SHE SELLS

MAGAZINE

NOVEMBER 2026
ISSUE NO. 05



The Courage to Trust Yourself

A CONVERSATION WITH TAMA KIEVES

VISIBILITY CREATES MOMENTUM

SHE GIVES *The Gift of Being Seen*

FEATURING MELISSA CLAYTON

THE MOMENTUM ISSUE

THE

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Momentum

On what it actually takes to build momentum, and why it starts with becoming the woman who is ready for what is next rather than doing more.

She Sells Magazine

THE TEAM

EDITOR-IN-CHIEF
Elyse Archer

MANAGING EDITOR
Angela Smith

CREATIVE DIRECTOR
Katie Garwood

PUBLISHER
Superhuman Media

CONTACT
magazine@elysearcher.com

SUBSCRIBE
Sign up at elysearcher.com

SEE PAST ISSUES
elysearcher.com/shesellsmagazine

THIS ISSUE'S CONTRIBUTORS



MICHELLE CHALFANT

Coach, therapist, author, and creator of The Adult Chair®. Her podcast has reached more than eleven million listeners in 150 countries.



JESSICA PAPINEAU

CEO and founder of CSJ Styling. She helps women embody wealth through style, identity, and visible leadership.

FEATURED IN THIS ISSUE



TAMA KIEVES

Tama Kieves is a Harvard Law School graduate turned bestselling author, TEDx speaker, and success coach who helps people discover their calling and pursue their dreams. Her latest book is *Learning to Trust Yourself*.



MELISSA CLAYTON

Melissa Clayton is the founder and CEO of Tiny Tags, a multimillion-dollar personalized jewelry brand celebrating motherhood. A Shark Tank alum and Inc. Female Founders 250 honoree, she inspires women to build businesses that align with the lives they want to lead.



ON THE COVER

ELYSE ARCHER

Founder of She Sells, host of Superhuman Selling, and Editor-in-Chief of this magazine.

PHOTO BY

Marlana Semenza

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When You Finally Let Yourself Move

In our October issue, we explored what it means to be in the middle—those seasons when we're no longer who we used to be, but not quite sure who we're becoming. I've experienced many of those seasons myself.

As a woman who once found comfort in constant doing and achieving, I've had to learn stillness isn't the absence of progress. Sometimes, it makes our next expansion possible.

I love looking to nature for reminders. In winter, things appear quiet, dormant, even lifeless. Yet beneath the surface, something beautiful is preparing to emerge. Bob Proctor used to say, "Winter never follows winter." Spring always comes.



PHOTO BY MARLANA SEMENZA

And like spring, sometimes momentum arrives gently. Other times, it feels like a slingshot, catapulting us toward something we could barely have imagined.

I was speaking with a client recently who shared how she experiences resistance whenever she's preparing to step into something bigger. She described questions about whether she's worthy, ready, or capable of having what she desires. I know that feeling well.

But I've learned resistance doesn't mean we're on the wrong path. Sometimes it's an invitation to release beliefs we've outgrown and make room for what's next.

I've been blessed to experience so many things I once dreamed about, and today, an even bigger vision is unfolding. But rather than racing toward the next milestone, I'm learning to ask myself:

How can I bring more love, more beauty, more generosity, and more intention into what I'm creating right now?

Because the way we create our lives matters just as much as what we create.

So, beautiful soul, if you're beginning to feel things move, let yourself enjoy it. Celebrate the little openings, the unexpected opportunities, and the moments when you realize something you've dreamed about is actually happening.

You don't have to immediately move the finish line. Let yourself receive the beauty of what you've created.

The momentum isn't just taking you somewhere. It's revealing who you've become along the way.

ELYSE ARCHER

With love,

Elyse

ELYSE ARCHER · EDITOR-IN-CHIEF, SHE SELLS MAGAZINE



THE FEATURE

The Momentum Flywheel

Why creating extraordinary growth isn't about doing more. It's about becoming the woman who's ready for what's next.

BY ELYSE ARCHER

PHOTO BY MARLANA SEMENZA

For much of my entrepreneurial journey, I believed creating momentum meant doing more. More action, more effort, more things checked off the list. I measured productivity by how much I accomplished, and like so many women building businesses, I became very good at doing just about everything.

These days, I see it differently.

We're in an exciting season of expansion across several brands, including She Sells, Superhuman Selling, and Superhuman Media. We're also preparing to launch a new brand for children. I can't share much about it just yet, but I'm deeply passionate about bringing it into the world. The vision continues to grow, but what's allowing that growth isn't my ability to work harder or fit more into my schedule. It's my willingness to become a different version of myself.

Before we can consistently create different results, we have to become comfortable being the women who create them.

ELYSE ARCHER

When I started building businesses, I did everything. I wrote the emails, developed the offers, built the websites, and handled countless details. For a long time, that's what building the business required.

But the woman who launches a business isn't necessarily the same woman who can lead multiple growing brands. I've had to evolve from being the person who executes everything to the visionary who brings extraordinary people together to execute a bigger vision. We're bringing incredible talent into our companies, creating systems and structures to support continued growth, and transitioning responsibilities that once required my direct involvement. This allows our businesses to build momentum while I focus my energy on what I'm called to create next.

The real transformation, though, has been internal. I've had to get comfortable no longer being the woman who does everything, which has required me to examine some surprisingly deep questions about identity, worth, and what makes me feel safe.

Before we can consistently create different results, we have to become comfortable being the women who create them.

THE IDENTITY SHIFT THAT CHANGES EVERYTHING

One of the most powerful questions I ask myself, and encourage the women I work with to ask, is: *What am I still doing that the version of me who already has the results I desire wouldn't be doing?*

Sometimes we hold on to responsibilities because we've always done them or believe no one else can do them quite as well. Other times, part of our identity is wrapped up in being the person everyone needs. We derive significance from being indispensable and security from being in control. Even when we want more freedom or expansion, we may feel uncomfortable with what achieving it would require us to release.

I see this in my own life and in the women I coach. We have beautiful visions, but we're still identifying with the women we've been rather than the women we're becoming. That's where so much resistance lives.

Recently, a woman joined our 50K Club mastermind with a vision of moving from the Northeast to Florida, bringing her wellness business with her, and purchasing a duplex where she could create a home and studio while renting out part of the property. She imagined this as a 2027 goal, something that might take six months, a year, or longer.

But as she made the decision to join the mastermind, I watched something shift. She began approaching her vision differently, and what she'd imagined as a distant possibility became reality within a few months.

What struck me wasn't simply how quickly things happened. It was the change in how she saw herself and what she believed was possible.

I believe this is where momentum begins. We make an internal decision about who we're becoming, and the actions become clearer. We may still encounter obstacles, but we're no longer approaching every opportunity as the woman who isn't there yet.

Moving between identities can bring resistance. There are old beliefs to release, familiar patterns to outgrow, and a new sense of safety to create around having what we want. But as that shift happens, we can move with greater clarity and less internal struggle.

ALIGNED ACTION, NOT MORE ACTION

As my businesses and life have expanded, I've become more intentional about distinguishing between action that moves my vision forward and action that keeps me busy.

My heart is in building businesses and living out my God-given purpose. At the same time, being an amazing mama matters enormously. I want to be present for my children and have the energy to show up fully for what matters most.

That has made me more willing to ask for support, professionally and personally. Even now, I occasionally notice my old identity questioning whether I'm allowed to let something go.

Recently, despite having wonderful childcare support, I was spending roughly two additional hours each evening getting everyone settled, doing dishes, cleaning up, and finishing everything before bed. I wanted more time to myself, whether to get to bed earlier, wake up with time to focus, or simply recharge.

I could have kept buckling down and getting everything done. Instead, I brought someone in for a couple of hours in the evenings to help with household cleanup so I could put my kids to bed and have time for myself.

It was a small decision, but I noticed that little voice asking whether it was okay. Did I really need help? Shouldn't I be able to do it myself?



ELYSE ARCHER · PHOTO BY TYSON GARWOOD

In those moments, I return to the identity I'm creating. I regularly think about the woman leading an eight- or nine-figure business and ask how she spends her time, what her support team looks like, and where she invests her energy. If I'm serious about stepping into that role, I have to make decisions aligned with it now, even when they challenge how I've always operated.

Aligned action doesn't necessarily require a massive investment or dramatic leap. Sometimes it's a seemingly insignificant decision that represents an entirely new way of valuing your time and energy.

I've also seen how one decision can open doors we never anticipated.

I've stopped asking what else I can do and started asking what I can release.

ELYSE ARCHER

A woman in our Million Dollar Business program began paying attention to how she most loves serving clients and growing her business. She realized her favorite way to connect with people and generate business was in person, so she joined a local networking group in her New York community.

That decision has led to friendships, business relationships, partnerships, and client opportunities. And the possibilities continue expanding as she shows up and nurtures those connections.

She wasn't forcing herself into someone else's formula for success. She recognized how she's naturally wired and chose an action that honored it. That action created opportunities, which led to new connections and possibilities.

This is what I mean by a momentum flywheel. We take an inspired action aligned with our vision, experience the possibilities it creates, and build confidence to keep moving forward. Over time, those actions compound in ways we couldn't have predicted.

THE GROWTH THAT COMES FROM LETTING GO

Perhaps the greatest change in my understanding of productivity and growth is that I've stopped asking what else I can do and started asking what I can release.

What am I no longer being called to do? Where am I spending time that isn't producing fruit? What am I holding on to because it supported an earlier version of my life or business, even though it no longer fits where I'm going?

There's an inner and outer dimension to this work, and both matter.

The inner work involves examining our attachment to familiar identities. For many of us, constantly doing something feels safe. We're so accustomed to being busy, productive, and in control that slowing down or handing something over feels uncomfortable, even when we know it would serve us.

I think it's worth asking whether we're operating from fear or love. Are we creating something we're excited about, or staying busy because we're afraid of what might happen if we stop? There's a difference between inspired action and action driven by the need to control every outcome.

The outer work is more practical. It may mean delegating responsibilities, especially when someone else can handle them for less than the value of our time. It may mean stepping away from activities that aren't producing meaningful results or reconsidering commitments we've continued out of habit.

Sometimes it means examining our environments, relationships, and networks. As we grow, certain spaces that once felt aligned may no longer support our vision. Those relationships and environments may have been important in an earlier chapter, but we have to recognize when something has served its purpose and make room for what fits the next season.

We can't keep adding responsibilities, commitments, and expectations to an already full life and assume greater freedom and fulfillment will emerge on the other side. The woman we're becoming may need different support, a different environment, and a different relationship with her time.

You don't need to know the how before deciding what you want.

ELYSE ARCHER

Sometimes growth requires releasing things that are perfectly good but no longer aligned with what we're here to create. There's tremendous freedom in recognizing we don't have to carry everything forward.

WHEN MOMENTUM BECOMES WHO YOU ARE

Once momentum builds, how do we sustain it without constantly starting over?

I believe the answer comes back to identity, supported by habits, systems, and the structures we create around ourselves.

Consider a woman who identifies as someone who takes extraordinary care of her health. Drinking water, exercising, and caring for her body may be so natural she barely thinks about them. They're simply part of who she is.



ELYSE ARCHER · PHOTO BY TYSON GARWOOD

Now imagine a woman who wants to become healthier but doesn't yet see herself that way. She may benefit from tracking habits, creating routines, or establishing accountability as she develops those behaviors. Those tools can be wonderful, especially when paired with the internal work of seeing herself as the woman who naturally makes those choices.

I've used this approach in my own life. Earlier this year, I decided to read a book a week, so I began tracking my reading. I've also tracked going to Pilates two or three times a week and spending intentional time with my children. Initially, the structure helped me follow through. Eventually, the habits became natural, and I no longer needed to track them.

The same happens in business. As we step into new levels of leadership, we may need different systems, accountability, or support. Those resources help us bridge the space between where we are and where we want to be.

We're not simply collecting habits or adding tasks to our calendars. We're creating practices that reinforce who we're becoming, while trusting ourselves to recognize when a tool has done its job.

Sustainable momentum isn't about maintaining a perfect routine. It's about creating a life where the actions supporting our vision become increasingly natural, with the self-awareness and support to adjust as that vision expands.

GIVE YOURSELF PERMISSION TO DREAM AGAIN

I often hear from women who are working incredibly hard but don't feel they're getting anywhere. They're exhausted, overwhelmed, and looking at everything standing between where they are and where they want to be, wondering how they'll ever close the gap.

My first instinct isn't to give them another productivity strategy. I want to help them reconnect with their vision because so often, when we feel stuck, we've lost touch with what excites us.

We become consumed with the how. How will we make more money, grow the business, find the time, build the team, or create the life we want? We focus on everything we think needs to happen first, and the vision itself begins to feel distant.

If that's where you are, I'd encourage you to get out of your everyday environment. Leave the house, step away from work, and give yourself space to imagine what you'd truly love.

If you could create your life any way you wanted, what would it look like? What would light you up? What have you stopped allowing yourself to dream about because you couldn't see how it would happen?

Let yourself get excited about those possibilities without immediately talking yourself out of them or figuring out every detail. You don't need to know the how before deciding what you want. Get clear on your vision, fall in love with it, and begin seeing yourself as the woman capable of creating it.

From there, the next steps often feel more natural. You may be inspired to make a call, connect with someone, ask for support, explore an opportunity, or release something you've known was holding you back.

As you act, you create experiences and possibilities that give you more reason to trust yourself. What once felt like a distant dream can begin to feel available, not necessarily because your circumstances changed overnight, but because your relationship with what's possible has changed.

That's the momentum I want every woman to experience. Not the exhausting cycle of pushing harder, accomplishing more, and wondering why it never feels like enough, but the energy that comes from connecting deeply with what you want, making choices that support it, and watching those choices build on one another.

My businesses and life look dramatically different from even a short time ago, and there's so much more I want to create. But this season is teaching me I don't have to become better at doing everything to make it happen. I have to keep becoming the woman who's ready to lead what's next and be willing to release what no longer belongs.

That's where meaningful, lasting momentum begins.

FREE WORKSHEET · PRINT THIS PAGE

Your 7-Day Momentum Flywheel

Three simple steps to turn intention into inspired action

You don't have to overhaul your life to create momentum. Give yourself seven days to reconnect with what matters, take meaningful action, and celebrate your progress.

1 GET CLEAR ON YOUR WINS

What are one to three things you'd love to experience in the next seven days? Choose goals that stretch you but feel believable. Most importantly, make them soul-aligned. These aren't things you think you should accomplish; they're what genuinely matters to you.

2 IDENTIFY YOUR NEXT ACTION

For each win, write down one action you can take right now, and do it. You don't need to figure out the entire path. Focus on the action available today.

3 CELEBRATE THE MOVEMENT

Decide how you'll celebrate at week's end. Base your celebration on the actions you took, not the outcomes. Whether the results have appeared or not, recognize that you showed up, followed through, and built momentum.

Remember: When you celebrate action rather than waiting for results to feel successful, you build a powerful momentum flywheel. Each aligned action creates new possibilities and more reasons to keep moving forward.

The Courage to Trust Yourself

From Harvard Law to the writing life—and what Tama Kieves learned about distinguishing fear from love.

INTERVIEW BY ANGELA SMITH

Harvard Law School graduate Tama Kieves was on track for a prestigious legal career when she walked away to follow her lifelong love of writing. What followed wasn't an overnight success story, but a journey through fear, self-doubt, and learning to trust her own voice. Today, the bestselling author, speaker, and career and success coach helps others find the courage to pursue their calling and define success on their own terms. At the heart of her work is a powerful belief: Our greatest gifts aren't found by following someone else's path, but by daring to trust our own.



PHOTO BY JASON JOHNSON

You've built a career helping others discover their calling. What brings you the greatest joy?

I love my work. I am here for my mission. It's my dream. My jam is helping people tap into their inspired selves and live from that place instead of fear and limitations.

When people say, "Yeah, but what do you love?" It's like, that's what I love. I'm doing it!

When you're doing your right work, what you're really meant to do on this planet—which I consider wild success—it heals you as much as it heals anybody else. I don't consider wild success how much money you're making. I consider how much it lights you up and how much you know you're here for your purpose.

You were on track to become a partner at a major law firm. What made you walk away?

I grew up in Brooklyn in an Orthodox Jewish family. I always loved writing, but being a writer wasn't an acceptable career. You were going to be a doctor, a lawyer, or marry one. That was it. My mother said, "You're going to write, you're going to starve. Get a job. You'll write on Sundays."

So I followed the practical advice. I got into Harvard Law School, graduated with honors, and was on partnership track at a major law firm. And I felt so scared and empty because I kept thinking, this can't be it. I'm "successful," but there has to be more.

A friend finally said something that changed my life: "If you've been this successful doing something you don't love, what could you do with what you love?"

People think I must have been so brave to leave. No. I was exhausted and almost desperate. I was working so hard to sustain a life I didn't really want.

I thought, you get one life. I want to know where this goes if I follow that love, that light, that genius. Maybe I'll crash and burn, but I need to see for myself.

I didn't even have a clear dream. I knew I wanted to write, but write what? Poetry? Fiction? Books? I had no idea how to make a living.

What I've learned is that it's about following breadcrumbs, one spark after another. You can't plan an inspired life. You're going to reveal it moment by moment, shift by shift.

You've said your first book was a 12-year journey. What kept you going?

I always tell people in my workshops, "I'm sure you want to leave now. You don't want to listen to this advice."

But it took me 11 years to believe in myself, to trust there was something else, and to get the doubt out of the way. Then it took me one year to actually do what I needed to do to write the book.



RECORDING THE AUDIOBOOK · PHOTO BY PAUL KUHN

When you're pursuing an inspired career, especially if nobody around you is doing that, you're changing a paradigm. You're changing what you've known and what the people around you have known.

I struggled left and right with writing *This Time I Dance: Creating the Work You Love*. Then I struggled with what to do with it. I initially self-published because that was my guidance.

Four months later, I got an email out of the blue from a vice president of marketing and publicity at Random House. She'd found my book, read it, and said it was the best book she'd ever read on finding your calling and following your dreams. She got it to the publisher I'd dreamed of.

I'd love to tell you that once it got published, I never doubted again. But my mind kept going! Then it was, “Will it sell?”

For me, this is forever a journey. It's forever a process. It's forever a practice.

How do you distinguish intuition from fear?

That is lifelong learning. My latest book is *Learning to Trust Yourself*, and it's all about this.

When you’re pursuing an inspired career, especially if nobody around you is doing that, you’re changing a paradigm.

TAMA KIEVES

First, become aware of your pitfall stories, the stories you always fall into. I have a secret story that I'm always going to be rejected. Part of me knows it's ridiculous, but left to my own unconscious devices, I'll see the world through that lens. We all have our versions.

The main distinction I make is between fear and love. I've taught *A Course in Miracles* for 30 or 35 years, and it's all about living in love instead of fear.

And love isn't gooey-eyed. Love is your strength. It's who you are. It's your wholeness.

I pay attention not so much to what the voices are saying, but how they feel. Not the words, but the tone.

For example, my fear used to say, "You're going to meditate? You're going to waste your time staring into space? You need to get busy!" Now, after all these years, it'll say, "And you didn't even meditate today."

My loving voice might also remind me I haven't meditated, but it won't diminish me. There's no judgment.

Anything that diminishes you is not your intuition. It's not your love. It's not your strength.

Why do so many accomplished women struggle to trust themselves?

Ironically, high achievers often doubt themselves more. You'd think, look at all these accomplishments. They must trust themselves.

But high achievers learned how to follow the track. They learned how to get the A. "Tell me what to do, I'll get the A."

They haven't always learned how to listen to themselves and trust themselves enough to go left when everybody else is going right.

One of the most damaging things we do as women is get an intuition, an inspiration, an idea, and we're on fire with it—and then we dilute it. We think maybe we should take it down a notch or wait until something else happens.



TAMA KIEVES

PHOTO BY JASON JOHNSON

Or the first no comes back, and it's, "See? I knew it wasn't going to work."

But that doesn't mean anything about the dream. Maybe I haven't expressed it the right way yet. Maybe I can share a different angle, or maybe it's simply not the right time for that person.

If I'm following a calling, it's my job to hold that energy. We can't let the first no or the first doubt have the bigger say.

Can you share a time when trusting yourself created unexpected momentum?

When I published *Learning to Trust Yourself*, my ego was saying, "Well, this time you better be practical. Hire a major team. Throw money into publicity."

I interviewed publicists, but nothing felt right. Finally, I asked myself, what if I don't just throw money at this? What if I follow the power of connection?

I'd seen how genuine connections had shaped my career, but I'd never consciously made that my strategy. I decided to pay attention to alignment instead of trying everything.

Later, someone recommended another publicist. We had a wonderful connection. I didn't hire her, but she eventually introduced me, completely on her own, to one of the most powerful contacts of my career: the CEO of Sounds True.

That led to their podcast, which was one of the best things that's happened in my career, and I'm now part of their Inner MBA program.

When I look at the good things happening in my career now, I can trace them back to one conversation leading to another. It all goes back to that decision to trust.

But I struggled with that decision! I'd beat myself up and think, "Why can't you be normal? Why can't you just do a launch like normal people do?"

What I realized was that I wanted to be undiluted. Even when I was following my own way, I was doubting it every three seconds. I was diluting my own way.

And when we're caught up in fear and all the junk in our heads, we're missing so many cues.

You've witnessed remarkable transformations in your clients. Can you share a few examples?

There are so many! I've had clients follow their hearts, write books, and get published. One woman was fighting writing her book. She wanted a ghostwriter, and we went back and forth. Finally, I helped her find the courage to write it herself. Her book went off the charts! It was amazing to watch.

Another client was a biologist and professor who was miserable in academia. She left and created this incredible dance studio where women were coming together. It was beautiful.

But the biggest success I see isn't necessarily the external accomplishment. I work with overachievers. They know how to get things done!

What matters most to me is that they're happier, more peaceful, and stronger. They're no longer attacking themselves at the same level. They're more fully who they're meant to be, and every area of their lives starts lighting up.

What would you tell a woman drawn toward something unconventional who doesn't know where to begin?

First of all, trust that desire. Don't dismiss something because it seems frivolous or because you're telling yourself you're too old. Don't listen to that.

Do something you love. Do something you really love.

If you love painting, take a painting class. If you love walking on the beach with your dog, do that. Notice how you feel afterward. You're in a different state of mind. More possibilities are open to you.

For the woman who doesn't know where to start, follow the breadcrumb. It might seem silly or unrelated to your career, but everything is related to you.

We are so much more powerful than we know. We have capacities and gifts we haven't even discovered yet.

TAMA KIEVES

And do not judge yourself. I tell my clients all the time, if there is self-judgment, there is not guidance. Inspiration can't exist in the same field as judgment.

I'm a writer. If I'm sitting there thinking, "This is terrible. This is never going to sell," that's not going to inspire me to write something great. I have to learn how to be patient, loving, curious, and on my own side. Be my own ally.

When I started writing, I felt something different. I wasn't religious or spiritual then, but I remember thinking, maybe this feeling of something larger, something aligned and vibrant, is what people mean by God. Maybe this is what they mean by spirit.

Whatever it was, I wanted more of it in my life.

Pay attention to what lights you up, even when you don't know where it's leading. Let that love carry you.

What do you most want women reading this to know?

We are so much more powerful than we know. We have capacities and gifts we haven't even discovered yet. And each gift can take us to another gift and another gift.

Especially with so much uncertainty in the world, we need more models of success. And I don't mean just money or how much reach somebody has on TikTok.

Ask, how aligned am I? How much am I sharing love? How happy am I? How alive am I? And how alive can I make somebody else?

You were given your gifts for a reason. They're not meant to sit in doubt. We need you. We need this love, this energy, this inspired power.

Because when one of us is living from that place, it spreads.

The Tama Kieves Toolkit

Simple practices, trusted resources, and a little permission to believe in yourself.

WHAT I KNOW FOR SURE

My life is learning about how to trust myself. This is life.

A RITUAL I RETURN TO

Inspired Self Dialogues, a journaling technique. I write my fears and my craziness, then write back from love or my inspired self. It helps me hear the two voices and choose.

A RESOURCE I RETURN TO

A Course in Miracles.

TWO THINGS I ALWAYS MAKE ROOM FOR

Journaling. Yoga.

MY PERMISSION SLIP FOR ANOTHER WOMAN

Dare to trust yourself. Dare to try it again and again and again. Give yourself every chance. Give the universe every chance to give you your chance.

Tama Kieves graduated with honors from Harvard Law School and was on track for a successful legal career when she walked away to pursue writing. Today, she is a bestselling author, speaker, and career and success coach who helps people trust themselves and pursue work they love. Her latest book, *Learning to Trust Yourself: Breaking Through the Blocks That Hold You Back*, explores moving beyond self-doubt to follow your own path. Featured in USA Today and Oprah Media, Tama has presented at TEDx and taught *A Course in Miracles* for more than 30 years. Learn more about Tama Kieves, her books, coaching, and upcoming programs at tamakieves.com.

INSTAGRAM	@tamakieves
FACEBOOK	@TamaKievesAuthor
ONLINE	tamakieves.com

Download Tama's top tool for trusting yourself and undoing fear at tamakieves.com/tamas-best-tool.



SHE GIVES

The Gift of Being Seen

How Melissa Clayton built Tiny Tags around motherhood, meaningful connection, and the power of giving.

INTERVIEW BY ANGELA SMITH

PHOTO BY ANNA YU



TINY TAGS

PHOTO BY ALI KEMP

What began with a simple necklace bearing her son's name has grown into a jewelry brand with a purpose far beyond its products. Melissa Clayton, founder of Tiny Tags, has spent nearly two decades celebrating the relationships that matter most, particularly the bond between mothers and their children.

But the heart of Tiny Tags has been shaped by more than Melissa's own experience as a mother. It's been shaped by the women she's met, the stories they've entrusted to her, and the moments that have changed how she sees her own life. From a grieving mother whose story transformed the business to children delivering flowers to seniors, Melissa has learned that the smallest gestures can carry extraordinary meaning. For her, giving isn't just something a successful business does. It's part of what makes the business worth building.

How did Tiny Tags begin?

I was living in California around 2008, and I saw a mom wearing a necklace with her son's name on it. I was a new mom, and I wanted to wear my son's name, too. So I asked where she got it.

I bought one and wore it back East. Every mom was asking, "Where'd you get that? Where'd you get that?"

I never thought I'd be a stay-at-home mom, but I'd quit my corporate job to stay home. I decided I was going to figure out how to make these.

I bought a hand-stamping kit for something like $26 and started trying to figure it out. But I couldn't, so I quit and threw everything in the closet.

Fast-forward six months. I was on a plane, sitting next to a woman, and we started chatting. She was a jewelry designer. I was wearing the necklace I'd bought, and I said, "Hey, how do I make this necklace?"

I couldn't figure out how to blacken the letters. She told me she worked at a jewelry supply store in San Francisco and said, “Come in, I know the chemical, and I’ll hook you up.”

I 100% wouldn't have started if I hadn't talked to her on that plane. I had totally put everything away.

Was there a moment when Tiny Tags became about something bigger than jewelry?

One of the really pivotal moments happened when I got an email asking me to make a necklace for a woman who had lost her son.

Her name was Regina, and her son's name was Aidan. He was the same age as my son, around four or five years old. She poured her heart out in this email about losing her son. He had leukemia, then got swine flu in the hospital and died in her arms.

It just changed everything for me.

You can't read that email and then go to the playground and hear moms complaining about making dinner and not think, ‘Are you kidding me?’

When I would tuck my son in at night, I would think, ‘What did I do to get so lucky that I have a healthy child?’

You're one phone call away from dropping to your knees.

It became the foundation of the brand, and of my own journey of motherhood. It was about gratitude, not sweating the small stuff, and not letting all the noise get in the way.

I listened to a book called *Brand Warfare* because everybody was telling me what I should do. "You've got to do something for brides. You've got to do something for graduates." Your head starts spinning.

But I knew the one thing I really cared about was talking about the gift of a child. I literally went home and deleted everything off the website that didn't have to do with motherhood.

It just made business so much easier because I knew where we belonged.

How have personal connections shaped your business?

I always say every great thing that's ever happened to us, whether it's a PR moment or another opportunity, isn't because of some fancy PR firm. It's because I've talked to people and followed up with those relationships.

We just launched with Reese Witherspoon's Book Club for our Target collection. It was two years in the making.

We did $65,000 in sales that day because I talked to a woman on the train!

MELISSA CLAYTON

I met a woman at an event who worked at Draper James. We stayed in touch and had a couple of chats. Then I said, "We would love to work with Reese's Book Club."

She made an introduction, and fast-forward a year later, here we are.

Another time, I was traveling from San Diego to Los Angeles for an event. I noticed another mom on the train platform who was heading to the same conference.

When I got on the train, I saw her sitting there and thought, I'm either going to talk to her or sit on my phone for three hours. Then I reminded myself, you came here to meet people.

So I sat with her. We became friends and stayed in touch. Six months later, she emailed me. Her PR firm needed someone to appear live on Fox in New York for Small Business Saturday. Could I go?

I said, "Sure."

We did $65,000 in sales that day because I talked to a woman on the train! Because I talked to a woman on the train!

And it's not just meeting people. It's following up and nurturing relationships. It's calling people, setting up Zoom calls, actually talking instead of just texting.

That's becoming a lost art, and if the younger generation does it, they'll stand out.



MELISSA CLAYTON WITH HER FAMILY · PHOTO BY ANNA YU

Why is sharing your customers' stories so important to Tiny Tags?

I understood how powerful stories could be because I was hearing them directly from our customers. I wanted to share them because I've changed from all the stories I've heard over the years.

You cannot help but feel such gratitude and appreciation for the little things when you hear stories about babies in the NICU for months on end.

It became who we were as a community. We were moms sharing our stories, and women wanted to share what they'd been through to make someone else feel hopeful or inspire someone.

I remember my neighbor had ordered a rainbow, and I asked what it was for. She said, "Brendan came out as gay."

I emailed her because I thought it could be a meaningful story to share. When I asked, she said, "No, it's not mine to tell. It's Brendan's."

But Brendan saw her email and said, "No, Mom. I want to tell my story."

So we shared it.

Brendan said that if even one mom read the story and paused before she stood in judgment, it could help another kid.

We've had moms share stories about giving a child up for adoption because they felt it was better for their child. We've shared breast cancer stories, and then a woman who has worked for me for almost eight years got breast cancer and shared her own story.

It's just how we connect as human beings.

How has building Tiny Tags changed you personally?

I remember when Simon Sinek's book *Start with Why* came out, and someone asked me, "What's your why?"

I said, "Because I love my kids."

Then a guy in a mentor group asked me the same thing. I gave the same answer, and he said, "Nah, there's more there."

Then he asked, "What's your relationship like with your mother?"

And I started to cry.

I remember going home thinking, Oh my gosh. It was really an aha moment.

My background is as a CPA. I had no business doing this. I'm not artsy-craftsy. I don't like making jewelry.

But I grew up with my dad. My mom struggled to show up.

And here I was, in the business of celebrating children.

I started wondering: Is there a part of me that wants to say to the world, "You don't have to be a perfect mother. Just be a present one"?

Then I had another realization about my mother. She stayed away not because she didn't love me, but because she didn't love herself.

So much of motherhood is about being present and having people around you who support you.

Why has giving back always been part of Tiny Tags?

It's because I feel so fortunate. We get the DMs. We see the people who are struggling.

I got a text from a friend who's a guidance counselor at our school. There was this little girl who had just arrived from Egypt with her mother after escaping her circumstances. She had no clothes, nothing for prom.

So we sent her money to go buy what she needed.

But we don't share that on social media and pat ourselves on the back. Sometimes we just do it because it's the right thing to do.

We've worked with the MaxLove Project. I found the story of a mother on social media whose son had brain cancer. He's in college now, which is amazing. But the advocacy work she did was relentless, trying to help him and help other people.

We would go out to California and do her event every year.

It changes you when a young couple comes up and you ask, "Oh, what brings you here?" And they say, "We lost our two-year-old to brain cancer."

Those experiences stay with you.

How did your Love Ambassadors program begin?

I've always loved seniors. I remember taking my boys to give out flowers, and then I started thinking, how can we amplify this?

That's when I came up with the Love Ambassadors program.

What I've loved so much about the program is that it's such a small gesture. You're just giving someone a flower.

I think it shows our children that their presence is a gift. Their smile, their energy—not their grades or their goals or anything they do.

I remember one older couple. The man leaned over to this little boy and said, "Thanks for bringing my Valentine a flower. I can't get out to buy her one."

Everybody wins when we do that.

As Tiny Tags grows, how do you stay true to its mission?

It's always a challenge. Part of my job is to keep us in our lane.

Especially now that the direct-to-consumer and online retail markets have become so crowded, building a brand means having core values and staying true to them.

I also have an incredible team, which has made such a difference. It's not all up to me anymore. I respect everyone's opinions, and I'm able to really lean on our team, which is amazing.

But I really feel like the world needs more of what we're saying: Remember what matters.

Because there's a lot of noise out there right now, whether it's in the motherhood space or girlhood.

What keeps you grounded?

I love Gary Vee, and lately I've been thinking a lot about something he talks about: the fact that we're all going to die. It sounds depressing, but it's really about perspective and not squandering the time we have.

I'm an empty nester now, and I'm 55. You start thinking, wow, time is going by. What are you going to do with it?

My dad was saying that if you asked someone in their 80s, "What would you give for 10 more years?" they would say, "Everything."

So don't wait until you need that appreciation of time. Recognize it now.

Time is our most precious gift. And children are absolutely the most precious gift, for sure.

What's one small way we can make a difference in someone's life?

It's reaching out to people.

I say this to my kids. When you see that person by themselves—maybe you walk into a party and know everyone, but you see the new mom—go up to that person and just extend a hello.

I'm also a big believer that our actions speak louder than our words as parents.

When your kids see you doing that, when you really look someone in the eye at the grocery store, say hello, and have a human connection, your kids are watching you.

Especially now that the direct-to-consumer and online retail markets have become so crowded, building a brand means having core values and staying true to them.

MELISSA CLAYTON

A Few Things Melissa Loves

HER MOST MEANINGFUL TINY TAGS

My skinny bar with the boys' names and their birth times on the back, and our most popular piece, the dog tag. I wear three with their lacrosse numbers and my wedding date.

JUST A FEW OF MELISSA'S FAVORITE BUSINESS BOOKS

- *The Psychology of Price*, Leigh Caldwell
- *Scaling Up*, Verne Harnish
- *Hook Point*, Brendan Kane
- *Building a StoryBrand*, Donald Miller
- *Brand Warfare*, David F. D'Alessandro, with Michele Owens
- *Start with Why*, Simon Sinek

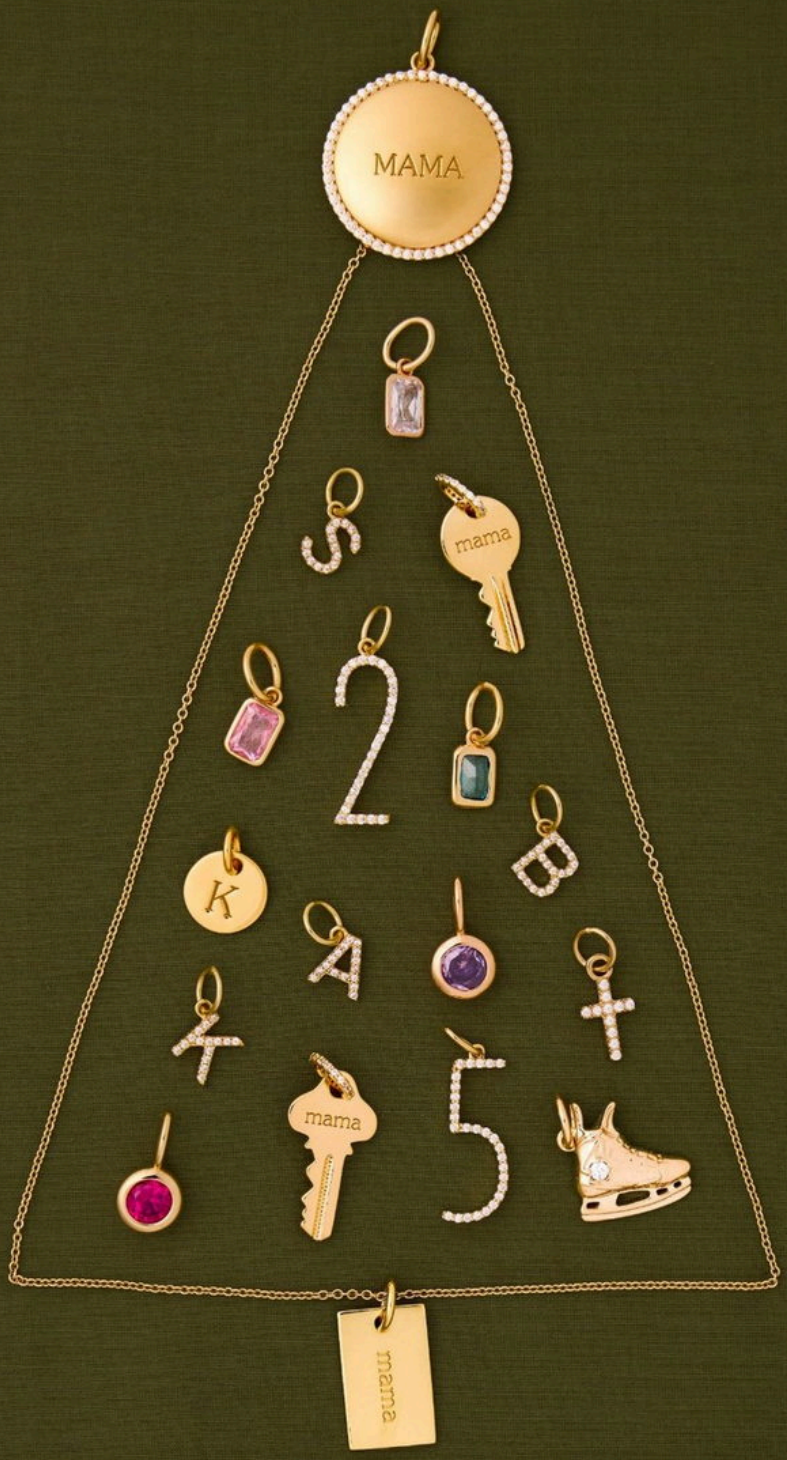
THE REMINDER SHE RETURNS TO

Time is our most precious gift.

Melissa Clayton is the founder and CEO of Tiny Tags, a personalized fine jewelry brand celebrating motherhood and meaningful connections. What began with hand-stamped jewelry at her kitchen counter has grown into a multimillion-dollar, self-funded business, with collections sold in more than 1,600 Target stores. A former CPA and mother of three, Melissa has led Tiny Tags onto the Inc. 5000 list four times and earned recognition on Inc.'s Female Founders 250 list. Through her business and its Love Ambassadors program, she celebrates the power of connection, giving back, and building a business with intention. Discover Melissa Clayton's jewelry collection and the stories behind Tiny Tags at tinytags.com.

INSTAGRAM	@tinytags · @melissarclayton
ONLINE	tinytags.com

MELISSA CLAYTON · TINY TAGS



TINY TAGS CHARMS

PHOTO BY KATIE EVANS



BECOMING

What If You're Not Stuck— You're Afraid to Disappoint Someone?

BY MICHELLE CHALFANT

Have you ever had a decision you knew you needed to make, but for some reason, you just couldn't make it? Maybe you wanted to raise your prices, end a business partnership, say no to a client, or take your business in a completely different direction.

You thought about it. Talked about it. Asked everyone for their opinion. And still, you couldn't move forward.

What if the problem isn't not knowing what to do?

What if you're afraid of disappointing someone?

I recently found myself in this exact situation. I was preparing to launch my coaching certification program. Several people had already enrolled, paid their tuition, and were excited to begin. But as I continued interviewing prospective students, something became clear. The program needed to evolve.

I was hearing from therapists who wanted continuing education credits and corporate leaders who wanted to bring my emotional transformation model into their organizations. I could see what I had created wouldn't fully meet the needs of the people coming to me. And with every conversation, my inner knowing got louder.

Stop the launch. Refund the money. Take the time to create what this program is becoming.

PHOTO BY SETH SNIDER

But, oh, the dread I felt! I knew I was going to disappoint people. They were excited. They trusted me. Some had already made travel arrangements. And now I was going to tell them they had to wait until next year? Ugh!

I felt stuck. But when I got quiet, out of my head, and into my body, the answer was clear. Cancel. Refund. Rebuild.

My mind had a thousand reasons not to do it, but my body knew what felt true. So I made the calls and sent the emails. Some people understood. Others were disappointed, and some were even angry. I had to let that be okay.

You can be kind and still say no. You can love people and still choose yourself.

MICHELLE CHALFANT

I couldn't make a decision about the future of my company based on keeping everyone happy. I had to make the decision that felt right for the business, the people I wanted to serve, and myself. Was it uncomfortable? Absolutely. Did I feel guilty? Yes!

But I had to notice the guilt and do it anyway.

Afterward, I felt an incredible sense of clarity. I realized this wasn't just about the growth of my company.

This was about my growth.

Here's what I've learned after decades of working with people. So many of us, especially women, learned early in life being good meant being agreeable. Maybe speaking up created conflict. Maybe disappointing a parent meant losing their approval. Maybe keeping everyone happy was how we felt loved or safe.



MICHELLE CHALFANT · PHOTO BY SETH SNIDER

So we adapted. We became people-pleasers, learning to anticipate everyone's needs, avoid conflict, and put ourselves last. And then we grew up and brought those same unconscious patterns into our businesses, marriages, friendships, and families.

We think we're making decisions as confident adult women, but sometimes it's a much younger part of us running the show. The little girl who learned disappointing someone meant she had done something wrong.

And here's where we get stuck.

We confuse someone else's disappointment with our own wrongdoing.

We believe if someone is upset with our decision, we must have made the wrong one. But that's simply not true.

Someone can be disappointed in your decision, and you can still make it. Someone can disagree with you, and you can still trust yourself. Someone can be unhappy with your boundary, and it can still be a healthy boundary.

The key is learning to recognize the unconscious beliefs driving our decisions so we can stop reacting from old patterns and begin responding from who we are today.

So the next time you find yourself stuck, ask yourself: What am I actually afraid will happen if I move forward? Whose approval am I afraid of losing? And if I weren't afraid of disappointing anyone, what would I choose?

Get quiet. Notice what comes up. Listen to your body, your heart, and your inner knowing. You don't need to wait until everyone agrees with you. You don't need to wait until the guilt disappears. Sometimes momentum begins with one uncomfortable decision you know, deep down, is right for you.

You can be kind and still say no. You can love people and still choose yourself. And you can disappoint someone without abandoning yourself.

That's not selfish. That's growth. And that, to me, is what becoming is all about.



MICHELLE CHALFANT · 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 more than 11 million listeners in 150 countries. She believes you are not broken. You are patterned. And patterns can change.

SOCIAL	@themichellechalfant
ONLINE	theadultchair.com

MICHELLE CHALFANT · THE ADULT CHAIR



BOLDLY BEAUTIFUL

Momentum Begins Before the Opportunity Arrives

Style as strategy: preparing to be seen, seizing the moment, and becoming the woman who's ready for more.

BY JESSICA PAPINEAU

What if you woke up tomorrow morning knowing an incredible opportunity was about to present itself? You wouldn't know where or when. But you would know it was coming. How would you think? How would you carry yourself? What would you wear? And most importantly, how would you show up?

Because here's what I've learned: Momentum isn't created simply because opportunities appear. It's created when preparation meets the willingness to act. Sometimes the most powerful thing you can do is become the woman who's ready before the opportunity arrives.

DRESS FOR WHERE YOU'RE GOING, NOT WHERE YOU'VE BEEN

Several years ago, I attended an event called She Who Wins in Connecticut. I wasn't invited to speak. I didn't know anyone attending. But something inside me kept nudging me to go.

At the time, I had a vision of becoming a keynote speaker. I wasn't standing on those stages yet, but I'd already decided that was who I was becoming. So I prepared accordingly. I researched the speakers, envisioned myself on the stage, and intentionally curated my wardrobe to reflect the woman I was stepping into.

PHOTO BY RANA TIERNEY

I wasn't simply dressing Jessica Papineau, founder of CSJ Styling. I was dressing Jessica Papineau, the keynote speaker.

Something remarkable happened. Throughout the event, women approached me assuming I was one of the speakers. My response?

"I'm not speaking at this one. I'm speaking at the next one."

The opportunity you can see may be the doorway to opportunities you can't see yet.

JESSICA PAPINEAU

I didn't have a speaking engagement booked. But I'd already begun embodying that identity.

That's the power of style as strategy. Your wardrobe isn't just about looking the part. It's about creating alignment between who you believe you are and how you show up in the world.

MOMENTUM REQUIRES MOVEMENT

Fast-forward a few years. I was attending Amberly Lago's Unstoppable event when she invited someone from the audience to come onstage and introduce themselves. Before she finished asking, my hand was raised. I wasn't calculating the risks or wondering whether I belonged. I was ready.

I stepped onto the stage, shared my story, and spoke with conviction. What I didn't know was two women in the audience would become part of an extraordinary next chapter.

Cheryl Wood, a speaker I'd admired years earlier, recognized me as one of the Top 40 Speakers Shaping the Future in *Voices of Change Magazine*. Ashley Holt, who also witnessed the moment, reached out with an invitation to appear on the cover of *She Means Business Magazine*.

One raised hand. One moment of courage. Opportunities I never could have orchestrated.

That's how momentum builds. One intentional decision creates movement and opens doors you didn't even know existed.



JESSICA PAPINEAU, STYLING A CLIENT · PHOTO BY RANA TIERNEY

YOUR PRESENCE IS PART OF YOUR PREPARATION

We often think preparation means developing our skills, refining our message, or building our business. And it does. But preparation is also spiritual, mental, emotional, and physical. It's believing you're capable before someone validates you. It's remaining open to possibility. It's entering rooms with curiosity instead of fear. And yes, it's how you get dressed.

When your wardrobe reflects the woman you're becoming, you carry yourself differently. You make eye contact. You introduce yourself confidently. You stop adjusting and second-guessing, and start being fully present.

Not because clothing creates your confidence, but because intentional style can reinforce the identity you've chosen to embody.

BECOME HER BEFORE THE WORLD RECOGNIZES HER

Here's what I want you to understand about momentum. It doesn't require knowing every step. It requires being willing to take the next one. The introduction. The invitation. The conversation. The moment someone asks for a volunteer. You may think you're saying yes to something small when you're actually opening the door to something extraordinary.

So tomorrow morning, as you prepare for your day, ask yourself: If I knew an incredible opportunity was waiting for me today, would I be showing up ready to receive it? Don't wait for the invitation to become the woman who belongs in the room. Prepare as her. Dress as her. Move as her.

Because momentum begins the moment you stop waiting for permission and start showing up as the woman you're becoming.



AT CSJ STYLING · PHOTO BY RANA TIERNEY

Jessica Papineau is the CEO and founder of CSJ Styling. She helps women embody wealth through style, identity, and visible leadership.

INSTAGRAM	@thejessicapapineau
ONLINE	csjstyling.com

JESSICA PAPINEAU · CSJ STYLING



SALES LAB

The Clean Ask

How to make powerful sales invitations, follow up with confidence, and stop tying your worth to the outcome.

BY ELYSE ARCHER

One of the biggest reasons women hesitate to ask for the sale has nothing to do with their sales skills, their offers, or their confidence in what they're selling. It has everything to do with attachment to the outcome.

I know because I've been there. I've experienced the fear of hearing no, the disappointment of someone not moving forward, and the temptation to hold back rather than risk rejection.

When we're attached to the outcome, we make a potential client's response mean something about us—our worth, our value, or our ability to succeed. Other times, we simply don't want to make someone uncomfortable, so we hold back from offering something that could genuinely change their life.

But here's what I've learned: When we make someone else's yes responsible for our sense of worth, we lose the freedom to truly serve them.

SELLING FROM WHOLENESS™

One of the foundational concepts I teach is Selling From Wholeness™. It's the practice of remembering you are already abundant, complete, and whole, regardless of what's happening around you.

PHOTO BY MARLANA SEMENZA

At a soul level, you are abundance. You are Source energy. Nothing anyone gives or takes away can change your inherent worth.

Years ago, I operated from scarcity and fear. Today, through deep spiritual and inner work, I've come to understand abundance as something we generate from the inside out. It's transformed how I sell.

When you're rooted in wholeness, you don't have to shrink, hesitate, or hold back from making an invitation. Nor do you need to push, convince, or force someone into a decision. Those are simply two expressions of attachment.

Instead, you can stand grounded in your truth, trust your intuition, and make an offer from genuine love and service, knowing a prospect's answer doesn't define you.

THE POWER OF A CLEAN INVITATION

Recently, I invited a client into a multi-six-figure private coaching engagement through our Million Dollar Business program. The investment was significantly larger than what she'd previously invested in working with me, but I knew with absolute clarity the opportunity was aligned with where she wanted to go.

So I made the invitation, not because I needed her to say yes or feared losing the opportunity, but because I genuinely believed it was the right invitation to extend.

She said yes. But here's what's important: I would have felt just as complete had she said no.

That's the freedom of making an invitation without attaching your worth to the outcome.

FOLLOW-UP IS AN ACT OF SERVICE

I love follow-up. I also believe it's one of the most misunderstood parts of sales.

Ian Koniak, a former coaching client, former number-one Salesforce sales rep, and founder of Untap Your Sales Potential, once taught one of my mastermind groups to think of follow-up as project management. You're simply helping someone move to the next appropriate step.

I love this perspective because it removes so much unnecessary emotion. Instead of wondering, "Am I bothering them?" ask, "What's the next right step I can help this person take?"

The key is combining confidence with emotional and social intelligence. You don't want to send an unsolicited pitch to someone you've never connected with. We've all received those spammy LinkedIn messages, and they're a huge turnoff. But you also don't need to spend weeks making small talk when you have something genuinely valuable to offer.

I believe in moving a conversation as far forward as feels appropriate without crossing into pressure. You can be direct, confident, and genuinely caring at the same time.

HERE ARE THREE PHRASES YOU CAN TRY

For a personal invitation

"Hey Alexandra! I've been thinking about you because of [specific reason]. We're hosting an event I thought could be a beautiful fit for where you're headed. I'm not sure if the timing aligns, but I'd love to share more if you're interested!"

For a direct sales conversation

"Based on what you've shared about where you want to go, I genuinely believe this could support you. Would you be open to exploring what working together could look like?"

For an intentional follow-up

"I wanted to reconnect and see where you're at with this opportunity. Is there anything else you need from me to help you determine the right next step?"

Notice what's missing from these invitations: apologizing, overexplaining, chasing, and pressure. What's present is clarity, confidence, genuine care, and an invitation.

Someone's yes doesn't make you more abundant, and someone's no doesn't make you less worthy.

ELYSE ARCHER

YOUR NEXT LEVEL OF SALES MOMENTUM

Your next business breakthrough may not require more leads, another strategy, or longer hours. It may simply require making the invitation you've been holding back.

Remember, someone's yes doesn't make you more abundant, and someone's no doesn't make you less worthy. You already are whole.

Now go make the ask.

ELYSE ARCHER · SALES LAB

Turn Mindset Into Movement

SHE SELLS RADIO, NOW SUPERHUMAN SELLING EPISODE 106 JULY 6, 2021

Mindset matters. Energy matters. But eventually, momentum needs movement.

In Episode 106 of She Sells Radio, Elyse steps into the tactical side of sales and marketing, sharing seven practices she has used across corporate sales and entrepreneurship. They range from focus and delegation to visualization, personal branding, and closing, but the through line is simple: results come when what you believe is supported by what you consistently do.

For the Momentum issue, that may be the most useful reminder of all. You do not need seven new strategies at once. You need the one action that creates the most traction now.

FOCUS
When everything gets your attention, very little gets your full power. Decide what matters most now and let the rest be a no for now.

CALENDAR
Prospecting, outreach, content, and sales conversations are often the easiest things to postpone—yet they're the activities that move the business forward.

CLOSING
A clear ask is not pressure. When you believe you can help someone, selling is part of the service.

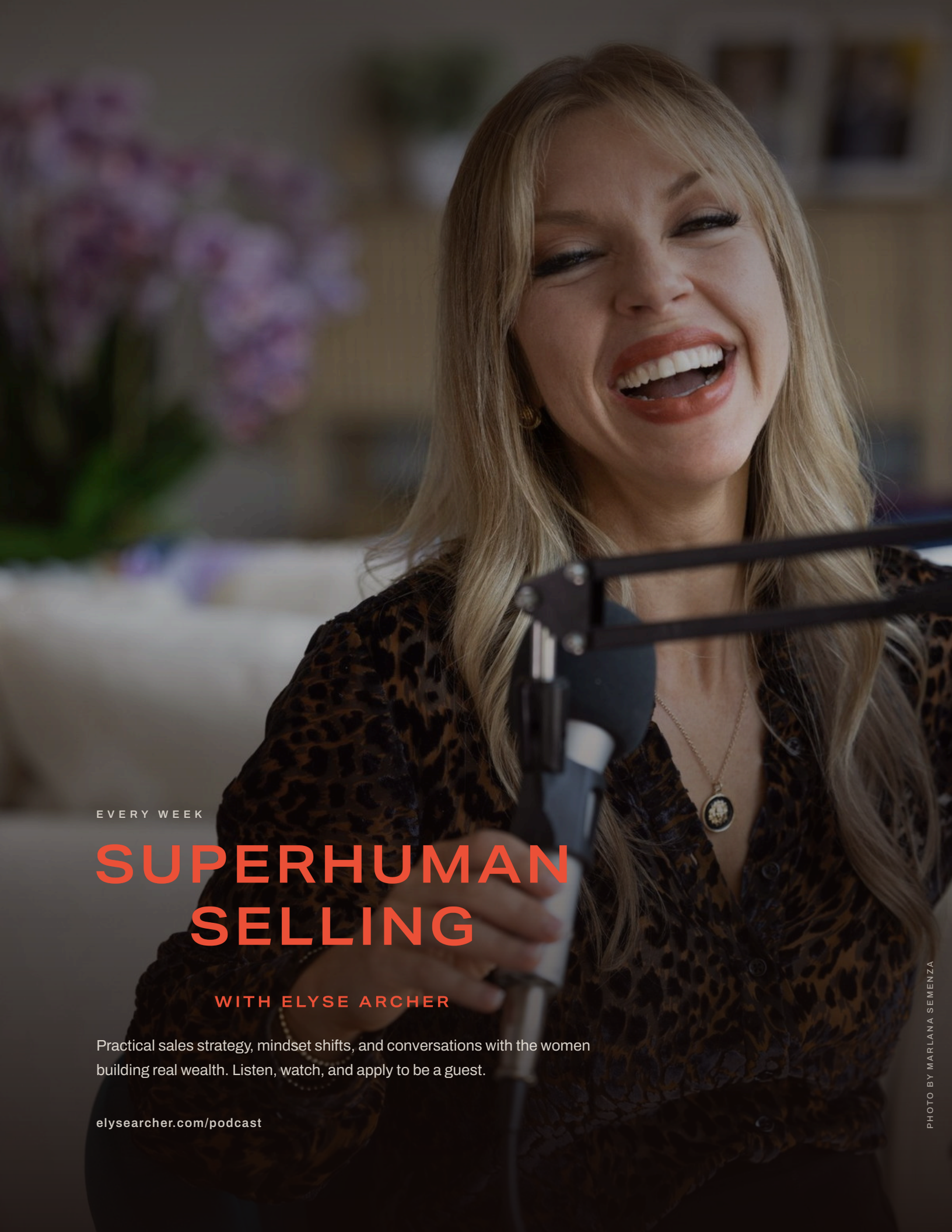
At the end of the day, sales is all about helping people get what they want.

ELYSE ARCHER

SUPERHUMAN SELLING
The show is now called Superhuman Selling. New episodes every week. Listen, watch, and apply to be a guest at elysearcher.com/podcast.

ELYSEARCHER.COM/PODCAST

PHOTO BY MARLANA SEMENZA



EVERY WEEK

SUPERHUMAN SELLING

WITH ELYSE ARCHER

Practical sales strategy, mindset shifts, and conversations with the women building real wealth. Listen, watch, and apply to be a guest.

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PHOTO BY MARLANA SEMENZA

Next month

Repeatable Magic.

Codify the brilliance.
A method creates freedom.

Part celebration, part preparation.
Honor the wins of 2026,
then decide what deserves
to become repeatable in 2027.

LETTER	What We're Taking With Us
FEATURE	Repeatable Magic
THE MONEY STUDIO	Elyse Archer
BRAND ALCHEMY	Hannah Van Woert
BOARDROOM & BEYOND	Christi Civalier

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