longer does. You stop feeling expanded by a role you once raced toward. Perhaps something new continues to pull at you, quietly but persistently.

The work is to become discerning enough to recognize the difference between the resistance that accompanies growth and the restlessness that comes when you have already moved beyond something.

NO ONE ELSE IS LIVING YOUR LIFE

What makes this particularly difficult is that other people can continue to see the dream long after we have stopped feeling at home inside it.

Walking away—or even admitting that we want something different—can feel ungrateful when we remember how badly we once wanted what we have now. There may be money, identity, responsibility, reputation, and other people's expectations attached to the success we created.

Archer comes back often to something she learned from longtime mentor Bob Proctor, who taught that too many people live as "extras" in their own movie rather than stepping into the role of the star.

"No one else is living your life for you," she says. "You are the one who gets to and has to live your life."

*No one else is living your life for you.
You are the one who gets to and has
to live your life.*

ELYSE ARCHER

Ultimately, no one else can decide what success needs to mean in your next season.

Even the expectations we fear are not always real. Often we are responding to stories we have created about what other people might think.

"You've got to realize you're the only one living your life," Archer says, "and give yourself permission to really take the reins there and redefine what success is for you versus what other people may think—or what you think other people may think. You don't even know half the time."

LEARNING TO LIVE IN THE MIDDLE

Perhaps the hardest part of outgrowing an old life is that the new one rarely arrives fully formed.

Often, the knowing comes first. Then comes the space between what was and whatever is trying to emerge.

Archer sees that uncertainty not as evidence that something has gone wrong, but as part of the creative process itself. In the language she uses for her own spiritual practice, feminine energy is connected to mystery, creation, and the unknown—the place where something can be forming long before it is visible.

That unknown can be deeply uncomfortable. Strategies that once worked may stop working. An old identity can begin loosening before a new one feels solid.

Archer's instinct in those seasons is not to force an answer but to get quiet enough to hear one.

She compares it to pregnancy: You know something is coming into being, but you are not responsible for controlling every moment of its creation. You prepare and participate, but you do not micromanage the process. Nor, as she puts it, do you try to pull open the rose before it is ready to bloom.

There is value, she believes, in becoming good at this middle rather than racing through it simply because uncertainty is uncomfortable. The middle can become a place to listen, prepare, and begin inhabiting internally the next version of yourself before every external detail has caught up.

WHAT YOU ARE REALLY LETTING GO

Looking back, Archer sees the same pattern beneath many of her biggest transitions: leaving corporate life to become an entrepreneur, growing a business from six figures to seven, becoming a keynote speaker after once not seeing herself that way, and becoming a mother after a season when she wasn't sure motherhood was part of her future.

Each transformation appeared, on the surface, to be about something external. But underneath, she says, the real release was almost always a smaller version of herself.

"It was always the release of a smaller, more limited self-concept filled with limiting beliefs, to make way for something bigger and more aligned."

That may be the hidden cost—and gift—of outgrowing a life that still works. We think we are wrestling with whether to leave the job, change the business, alter the pace, draw the boundary, or release the role. Often, the deeper transition is the loosening of an identity that once defined us but can no longer accommodate who we are becoming.

BEFORE THE LEAP, TELL THE TRUTH

Not every realization requires an immediate resignation letter, relocation, reinvention, or dramatic leap. There may be a runway to build, responsibilities to honor,

confidence to develop, or practical circumstances that make patience wise.

Archer also knows that "taking a small step" can sometimes become another respectable way to avoid the larger move we already know we need to make.

There is no formula that can tell us which moment we are in. But honesty is a useful place to begin.

For the woman who senses that something no longer fits but is not yet ready to change everything, Archer's first invitation is to acknowledge what she knows. That might mean admitting it privately before saying it aloud to someone she trusts: something has changed; the old definition of success no longer feels like hers; she is ready for more, even if she cannot yet describe what "more" will become.

That recognition matters because we cannot make a clear decision about what comes next while continuing to negotiate with what we already know.

The old life does not have to become terrible before we are allowed to outgrow it. It can have been beautiful. It can have worked. It can have taught us, stretched us, supported us, and brought us exactly where we needed to be.

We can be profoundly grateful for all of it without mistaking gratitude for an obligation to stay.

WORTH EXPLORING

The Mountain Is You — Brianna Wiest. A thoughtful exploration of self-sabotage, transformation, and the inner work required to become who you are ready to be. Wiest's reminder that "your new life is going to cost you your old one" speaks directly to the tension at the heart of this story.

Bob Proctor — A longtime mentor to Elyse, Proctor often taught about becoming the star of your own movie rather than living as an extra in someone else's. A fitting reminder that no one else gets to define what success should look like in your life.

Peace Is the New Profit

She walked out of one board meeting with no company, no website, and no plan. Seven years later, Brand Builders Group had cleared eight figures. What AJ Vaden optimizes for now is not money.

INTERVIEW BY ANGELA SMITH

AJ Vaden is a wife, mom, entrepreneur, and CEO whose life is grounded first in faith and family. She and her husband—her best friend and longtime business partner—have spent nearly two decades building businesses together and are raising two sons, Jasper and Liam. Today, AJ leads Brand Builders Group, Mission Driven Press, and Nashville Creative Spaces. But she is clear about the order of things: At the end of her life, none of the business success matters if faith, marriage, and family haven't succeeded first.

PHOTOGRAPH BY JEREMY COWART



Right now, what's something in your life that's lighting you up and bringing you joy?

For the first 15 years of my career, I was very much: set a goal and hit it at all costs. No matter what it costs you—health, friends, family—go big or go home.

Then, when we started Brand Builders Group after I had children, I did almost the opposite. I stopped setting big goals, mostly out of self-preservation, because I had spent 15 years killing myself at work. And I paid for it. I looked up one day, and I didn't have a lot of friends. I didn't have much of a personal life. I wasn't walking out my faith. And I didn't like it.

So, I shied away from big goals—until this year. A friend of mine, Dr. Ben Hardy, wrote *The Science of Scaling*. We helped him launch it, and reading it made me realize our company was growing gradually because I believed in incremental growth.

So, we launched a huge vision for our companies this summer. And for the first time, setting a huge goal feels exciting, not daunting. It feels invigorating, not full of pressure. I've noticed my kids started believing bigger. My husband started dreaming bigger again. Our team is talking about things they've never talked about before.

Setting the goal doesn't mean we have to kill ourselves to hit it. But it makes us think differently, act differently, and decide differently. One of the biggest things happening in my life is setting big, seemingly impossible goals.

Can you tell me about a time you chose something bigger before you knew how it would work out?

Starting Brand Builders Group. We started it in the middle of a crisis. It was May 2018. I walked into a routine board meeting with the majority investors of our first company, and I walked out very fired.

It was a necessary thing in my life because I really should have resigned years earlier. And I didn't.

Peace is the new profit for our family.

AJ VADEN

Brand Builders Group started with no business plan, no website, no team, no personal brands, no podcast, no email list, no social media. All of that had been erased weeks before. Saying yes made absolutely no sense.

But we said yes with just enough faith to believe God was leading us into it—and because the people around us had enough faith in us to say, "Whatever you need, we will help. We believe in you." Their encouragement allowed us to say yes to something we did not plan for, did not go looking for, and certainly weren't equipped for.

We went from starting Brand Builders Group in the middle of a crisis to exceeding eight figures in seven years. And we had no idea how to get there. It was one day, one week, one month at a time. When we made our first sale, we didn't even have a business bank account.

I'm constantly reminded that the best form of marketing on the planet is a changed life. If you serve the clients you already have in the most exceptional way, they can't help but tell other people when they get real results.

We decided, "We're going to be the very best on the planet at what we do with the people right in front of us." And then those people began to multiply.

What is a "no" in your life right now that protects a more important "yes"?

This is going to sound weird, but it's a no to new ideas. We have a hard filter right now: no new ideas.

We tend to be little idea factories. Before one thing is shipped and working, we're off to the next. We can innovate on what we have. We can improve it. We can expand it. But no new ideas until we make our current ones the absolute best on the planet.

What belief have you let go of, and what does abundance mean now?

There's a modern-day message among women I hear all the time: "You can have it all." And I don't agree.

There is a cost to every decision. To have one thing often requires giving up something else. It's not that you can't have it all; you can't have it all at the same time.

There must be a seasonality to it. You must decide, in different seasons of life, what the priority is. One of the things we say all the time is, "Diluted focus gets diluted results." That applies to your family, relationships, fitness, health, finances, business—it doesn't matter. You can have it all, but it comes in seasons.

And my definition of abundance has changed, too. One of the biggest things I've learned in the last two years is that peace is the new profit for our family.

Early in our life, my husband and I thought, "If we just had more money, things would be different." So we worked hard to have more money. Then we had it—and realized we felt the same way.

We thought, "We need more time. More white space. More margin." We worked hard to get that, too. And we felt the same.

Diluted focus gets diluted results.

AJ VADEN

We asked, "If it's not more money, and it's not more time, what are we optimizing for?" Over the last few years, we've become very intentional about optimizing for peace.

Now I feel fulfilled in the work I'm doing and the people I'm doing it with. I know my life and work have purpose. I'm enjoying little things, like walks. A huge part of it is being more in touch with my faith and secure in knowing who I am, what I'm designed to do that only I can do, and going out and doing it well.

That feels exceptionally peaceful in this stage of life. And that's where we feel abundant.

We have this huge three-year vision, and nowhere in it has the question come up, "How much money do we think we'll make?" We're not optimizing for more money. There's not more stuff we want to accumulate.

Before an important sales conversation or taking the stage, what helps you stay grounded?



AJ VADEN · PHOTOGRAPHS BY JEREMY COWART



If I'm stepping on a stage, I love to be a participant in the audience first. I try to meet people and find one person I can make eye contact with. Hear a little of their story.

At the end of the day, I'm always looking for the one. I don't have to wow everyone. I don't need a standing ovation. But if I can find the one person I feel like I was there to talk to that day, it keeps me grounded.

It reminds me: This is not about me on a stage. It's about communicating a message to someone who needed to hear it.

A sales call is a little different. I go back through my questions and remind myself: Why am I asking this? If I don't, I tend to get too talkative, get off track, or become too sales focused.

At the end of the day, my job isn't to make a sale. It's to ask questions and help someone come to a decision. If the decision is no, I'm good with that. If it's yes, I'm good with that. If it's maybe, I didn't do a good job.

What have you given yourself permission to do, or stop doing, in this season?

I've stopped feeling like I have to participate in every event around me to feel included.

The best form of marketing on the planet is a changed life.

AJ VADEN

I was saying yes to a whole bunch of things because I want to be helpful. I want to be someone who shows up for other people. But my schedule was getting too full.

I've learned it's a service to other people to give a clear no. My life coach always reminds me: "Clear is kind." Let it be yes. Let it be no. Just be clear.

That's better than waiting to respond, being ambiguous, or saying maybe. I put boundaries and parameters in place to protect my peace.

Saying no is hard for me because I love saying yes in the moment—and then I pay for it later. I've also had to let go of other people's perceptions and realize their perception is not mine. I have to be okay with that because this is about protecting my peace.



The Short List

THREE THINGS AJ PROTECTS ON HER CALENDAR

HER MORNING RITUAL

I do my prayer time, read my Bible, write in my journal, and have my coffee. It's an hour routine, and if it gets disrupted, everybody feels it. That's how I center myself for the day.

YOGA THREE TIMES A WEEK

Everyone needs to figure out: Where do you get release? I get it through extreme physical activity. I do a very intense hot yoga class, and I come back a different person.

FAMILY TIME

Our kids are seven and nine, and we've invited them to be our accountability partners. When Mommy says she's done working, they bust into that office. They close my computer. They tell me to get off the phone. If I forget, they don't.

AJ'S TOOLBOX

BOOK

The Science of Scaling by Dr. Ben Hardy and Blake Erickson. We're making it a mandatory read in our company.

TOOLS

Circle and Claude Co Work. Circle has been phenomenal for our community. I'm so impressed by their innovation, technology, and the platform itself. We use Claude Co Work across the organization to create automation and workflows for our internal teams.

PRACTICE

Miracle Hour. Every Monday, our entire company gets together for one hour, and everyone calls past clients. One of our philosophies at Brand Builders Group is, "No client left behind." It doesn't matter if you're active with us or not. We care. We want to keep a relationship with you. You could be a copywriter, graphic designer, admin, accounting—it doesn't matter. Everyone does outreach. And it's been amazing.

A WOMAN MORE PEOPLE SHOULD KNOW

Dr. Gabrielle Lyon.

She started as a client and became a friend. I think she's redefining health for women over 40 in a healthy, sustainable way that's truly about longevity—not in an influencer sense, but in a true academic, real-life way.

Her whole thing is that people think they're over-fat. She says people don't have too much fat; they have too little muscle.

I think every woman should know her because she's doing it right. She has the credibility and experience, and she's helping women rethink longevity, strength, health, nutrition, physical endurance, happiness, and mindset post-40. She's my go-to because she's the real deal.

A BELIEF SHE RETURNS TO

"Your new life will always cost you your old one. If you want a new life, you must be willing to give up the old one."

"You don't have to have millions of followers to make millions of dollars, and you don't have to have millions of dollars to make a massive and eternal impact on people. Numbers don't matter. Impact does. That can happen with one person or with the masses. It's not about volume."

ABOUT AJ VADEN

AJ Vaden is CEO and Co-Founder of Brand Builders Group, a leading personal brand strategist, and the New York Times bestselling author of *Wealthy and Well-Known*. She has built and led multiple eight-figure businesses, advised some of the world's most recognized leaders and brands, and helped guide Brand Builders Group to the Inc. 5000 list three years running. She also co-hosts *The Wealthy and Well-Known Podcast*.

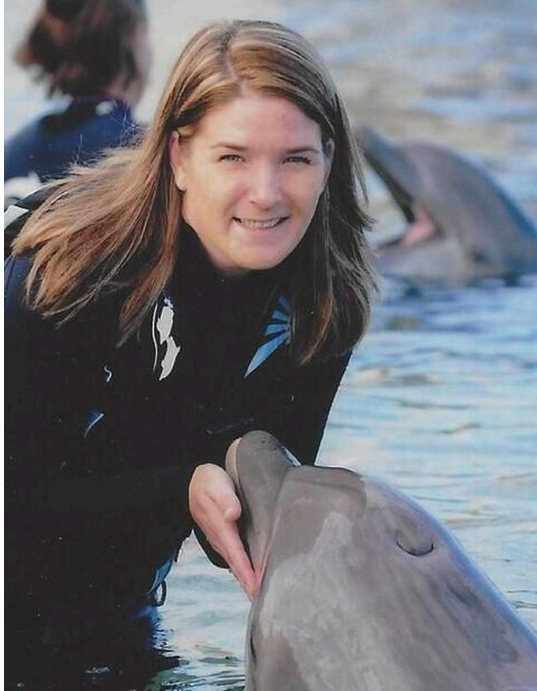
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WHAT I KNOW FOR SURE

Wherever you're at is exactly where you're supposed to be. You don't have to like it. You don't have to be there long. But there's a reason you're there.



GUEST PROFILE

Double Down on Yourself

Christina Kincaid built Fins Up Marketing by trusting her instincts, doing the work her way, and continuing to grow.



Christina Kincaid knows when she's in it. A campaign starts to take shape, and suddenly the strategy, the creative, the direction begin spilling out of her, one idea building naturally on the next.

"I know the feeling in my heart," she said. "Like I already know it's going to be amazing. I already know it's going to be fun."

That joy says a lot about the kind of marketer she is. Christina has spent more than two decades in the field, but what still fascinates her most is people. Why does one person choose Coke over Pepsi? Why will someone pay more because they trust one company more than another?

"Our brains are on autopilot," she said. "How do you tap into that autopilot, or how do you become the disruptor that makes someone pay attention?"

Five years ago, Christina reached a point where knowing how to do the work was no longer enough.

She wanted the freedom to do it in a way that felt right to her.

She had spent 11 years at the same company and climbed as high as she could go short of ownership. More than that, she had grown uncomfortable with the rigidity around the work. "This is your box and you stay in your box—it just didn't ever feel right to me," she said.

At almost exactly the same time, she was listening to Elyse Archer talk about Quantum Leap. Christina already knew Elyse through her former company and had followed her work for years. This time, the message landed differently: "It was like, all right, you're gonna quantum leap, or you're gonna stay where you're at forever."

On the day she decided she was going out on her own, Christina blocked time on her calendar to read the book.

“At some point in your life, you just have to jump,” she said. “You just have to jump, and it was scary, but I can’t believe all the amazing things that happened after I made the decision.”

Fins Up Marketing grew out of that decision—and Christina’s desire to trust her own judgment. Her approach is simple: understand where a business is, figure out what it actually needs, and start there. She sees herself as a guide through the noise.

“I think a lot of business owners just don’t know what’s out there, what the options are, what would be most effective for their type of business,” she said.

Today, her work crosses industries, from cybersecurity and technology to marriage counseling and plumbing. She remains a solopreneur, bringing in trusted freelancers when a project calls for them.

That flexibility has shaped her life, too. Christina no longer believes success requires sitting in front of a computer from eight to five simply because that’s what work is supposed to look like. If she wants to walk on the beach for an hour, she goes.

I’m stronger and braver than I think I am.

CHRISTINA KINCAID

The ocean has always had a pull on her. As a girl growing up in Indiana, she wanted to train dolphins. Today she lives just a few miles from the Florida coast and calls the ocean her “zen” and her “happy place.” The name Fins Up feels less like branding than an extension of the woman who built it.

After a strong year in business, Christina joined Elyse’s 10K Club and the She Sells community, asking herself, “How can I make this better? How can I make it bigger?” She wanted to invest in herself, move further away from scarcity, and challenge old assumptions about how work and life were supposed to look.

“You have all those preset, like, ‘This is how you’re supposed to do life,’” she said. “It helped me learn that there’s other ways to do things. You can do it your own way.”

One place she is stretching now is visibility. Christina is more accustomed to being the person behind the work than the person standing in front of it. “I’m not usually the one to be seen,” she said. “I’m usually the doer in the background.”

But five years of building Fins Up have taught her something important.

“I’m stronger and braver than I think I am.”

HER ADVICE

And for another woman standing at the edge of her own next move, Christina’s advice is just as clear: “Double down on yourself. You know in your heart and your soul, regardless of what your mind tells you or what other people tell you, double down on yourself.”

Christina Kincaid is the founder of Fins Up Marketing, a Florida-based digital marketing agency. With more than two decades of experience, she helps businesses grow through smart, strategic marketing.

CHRISTINA KINCAID · FINS UP MARKETING

The Season Where Both Matter

BY ELYSE ARCHER

There is a version of balance I used to believe I was supposed to achieve, and that when everything finally lined up with it, THEN I would be happy and successful.

The business would be thriving. The children would have everything they needed. The house would be peaceful. I would be present, energized, well-rested, and somehow giving my full attention to every part of my life at the same time.

And if I could just get the schedule right, find the perfect routine, or become a little more disciplined, perhaps I would finally arrive there.

Motherhood has taught me that this version of balance never comes.

It's not that we cannot have beautiful, expansive lives or that building a business and raising children are incompatible. It's that the nature of life is always in flux. You are always becoming. Your children are also always becoming ... and so to cling to the illusion that success only comes when we are "there" (where in the world is "there," anyway?!) will lead to nothing more than crazy-making.

Here is what I have learned in my six short years as a mother (and I am not claiming to know more than anyone out there, just sharing my own personal experience doing this while also growing my business).



There are seasons when one part of our life needs more of us. There are moments when the most important thing we can do is lead the company, make the decision, or show up for the opportunity we have been working toward. And there are moments when the most important thing we can do is put the phone away, sit on the floor with our children, or simply be available.

The wisdom is in knowing the difference.

The question is not, “How do I do it all?”

As a mother of three kids six and under and the CEO of my companies, I have learned that one of the most useful questions is, “What matters most right now?”

That question changes everything.

It releases me from the expectation that every area of my life should receive the same amount of energy every day. It allows me to recognize that some things are essential in this season, while others can be held more lightly.

For example, in this season of my life, I am doing a lot of single momming while my partner is on rotations for medical school in a different state.

Last year, we homeschooled two of our three kids, and the vision was to move all three into homeschool this year.

When I took a deeper look at where we were as a family and what was going to be required of us this year, and also tuned into the energy of my business, I knew this was going to be a major growth year that demanded more of my presence and energy. So I gave myself permission to put all three kids in school this year and give myself the support and space I need to help make all the things happen.

This is not a long-term plan, nor is it where I want things to remain forever. My goal is that by next year, we are back on the homeschool train.

*The question is not, how do I do it all?
It is: what matters most right now?*

ELYSE ARCHER

But it is where we are right now, and I know and can sense that it is the right path for us in this season. In my business, we are in huge growth mode, and I feel in many ways like we are launching a rocket ship to the moon. The level of presence and energy it demands from me is requiring more time and focus than in past years. But this is temporary, not forever.

Trusting your intuition is absolutely key to knowing where to focus your energy in the moment. And allowing yourself to be fully present with what is in front of you, while also allowing that focus to flow between your business and your children every day, is key.

In the mornings, getting three kids ready and out the door by 7 a.m. requires my full focus and attention. During the day, when they are gone, I am fully present with my business and also taking care of myself so I can provide them the support and love they need in the afternoons and evenings.

Then, when I am with them again in the evenings or full-time on the weekends, I’m focused on how I can create the most love, joy, and happiness in our home (and, of course, navigating spills, tears, tantrums, and the like—again, this is real life, my friend).

SUPPORT IS NOT A LUXURY RESERVED FOR WHEN EVERYTHING IS EASIER

One of the most important shifts I have made is allowing myself to receive more support.

I remember a mentor telling me years ago, “Elyse—if you were a ship out in the ocean carrying a lot of people on a great adventure, you couldn’t be a flimsy raft made of driftwood. You would need to be a solid, sturdy ocean liner. That’s the only sustainable way to carry everything you are carrying right now.”

That analogy stuck with me, and that is how I have come to view support in our lives as mothers who are also running businesses.

You will only get as far as the capacity you hold in life.

And a key part of increasing your capacity is, of course, to do the energetic work to expand your identity, but then, from that expanded identity, to also bring on support, people, teams, and systems to help take more off your plate and keep you in your zone of genius so that you can focus on what matters most.

Some of my favorite support systems include...

- My stylist, who helps me plan outfits for both special events and every day so that I don't have to think about it
- My dear friend and house manager, who helps me plan events and birthdays and manage many aspects of my personal life so that I can think about things other than whether the car registration needs to be renewed this month or whether the holiday cards have been sent out
- My Skylight calendar, which helps me organize the day-to-day tasks in our household and plan meals so that I don't have to think
- And, of course, my business team, which continues to grow, expand, and evolve to help support all of the clients we are serving and our mission in the world

As a woman who used to believe that there was glory in doing it all myself, I've learned that receiving support requires trust, as well as releasing the need to control every outcome. It requires knowing what really is the highest and best use of your energy and time and what is merely a "should." It requires recognizing that my children do not need a mother who does everything herself, and my business does not need a CEO who is involved in everything. That is a fast path to stagnation and limited growth (as well as limited joy!).

They need me to be well enough, clear enough, and present enough to lead and love from a place of wholeness, and support is what enables that to happen.

THE MIDDLE IS WHERE WE LEARN TO CHOOSE

I think so much of our life is lived in the middle.

Perhaps that is what balance really is: not giving everything equal attention, but giving the right things our attention, in the season we are in.

ELYSE ARCHER

In the middle of raising children and building dreams. In the middle of becoming who we are and honoring who we have been. In the middle of wanting more and being deeply grateful for what is already here.

It can be tempting to believe that once we reach the next milestone, everything will finally feel settled. That the business will reach a certain revenue level, the children will be older and more self-sufficient, or the metaphorical puzzle pieces will fit together perfectly.

This is an illusion. There will always be another goal, another milestone. Once you achieve your current goals, you will be onto the next.

We are always becoming, transforming, evolving.

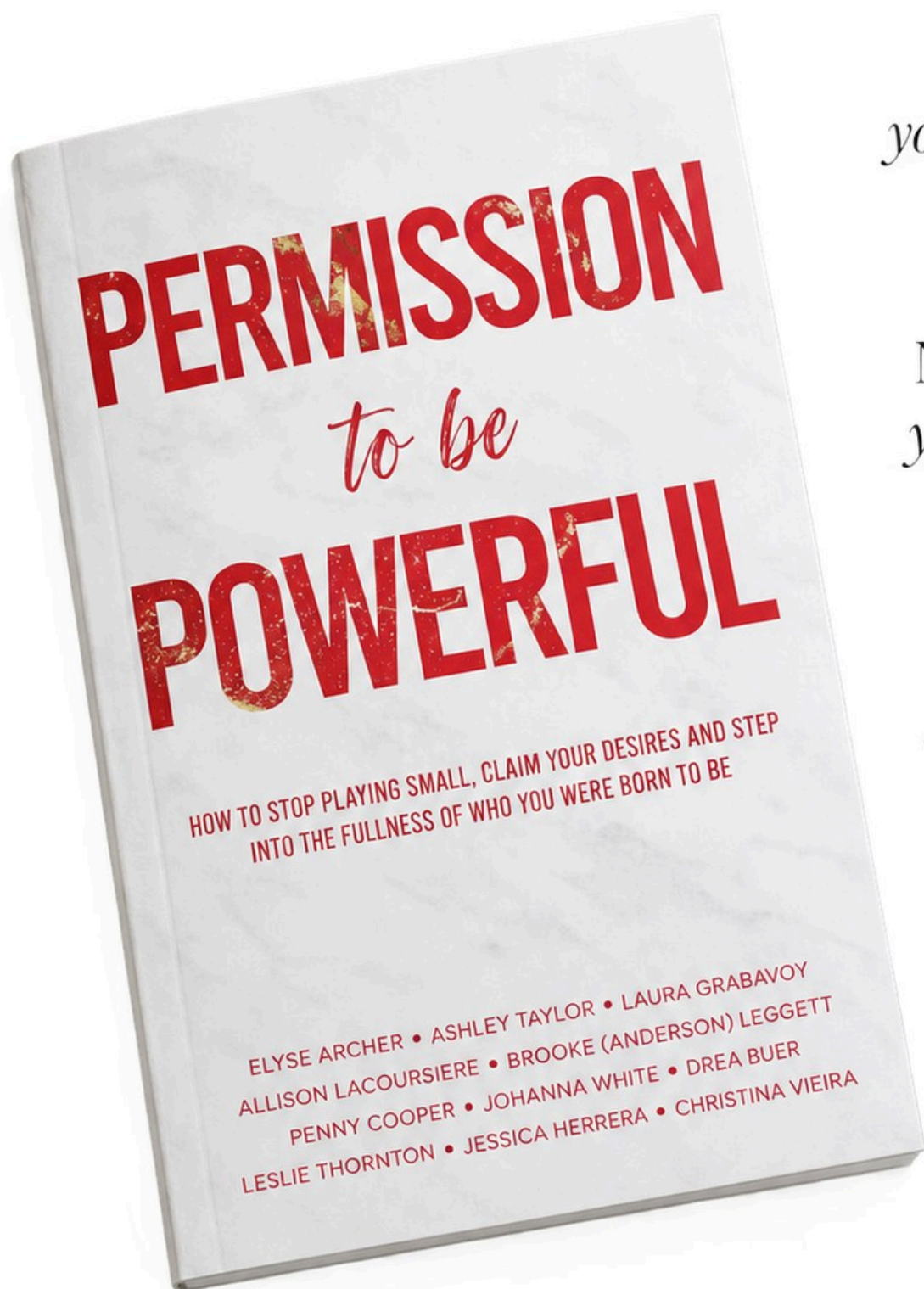
So I think the key to happiness and fulfillment is to realize it's not about waiting for "someday." It's about embracing the beauty of the moment and season you are in right now, whether it's messy with LEGO blocks spread all over the floor or triumphant with landing a pitch to a major new client (or perhaps a day when you experienced both).

We get to trust that the life we are building is not separate from the life we are living right now, in this moment. They are all interconnected. One becomes the other. But it is learning to see the beauty in the becoming that will help you feel successful, happy, and fulfilled no matter what you are in the middle of right now.

In closing, from one mama to another, I invite us all to remember that our children are not an interruption to our mission. Our mission is not a distraction from our motherhood. Both are expressions of the love, creativity, and purpose we are here to embody.

There will be days when one needs more of me than the other. There will be seasons when the rhythm changes. This is the natural flow of life. It doesn't mean we are out of balance—it simply means we are tuning in and paying attention to what truly matters now.

And perhaps that is what balance really is: not giving everything equal attention, but giving the right things our attention, with love, in the season we are in.



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How to Make Decisions Before Certainty Arrives

We like to think clarity comes first and action follows. Some of the most important decisions of our lives ask us to reverse the order.

BY ELYSE ARCHER AND ANGELA SMITH

When Elyse Archer left a six-figure corporate job to start her own sales-coaching business, she did not have a long client list, a proven business model, or much evidence that entrepreneurship was going to work.

She had one client, who had paid her \$300 to review a presentation.

What she did have was a persistent knowing that she was meant to do something different.

“I knew I had a calling,” Archer says. “I knew I felt drawn to doing something new. I knew I felt drawn to entrepreneurship. I had no proof that it was going to work.”

It would be tempting, with the benefit of hindsight, to turn that decision into a tidy origin story: She knew, she leapt, it worked. But that skips over the part most of us actually struggle with—the moment before the leap, when the outcome is unknown and the information available feels insufficient.

We tend to think good decisions are the result of gathering enough facts to eliminate uncertainty. We research, strategize, seek advice, run projections, and wait to feel sure. Sometimes more information is

exactly what is needed. But there are also decisions for which certainty simply isn’t available in advance.

For Archer, learning to recognize the difference has become an important part of how she moves through business and life.

WHAT DO YOU KNOW BEFORE YOU HAVE PROOF?

Steve Jobs told Stanford’s graduating class in 2005, “You can’t connect the dots looking forward; you can only connect them backwards.” His point was that we often understand the significance of a decision only after enough life has unfolded around it.

Archer sees her own departure from corporate life that way. At the time, she could not know where the decision would lead. She knew only that she felt called toward entrepreneurship and that staying because it was safer would mean ignoring something she had become increasingly unable to ignore.

Her faith plays a significant role in that process. So does intuition.

For women who are strategic, accomplished, and accustomed to making smart, defensible decisions, intuition can be an uncomfortable input. It is difficult to put on a spreadsheet. It does not always arrive carrying a business case.



“Intuition is soft,” Archer says. “It’s not loud.”

Fear and anxiety, by contrast, tend to forecast disaster. They produce worst-case scenarios and then present them as probabilities.

Archer does not believe that feeling fear necessarily means a decision is wrong. A choice can be deeply aligned and still scare you. What she pays attention to is the quieter knowing beneath the fear.

She often gets there by asking herself: What would I love? What do I really want? If I knew I couldn’t fail or get it wrong, what would I choose?

At times, she will mentally remove time and money from the decision as well—not because those realities don’t matter, but because doing so helps her hear the desire before logistics begin editing it.

Once she knows what she wants, the practical questions can return. They just don’t get to decide what she is allowed to want in the first place.

LOOK AT BOTH SIDES OF RISK

Risk has a way of becoming much larger when we leave it unnamed.

Someone considering leaving a secure job may imagine a failed business leading to financial disaster. Archer believes it is useful to stop and ask what the actual worst-case scenario is.

If you leave a corporate job to build a business and it does not work the way you hoped, perhaps you need more time. Perhaps you eventually get another job.

“Maybe it just means you need a little more time and you go back and get another job,” she says. “That’s the worst thing that happens—you’re back where you were.”

Intuition is soft. It's not loud.

ELYSE ARCHER

Then she turns the question around: What is the best thing that could happen?

That second question matters because we often conduct surprisingly lopsided risk assessments. We give enormous airtime to what we might lose by making a change and far less to what we might lose by refusing to make one.

Price Pritchett makes this point directly in *You²*: “You can never escape risk. You can only decide which risks to take.”

That idea resonates deeply with Archer. Staying put is also a decision. Waiting indefinitely is a decision. Choosing what is familiar over what is calling us carries its own consequences.

The more useful question may not be, How do I avoid risk? It may be: Which risk am I willing to take?

STOP ASKING EVERY DECISION TO BE PERMANENT

One of the premises behind this story was the idea of separating reversible decisions from irreversible ones. Archer’s instinct is somewhat different: she believes we often treat far too many choices as though they will define the rest of our lives.

Some decisions deserve careful deliberation. But many can be adjusted as new information emerges. Offers change. Business models evolve. Boundaries get refined. Opportunities teach us something we could not have learned without stepping into them.

Seen that way, the goal is not to build a life in which every choice turns out to have been exactly right. It is to keep becoming more discerning through the choices we make.

This is particularly relevant in business, where women can spend months perfecting something the market could help them understand far more quickly.

“I’m big on you just launching, doing stuff, getting it out there, figuring it out,” Archer says.

Her 10K Club became her first six-figure launch without a fully built program or elaborate sales infrastructure. Her Million Dollar Business program followed a similar path, initially launching from a spreadsheet without a polished landing page or operational ecosystem.

For Archer, this is not an argument for carelessness. It is an argument for proof of concept before overbuilding.

There are things no amount of private planning can tell you. You learn whether people want the offer by offering it. You learn where a program needs strengthening by delivering it. You learn what a decision feels like by living inside it.

Movement creates evidence.

LET ANALYSIS DO THE JOB IT DOES BEST

None of this means abandoning strategy.

Archer's distinction is about where analysis belongs in the decision-making process.

The analytical mind is amazing. It's good. But we want to make it our servant, not our master.

ELYSE ARCHER

"The analytical mind is amazing," she says. "It's good. But we want to make it our servant, not our master."

The analytical mind is exceptionally good at helping us build the how: what the decision will cost, where

risk can be reduced, what resources are needed, and what sequence makes sense.

Where it becomes less useful is in trying to answer questions it cannot answer: What do I really want? What is calling me forward? What choice feels most aligned with who I am becoming?

For Archer, those answers come from somewhere quieter.

The woman caught between two choices may believe she needs another week, another conversation, another spreadsheet, or one more sign. Sometimes she does. But sometimes she already knows the answer and is waiting for certainty to remove the discomfort of choosing it.

That certainty may never come.

What can come instead is the next piece of evidence, generated by the decision itself. You choose, you move, you pay attention, and you let what you learn inform what comes next.

Sometimes we begin, and clarity finds us there.

WORTH EXPLORING

You² — Price Pritchett. A concise exploration of quantum leaps, risk, and the hidden cost of staying with the status quo.

Steve Jobs: Stanford Commencement Address, 2005 — Jobs' reflection on connecting the dots only in retrospect speaks directly to decisions that cannot be fully understood before we make them.

SHE SELLS CERTIFIED CONSULTANT PROGRAM

More Freedom. More Impact. More Possibility.

As the second class of She Sells Certified Consultants prepares to earn its certification, a new group of women is getting ready to begin—and step into what could be possible for their businesses, their income, and their lives.

Maybe you've built a successful career and know you're good at what you do.

You understand business. You know how to sell. You have years of experience and expertise—and lately, you've found yourself wondering: Could I do something more with all of this?

Maybe you want another revenue stream. More control over your financial future. The option to eventually leave corporate—or simply the freedom of knowing you don't have to.

Or perhaps you've already built a coaching or consulting business. You love the work, but you've hit a ceiling. You're ready for more clients, more income, a stronger methodology, and a new level of credibility, confidence, and growth.

Those are exactly the women the She Sells Certified Consultant Program was created to serve.

I want women to have more financial freedom and more time freedom. Coaching can be an exceptional way to create both. Whether a woman wants to work part-time, build a six-, multi-six-, or seven-figure business, travel more, spend more time with her family, or simply have greater control over her future, I want her to know there are more possibilities available to her.

ELYSE ARCHER

BUILD A BUSINESS THAT GIVES YOU CHOICES

When Elyse Archer created the certification program, the vision went far beyond teaching women how to coach.

It was about giving women another path to time freedom, financial freedom, and meaningful work.

A business that can fit around motherhood rather than compete with it.

A business that can travel with you.

A business that gives you more time with the people you love.



SHE SELLS

WITH ELYSE ARCHER

A business that turns what you already know—your experience, expertise, sales ability, leadership, and gifts—into something both profitable and deeply purposeful.

THE NEXT CLASS OF CERTIFIED CONSULTANTS

This November in Portland, Maine, the second class of She Sells Certified Consultants will complete nearly a year of training and officially earn their certification.

They follow the inaugural class of seven women who became the first She Sells Certified Consultants last fall—and they represent the continued expansion of a methodology that has now been shared with thousands of women through She Sells programs, coaching, events, and community.

Then, almost immediately, the next chapter begins.

A third cohort will gather in Portland to begin its own certification journey.

The year-long program includes 48 weeks of training, seven core pillars, live weekly instruction, business strategy, sales, mindset, and the She Sells methodology—giving participants both the framework and the professional foundation to build or expand a successful coaching and consulting business.

WHAT BECOMES POSSIBLE

For women who are already coaching, certification can create an entirely new level of growth.

Allison Lacoursiere entered the program with an established business and has since continued to expand what was possible inside it—including generating \$125,000 in revenue in a single month as a She Sells Certified Consultant.*

But the number is only part of the story.

“This program gives women a way to take everything they already bring to the table—their experience, their ambition, their love of business, sales, mindset, and personal growth—and turn it into a business with real potential. You don’t have to start from scratch. You’re building from who you already are and creating the next level from there,” says Allison Lacoursiere.

IS THIS YOUR NEXT CHAPTER?

You may not call yourself a coach yet.

You may already be one.

You may want to leave corporate someday—or have no intention of leaving at all.

What matters is that you know you want more ownership of your time, your income, and what comes next.

The She Sells Certified Consultant Program offers a path to monetize your expertise, build a professional coaching or consulting business, expand an existing one, and create greater choice in how you work and live.

And this November, another group of women will begin.

Could one of them be you?

THE PROGRAM AT A GLANCE

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- 7 core pillars
- Live weekly instruction
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- She Sells methodology certification
- A community of ambitious women building businesses on their own terms

NOVEMBER 1–2

Portland, Maine. Celebrating the second class of She Sells Certified Consultants.

NOVEMBER 3–4

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*Individual results vary. Revenue figures reflect the experience of the consultants named and are not a guarantee of earnings.



LIFE BY DESIGN

Plan for the Season You're Actually In

The most strategic thing you can do this quarter might be building your business around the woman you are becoming.

BY ALLISON LACOURSIERE

For the last six months, I have been planning a wedding. We chose the flowers, the tables, the music, and the guest list. I found the dress. There have been spreadsheets, decisions, conversations, and approximately 400 tiny details I had no idea existed before becoming a bride. Somewhere in the middle of planning all of it, though, my fiancé and I started repeating a sentence that has become something of a mantra for us:

We are throwing a party, but we are planning a marriage.

ALLISON LACOURSIERE

That sentence changed the way I thought about our wedding, and unexpectedly, it changed the way I thought about my business. The wedding is one day. The marriage is the life we are building after everyone goes home. So alongside conversations about flowers and seating charts, we started having different conversations. We talked about the kind of marriage we want to create, how we want to communicate when things are hard, the values we want to bring to our marriage and wedding, the measures of success inside our marriage, the home and family we hope to build, and who we each want to become inside this next chapter. I realized that I wanted to give becoming a wife the same level of intention I had once given becoming a CEO.

That realization exposed something I see constantly in ambitious women. We are exceptionally good at planning the party of our businesses. We plan the launch, create the offer, map the content calendar, set the revenue target, and hire the team. We know what the next level is supposed to look like, and many of us have become very good at making it happen. What we don't always do is stop long enough to ask what kind of relationship we want to have with the business we are creating, or whether the woman running it still wants the life that business requires.

LIFE BY DESIGN

This year, that question became impossible for me to ignore. I am building a company while preparing for a marriage and stepping into an entirely new chapter of my life. My priorities are shifting. My desires are expanding. Even my definition of success is changing. Instead of asking myself how much I could possibly accomplish this year, I started asking a different question: What does the woman I am becoming actually want to build in this season?

The answer required more discernment than another productivity strategy ever could. I didn't need every opportunity, and I didn't need to grow every part of my business simultaneously. Most importantly, I didn't need to prove that I could maintain the capacity of a previous version of myself while becoming someone new. I needed to decide what mattered most and have the courage to build around that, yet again, this time in a different season.

I think this is an invitation more women are beginning to feel. Maybe your season is a wedding. Maybe you have a newborn, your children are leaving home, or a parent suddenly needs more of you. Maybe you are navigating a health challenge, falling in love, ending a relationship, moving across the country, or simply realizing that the business you built five years ago no longer reflects the woman you are today. Life moves, and our businesses need to be designed with enough flexibility to move with us. You must be willing to let the old paradigm fall apart so you have space to fall in love with your vision and future yet again.

This idea has become central to what I call Feminine Business Architecture: creating businesses capable of holding the full expression of a woman's ambition while honoring the reality of her life. I don't believe women need smaller dreams. I believe we need better architecture, businesses designed with seasons, capacity, desire, energy, relationships, motherhood, creativity, reinvention, and rest in mind. We need models that recognize the woman who built the first million may want something entirely different from the woman building the next one.



ALLISON LACOURSIERE AND HER FIANCÉ

Some of the most successful women I coach struggle with this precisely because they are so capable. They know how to muscle through, make the plan happen, and carry more when more needs to be carried. Their capability has rewarded them again and again, so it becomes easy to assume the answer to every new season is simply to become more capable. Eventually, however, there comes a point when carrying more is no longer the assignment. Becoming is.

There is something deeply powerful about allowing your business to evolve as you do. Growth does not always have to mean adding. Sometimes growth looks like becoming more precise about what deserves your energy. Sometimes it means protecting the one thing you know you want to build and allowing everything else to wait. Sometimes the biggest move available to you is deciding that your business is no longer something your life has to work around.

So look at your calendar this week and consider which version of you it was designed for. Look at the expectations you are carrying, the goals you are pursuing, and the pace you have decided is necessary. Then ask yourself whether they still belong to the woman you are today.

You do not have to keep building a life around a woman you have already outgrown. You get to build for the woman who is arriving. You get to throw the beautiful party, build the extraordinary company, and claim the enormous vision while creating a life spacious enough to actually experience all of it.

That may be the real work of this season: planning for the relationship you want to have with your success, not simply how impressive you can make it look from the outside. Because the most powerful business you can build may be the one expansive enough to hold the woman you are becoming.

Allison Lacoursiere is a High-Performance Coach helping women scale with ease using alignment, feminine leadership, and AI-powered systems. She blends neuroscience, intuition, and innovation to create sustainable, magnetic success. allisonlacoursiere.com. Follow her on Instagram at [@allisonlacoursiere](https://www.instagram.com/allisonlacoursiere).

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BOARDROOM & BEYOND

You Don't Need Every Answer to Lead

The space between what was and what comes next requires a different kind of leadership: clarity, self-trust, and the courage to take the next honest step.

BY LAURA GRABAVOY

There is a particular kind of pressure that comes from leading in the in-between. The old way of working may no longer fit, and the new way hasn't fully taken shape.

Artificial intelligence is changing how work gets done. Companies are merging and restructuring. Return-to-office mandates are reshaping routines. Leaders are making decisions about technology, talent, costs, and growth while employees are asking reasonable questions about what all of it means for their careers.

Maybe you're leading a team through a strategy that is still evolving. Maybe your role has changed. Maybe the expectations have changed while the resources haven't. Maybe you're wondering which parts of your expertise will matter most in the future.

You're somewhere between what was and what comes next—and you're still expected to lead.

After more than 30 years in corporate banking and wealth management, I've learned that leadership isn't about having every answer. Some of our most important leadership moments happen when the answer doesn't exist yet.

The in-between asks something different of us: Can we create clarity before we have certainty?

CORPORATE IS AN ENVIRONMENT

Over three decades, I've worked inside many different versions of corporate. Leadership changed. Strategies changed. Roles evolved. Companies reorganized. There were seasons when the environment supported where I was going and seasons when I could feel something no longer fit.

One of the most important things I learned was to stop confusing the environment with myself.

Corporate is an environment. You still get to decide who you are inside of it.

Your title is part of the environment. The organizational chart is part of the environment. Your company's strategy is part of the environment. Even the definition of success you've been pursuing may belong to a version of you that is changing.

Who you are matters inside all of it—your experience, judgment, values, voice, relationships, and ability to trust what you know.

That becomes even more important in the in-between. When the environment can no longer tell you exactly what comes next, you have to become clearer about what comes from you.

UNCERTAINTY CAN CHALLENGE YOUR IDENTITY

When something changes at work, notice where your attention goes. A reorganization is announced. A new leader arrives. Someone else is invited into a meeting. An AI initiative suddenly becomes a strategic priority.

Our minds quickly fill in what we don't know:

What does this mean for me? What do they know that I don't? Should I be worried?

Gathering information is smart leadership. But there is a point where gathering information becomes searching the environment for certainty that simply isn't available.

The in-between can challenge more than our strategy. It can challenge our identity.

Who am I if the expertise that made me successful is changing? What happens if my role changes? Where do I fit if the organization changes around me?

This is where self-leadership matters. Ask yourself:

What actually happened? What am I making it mean? What do I actually know? What is mine to do next?

Your attention is one of your most valuable corporate assets. Self-leadership means seeing circumstances clearly enough to respond to what is actually happening rather than every possibility your mind can imagine.

CLARITY IS DIFFERENT FROM CERTAINTY

This becomes especially important when leading others.

Your team doesn't need manufactured confidence. They also shouldn't have to operate inside avoidable vagueness. A strategy can still be evolving while leadership remains clear.

Corporate is an environment. You are the person leading your life inside of it.

LAURA GRABAVOY

There is a significant difference between saying, "We're figuring it out," and saying:

"Here's what we know. Here's what we don't know yet. Here's what has been decided. Here's what we're still evaluating. Here's what we're focused on now. And here's when I'll communicate again."

That leader still doesn't have every answer, but people know where they stand.

Honest uncertainty says, "We haven't decided that yet." Avoidable vagueness leaves people guessing about things you could clarify today.

Sometimes executive presence is as simple as saying, "I don't know that yet. Here's what I do know."

TAKE THE NEXT HONEST STEP

There will be seasons when the old answer no longer works and the new answer hasn't arrived. That is the in-between.

Sometimes self-leadership means speaking up. Sometimes it means staying and helping shape what comes next. Sometimes it means putting something down when it has become too heavy to keep carrying. Sometimes it means walking away from a situation that no longer fits. And sometimes the next honest step opens an entirely different path.

You don't always know which one it will be when you first enter the in-between. This is where trusting yourself becomes part of leadership.

You don't have to know the entire path. You do have to stay close enough to yourself to recognize what is true now.

What do I know? What am I ready to put down? What still matters to me? What is the next honest step?

Corporate is an environment. You are the person leading your life inside of it.

Perhaps that is the real opportunity of the in-between: when the environment can no longer tell you who to be next, you get to decide.

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 @lauragrabavoy.

When Your Heart-Voice Changes Everything

One child's question changed Genevieve Piturro's definition of success—and sparked a movement rooted in comfort, connection, and love.

BY ANGELA SMITH

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

For Genevieve Piturro, that impact began with a child's question.

After 12 successful years as a television executive in New York City, Genevieve found herself rethinking what success meant and what she wanted the next chapter of her life to hold. In 2001, she founded Pajama Program, a national nonprofit that has since delivered more than 9 million pajamas and books to children in need. This year, as the organization celebrates 25 years, it is expanding its mission under a new name: Beyond Bedtime.

Today, Genevieve is also a sought-after TEDx leadership speaker, author of the award-winning bestseller *Purpose, Passion and Pajamas*, and creator of Purpose ACER, a program designed to help managers strengthen leadership, trust, and engagement. At the center of her work is a belief she learned by living it: leadership rooted in love isn't soft. It is powerful.

It's not the Power of One that changes things, it's the Power of One-ANOTHER that moves mountains and moves people.

GENEVIEVE PITURRO

Q + A WITH GENEVIEVE PITURRO

For readers meeting you for the first time, can you share a quick overview of Beyond Bedtime, the work it's doing today, and what you're focused on now?

Pajama Program was started 25 years ago to give comfort and love at bedtime to children at risk. I visited and read stories to children in emergency shelters and felt a deep connection to them.

When I watched them toss and turn in the room where they were brought to sleep, I noticed they were still wearing the clothes they had been brought into the shelter wearing. Immediately, I was taken back to my own bedtime, with my mom sitting at my bedside reading me stories, and I was captivated by her every word. I remembered how cozy and warm I felt in my snugly pajamas during those moments.

And as I watched these children, I couldn't help but feel their loneliness and fear, wishing I had warm, soft pajamas for them. So, on my next visit, I brought new warm, soft pajamas for them along with the storybooks.

We always knew bedtime was fraught with anxiety for these children. Today, our Executive Director, Jamie Dyce, has expanded that understanding and the work we do, taking our purpose Beyond Bedtime.

Before Beyond Bedtime existed, you had built a successful 12-year career in television. What was beginning to feel incomplete for you at that point in your life?

I was a successful TV executive in NYC for 12 years until a sudden inner voice challenged my direction and I dramatically altered the path of my life.

The question? "If this is the next 30 years of your life, is this enough?"

I always wanted to climb the corporate ladder like the TV character Mary Richards, whom I admired as a young girl. I wanted the independence and status of a successful businesswoman, and my workaholic life was thrilling to me—until my Heart-Voice spoke up, prompting me to re-evaluate my path and, ultimately, my values.

Then, just weeks later, a homeless child in an emergency shelter asked me a different yet equally heart-stopping question. It shattered everything I thought I knew about leadership and success.

That question? "What are pajamas?"

Once you knew you couldn't ignore that calling, what was the in-between period like before you knew what it would become?

I was lost and confused. My head was trying to keep me on my TV BOSS track, with a salary and a successful future ahead of me, while my heart was pulling me toward an unknown path that I couldn't imagine navigating.

Going from corporate executive to nonprofit founder wasn't easy, but after massive fear and doubt, countless sleepless nights, and tears that could fill the Atlantic, I overcame challenges I thought would ruin everything. I met each turn with faith, determination, and moxie.

I found and powered my purpose, and the chain of events set in motion by that little girl has created a legacy we can only attribute to the magic of human connection.

What did those early days teach you about generosity—and about the power of acting before you have the whole plan?

Learning to lead with an open heart, compassion, and love transformed me from a boss to a leader people wanted to follow.

It wasn't long before I realized love as a strategy isn't theoretical; it's a battle-tested framework for how vulnerability, emotional intelligence, and genuine care unlock extraordinary potential in every one of us.

We may be executives, but we're human first. And how people feel when they're together—connected or disengaged—drives everything, including the bottom line.

The #1 leadership lesson I learned? "It's not the Power of One that changes things, it's the Power of One-ANOTHER that moves mountains and moves people."



PHOTO BY AND OWNED BY PAJAMA PROGRAM

For the woman who feels called toward something more—who sees a need, feels a pull, or knows something in her life no longer fits—what would you want her to know about listening to that voice and taking the first step?

Your North Star comes from your heart, and it's never too late to discover it.

When you listen to and trust your Heart-Voice, you inspire others. You'll see strangers and friends alike respond to your intention, purpose, and vision, and they will join you to make a greater impact than you could have imagined.

Learn more about Genevieve Piturro at genevievepiturro.com and follow her here:

LinkedIn: [linkedin.com/in/genevievepiturro](https://www.linkedin.com/in/genevievepiturro)

Instagram: [@genevievepiturro](https://www.instagram.com/genevievepiturro)

YouTube: [@genevievepiturro9950](https://www.youtube.com/channel/UC9950)

Substack: [@genevievepiturro](https://www.substack.com/profile/genevievepiturro)



GENEVIEVE PITURRO · PHOTO BY DAMION EDWARDS

How to Thrive During a Challenging Season

SHE SELLS RADIO EPISODE 350 JULY 16, 2024

There are seasons when everything seems to be moving—and seasons when life asks something entirely different of us.

In this episode of She Sells Radio, Elyse reflects on moving through a challenging season and what it can teach us about becoming. Rather than simply enduring difficult or uncertain chapters, she asks what becomes possible when we stop resisting them and begin looking for what they are here to reveal.

One of the central ideas: what got you here may not be what gets you where you're going next.

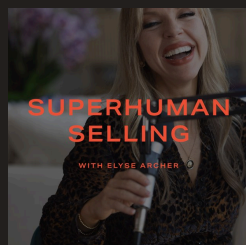
The uncomfortable middle can expose the habits, beliefs, and versions of ourselves that no longer match the life we're creating. And while it can be hard to see that when we're inside it, those seasons often hold the raw material for what comes next.

LISTEN IF

you're in a chapter that feels uncertain, difficult, or different from what you expected—and you're trying to understand what it might be asking you to become.

When you are in these hard seasons, you are becoming the person you want to be.

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