

A Be **YOU** Tiful Life

MAGAZINE

Spring 2016
Edition

YOUR QUARTERLY GUIDE TO SUCCESS & THE AMAZING LIFESTYLE AWAITING YOU

A Publication of Coach Jennifer Allums
& Queen of Hearts Coaching

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Spring 2016
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Are You a “YES” Man?

By Coach Jennifer Allums

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Recently my husband and I decided to kick back and have a movie night. After watching multiple trailers for the latest Academy Award winning movies, we agreed to go with an older flick called “Yes Man.” The storyline of this comedy raised a lot of questions in my mind... After attending a cult-like empowerment seminar, Jim Carrey’s character made an agreement to erase the word “No” from his vocabulary. Instead, he was challenged to say “Yes” to every request and opportunity that passed his way. Throughout the ups and downs he experienced during the course of this lifestyle change, some great things happened. All of it was a domino effect from him making the decision to never say “No” to anyone or anything.

Yeah... that was *definitely* just a movie. In the real world, you don’t meet the love of your life as a result of letting a homeless man burn up all the battery in your cell phone, and you certainly don’t receive a high salary promotion by loaning out all of your company’s money. In the universe that exists outside of film, saying “Yes” to everything does more harm than good. Nevertheless, there are still people out there who have a hard time saying no. And the few times they muster up the strength to say no, that one word sends them on a long trip to the land of guilt. So to avoid the bad feelings or disappointed looks from others, they find comfort in being a “Yes man.”



Are you in that boat? Are you the one who always tells your friend she looks good in that outfit when you know very well that it doesn’t compliment her shape? Are you the person in your family that often ends up on the raw end of the deal because you’re constantly loaning money you can’t afford to give away? Are YOU a “Yes Man?” The fact is that saying “No” is not a selfish or

rude act, no matter what the recipients of that word may try to make you believe. Saying “No” is evidence of knowing your own SELF-WORTH. This does not mean you should never assist anyone in need. The key is to exhibit a healthy balance of saying *yes* and *no* to the people and situations that arise in your life. By continuously saying “Yes” to favors and requests made by the same person, you are actually crippling them. Needless to say, that is not helpful to either party involved. When you set your limits and exercise your God-given right to decline, you force the other person to let go of their crutch— which is You! Supporting a scenario where they must learn to depend on themselves alone could possibly be the most helpful thing you can do for them. In the end, it is better than any favor you otherwise would have agreed to. And it may be the one last push they needed, so they can recognize their own hidden ability to be self-sufficient. ■

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The Mindset Shift from Employee to Entrepreneur

By Coach Jennifer Allums



When you begin thinking about starting your own business, countless thoughts circulate through your mind. Mostly, you think about the million things you have to do to get it up and running, and whether or not you'll make a lot of money. Those thoughts alternate with your insecurities and fears—the very things that keep a large number of people from going after what they really want in life.

But the one thing that most aspiring entrepreneurs neglect to consider is the mindset shift that is necessary to create a successful business. Just because you are a talented person or have always received high evaluations at work doesn't automatically mean you will be a great entrepreneur. Making the *mental* transition from EMPLOYEE to ENTREPRENEUR is absolutely critical.

A big part of that transition is taking time to get to know yourself. I don't mean your favorite color, the qualities you take on from your zodiac sign, or that you like long walks on the beach. But get to know yourself—the business owner. The entrepreneur. What is your "Why?" – the reason behind your business (or the business you're thinking about starting). Successful businesses are built around the entrepreneur's passion. That means you are doing something you love or you are serving a purpose you truly care about inside. If you're really lucky,

you have found a way to build a business around your hobbies, something you'd do for free in any other situation. Or for you, maybe the *outcome* the business will provide is what you are passionate about. And when I say outcome, it has to be something higher than monetary value. The outcome that you are passionate about might be the opportunity to create a legacy for your children, something valuable you can pass down to them after all the ground work is done. Or the outcome might be a lifestyle that will enable you to spend more quality time and build amazing memories with those you love most. In those cases, the work you do within the business may not be your passion but FAMILY is and so you've found a way to connect the two, causing you to have a passion for your business. So think about it... What is your "Why?" What are you passionate about?

Being passionate within your business is a requirement because it will allow you to keep moving forward on the most overwhelming days, or when the customers/clients aren't flowing in like you'd hoped. Your passion will stand in as your personal motivator, helping you maintain momentum during those inevitable late nights. Knowing yourself, why you've chosen the business, and the outcome you are reaching for ►

The Mindset Shift from Employee to Entrepreneur

By Coach Jennifer Allums



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allows you to make decisions more quickly, a key skill needed in entrepreneurship. “Employees” aren’t used to making final decisions on their own without approval from a superior, and so there is less urgency required in the decision-making process. However, successful entrepreneurs can make decisions quickly and confidently because, in many cases, this will be necessary to grow or even sustain the business. When you are aware of who you are as an entrepreneur, the shift in your mindset makes this task much easier.

So get to know yourself. Become very clear on why you started your business and how your area of passion ties into your business. If your passion is totally unrelated or non-existent, you may need to rethink your business idea because the entrepreneurial road is not a cake walk. And lacking passion will only increase the struggle you will face on this journey, and decrease your chances of surviving. ■

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I am Coach Jennifer Allums, founder of Queen of Hearts Coaching and this publication, **A BeYOUTiful Life Magazine**. I am a Certified Professional Coach, with a special emphasis on Success and Goal Attainment as it relates to Personal Growth, Startup Business Development, and Relationships. I offer my services through online coaching programs and courses; monthly e-coaching services; individual and couples coaching (via phone or Skype); the “Tools for Success” product line; free blogs, videos, & downloadable resources; and exciting Vision Board Parties, live workshops, and couples’ events (for local clients). I can also be booked as a speaker at your event or to host one of my empowering workshops for your group/organization.

Visit me online at www.coachjenniferonline.com to learn more, and Connect with me on Facebook “Success Coach Jennifer Allums” (www.facebook.com/QoHllc).

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HEY GO-GETTER!!

YEAH, YOU! Do you constantly think about starting your own business, but have no clue where to begin?

Do you have a new business you're trying to get off the ground and need some guidance?



Join my brand new VIP Facebook Group for new and aspiring entrepreneurs, **The Savvy Startup Biz Society**, where you will get **real tips, strategies, tools, motivation, and support** with building the business of your dreams.

Whether you're hoping to quit your day job, or just create a side hustle that brings in extra income, **THIS GROUP IS FOR YOU!** See you on the inside!

**Click the link below this page
to request to join this amazing group!**

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Fighting Fair

By Coach Jennifer Allums

7 Healthy Tips for Resolving Conflict With Your Partner

February is usually viewed as the month of Love... that “fantasy” type of love with chocolate-covered kisses, beautiful flowers that grow out of concrete, and breathtaking professions of adoration being exchanged between couples that have chosen to be “soulmates” for the first half of the month. But what happens after the 14th? After the glitter and sparkles start to disappear, and all the “sugar and spice, and everything nice” wears off? Conflict is a natural part of any relationship. It is not something that can be avoided. But it IS something you can prevent from escalating to a damaging level if you handle it the right way. So the question is, Do you know how to FIGHT FAIR? Check out my 7 healthy tips for resolving conflict with your partner, and see how you measure up.



1. **Pick your battles.** This is a well-known cliché, but it is undeniably good advice. You don't want your partner walking on eggshells because you get upset about every little thing. In the same sense, it is not healthy to hold everything in and never address your partner when their actions rub you the wrong way. Doing the latter will usually leave you in either a constant state of unhappiness or an explosive argument. You must find a healthy balance between addressing issues and letting some things go; and only you know what that balance is. It is different for everyone.

2. **Refrain from insults.** Sometimes when we are hurt by something our partner does, we want to find a way to hurt them back. Often, the first thing that comes to our mind is hurting them with our words. Getting even may feel good for the moment, but it will do more damage in the long run. It is like throwing fuel on a burning fire instead of finding a way to put the fire out. Even if the two of you are able to progress long enough to resolve the disagreement, those hurtful insults will linger indefinitely with your partner.



3. **Drop your defenses.** Sometimes our pride will cause us to listen in a defensive manner, only hearing “You were wrong!” Remember that you and your partner are on the same team. View these disagreements as conversations you are having with your teammate to brainstorm for solutions to a problem preventing your team from being the best they can be. When you look at it from a different angle like that, you can truly make progress. ▶

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4. **Let go of the “blame game.”** If your partner is bringing your attention to something you did, do not turn around and mention when they previously committed a similar act. If their previous actions bothered you, you should have made mention of it when it occurred. Don't decide to bring it up just because your own faults are being brought to light. Also, be specific with the things you are addressing. If you are going to mention it, be prepared to present real, actual examples of what they did, when they did it, how it made you feel, and why you felt that way. Don't be vague.
5. **Practice active listening.** Your goal should be to seek a full understanding of your partner's train of thought through their words. Don't just wait for an opening to respond. Don't spend the entire time thinking about what you want to say next. And definitely avoid interrupting them. Truly listen to your partner's statements and focus on what they are communicating to you. If you need to pause and think of a response when they are finished talking, do so.
6. **Set standards for future incidents.** This will answer the question of “What now?” For example, it is not enough for you to let your partner know how a situation made you feel. Your partner may understand your feelings and still not know how to avoid making you feel that way again. Discuss what you would like to see done differently if a similar situation arises in the future. This template may look different for every couple. It is important that your partner is given the opportunity to truly understand how your mind operates.
7. **Express your gratitude.** Thank your partner for listening and caring enough to try to resolve the conflict or disagreement. By doing so, you are highlighting their positive qualities and acknowledging how many negative ways they could have chosen to respond. This will encourage them to continue being open to healthy means of resolving conflict in the future. ■



Bookkeeping Solutions

By Holly DeLuca, Virtual Bookkeeper

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Bookkeeping can be a daunting task if you don't know where to start. The days of keeping handwritten logs and journals are gone, and cloud-based is where it's at! When you use accounting software such as Xero or QuickBooks, it makes it easy to keep track of all of your transactions. You can set up a feed so all of your business bank account transactions come into the software, making tracking easy. The next step is to designate an account in the system to store those transactions. For example, if you have lunch with a potential client, you designate this to the "meals and entertainment" account and so on. Once tax time rolls around, this allows you to see all of the deductions you can take, and saves you money! People always ask me, "Why should I hire a bookkeeper, instead of doing it myself?"



This is a valid question. The main reason is, bookkeepers are experts at the software and how to utilize it to its fullest potential. We can run reports, reconcile your accounts, and help you find deductions. We can also help you create a personalized budget within the system, and compare your expenses to other similar businesses. By doing these

things, you can see where adjustments need to be made, as well as how your business stacks up against the competition. Another reason to hire a bookkeeper is, it can actually SAVE you money! A bookkeeper can do the work quicker, and with more accuracy than the average person who has little experience with accounting software. Not only is this a time saver, but a money saver as well. Imagine having to go back through a year's worth (or more) of transactions, fixing mistakes that you made. This takes time away from your own business, working with clients, and most importantly, time with your family and friends. Who wants to do that? Bookkeeping doesn't have to be difficult. And with the right bookkeeper, it's a piece of cake! ■

Holly DeLuca is a Virtual Bookkeeper and this is what she has a passion for. She loves numbers and budgets, and loves helping others get their finances in order. Her business is called Brainiac Bookkeeping, and she works with online entrepreneurs who need assistance with their books. This allows them to focus on their passion, not on keeping track of transactions.

Visit her website at www.brainiacbookkeeping.com to learn more, or shoot her an email at holly@brainiacbookkeeping.com to set up a time to discuss your personal needs.



Travel Smart

By Ahesha Catalano
Travel Agent

3 Things to Consider when Planning a Vacation

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Ahhhhh. Vacation. One of my favorite activities. If you are anything like me, you enjoy hopping on a plane and heading someplace beautiful. Well, maybe not so much the airplane part... but definitely going to a beautiful location, enjoying delicious cuisine, and meeting new people. The next time you plan a vacation, you may want to ask yourself these three questions.

How far in advance should I start planning?

This really depends on what you are hoping to accomplish. If you'd like to take a quick weekend getaway, very little planning time may be needed. You might even get lucky with a last minute special. If you have a reason for your travel, more time should be devoted to planning. Keep in mind that airfare is typically published 300-330 days in advance. So if you were thinking of taking a big vacation and planning for it a year in advance, you will only be able to find information on the land portion. You could always use this year's airfare as an example to give you a ballpark estimate. Just make sure you understand that airfare changes daily, so it is impossible to guarantee what the airfare would be once it is published. Planning in advance does have great benefits, one of which is a payment plan. Which brings me to the next question.



Is it better to pay in full or in installments?

Most vendors charge an additional fee for the convenience of paying in installments. So if you do decide that you would like a payment plan, it could add a few dollars to your overall total. Most people are okay with that, considering that after your initial deposit, you can make small payments over a long period of time. It is important to note that-- going back to the first question regarding timing-- full payment is usually due around 45 days in advance. So if a payment plan is what works best for you, be prepared to plan several months in advance. ►

Travel Smart

By Ahesha Catalano
Travel Agent

3 Things to Consider when Planning a Vacation

Is travel insurance really necessary?

YES! YES! And YES!!!! When you book a vacation, of course your intention is to take the vacation. However, things can happen to change that. Why not protect yourself? Travel protection has many advantages. In some cases, it can lower your initial deposit (if you are far enough ahead in time where payments can be accepted). Since payment for the travel protection is usually due upfront, I have also seen cases where it extended the amount of time a traveler had to make their initial deposit. The most important aspect of the travel protection is that if you need to cancel your reservation, you are able to receive either a full or partial refund (minus the cost of the insurance) or a travel voucher for future travel. You should absolutely discuss your options with your travel professional.

Hopefully, you found this information helpful. Until next time, remember to live the life you love and love the life you live. ■



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Ahesha Catalano is a National Executive in one of the country's top travel agencies. She would love to assist you in planning your next vacation.

If you would like more information, feel free to connect with her at
www.TheTravelDame.com



NATURE'S JEWELS UNCOVERED

*By Natasha Harris
Holistic Wellness Coach*

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Spring is in the air here in NYC! We have lost the huge coats and turned them in for light and bright spring colors. With the warm weather, it brings out the food vendors here in the city and this morning I was delighted with so many different things to choose from. Lush green veggies stacked high on the carts as I walked through China Town. I love to do shopping down there. The vibe and the feel of the people is just so electric. I was two blocks in when I saw it! They were like pink jewels in a sea of green. Stacked high with a line of people all around the cart waiting their turn to own a couple of these beautiful jewels: **Dragon Fruit!**

This powerhouse fruit that taste like a cross between kiwi and pear is low in calories yet offers numerous nutrients, including vitamin C, B vitamins, phosphorus, protein, calcium, fiber, captin, and antioxidants. It's proven to lower blood sugar levels as well as blood pressure, strengthen bones and teeth, promote healthy blood and tissue formation, strengthen the immune system, heal bruises and wounds faster, and prevent respiratory problems. Like other red fruits, dragon fruit contains lycopene, which helps protect against cancer and heart disease.



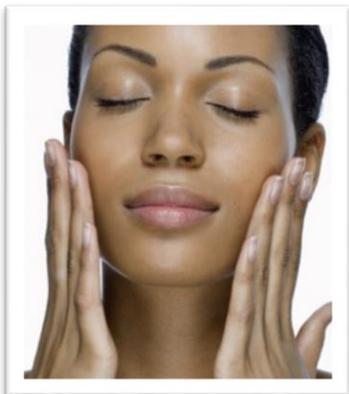
How can all these benefits be taken advantage of in this visually beautiful, exotic fruit? It's best eaten chilled, chopped into cubes and added to fruit salad, or blended into a refreshing drink or smoothie.

With these amazing goodies in hand, I dismissed the yummy shrimp dish I was going to offer you this season and set out to create something that would delight the tongue and allow these exotic jewels to shine! Check out my smoothie of the season in **"Home/Food."**

3 Ways Women Sabotage Their Skin

By Shelley Sharp, Advanced Esthetician

Anyone knows how hard it is to be a woman on a normal day, but then add in skin issues and you just may want to crawl back in bed. Here are 3 ways we sabotage our skin, and ways to help remedy the cycle.



STRESS: The stress load on women in the USA is at an all-time high. Most women are wearing a number of different hats in the home and at the office. This leads to short or disrupted sleeping patterns and in turn affects the skin. Of course, getting a good night's sleep is a remedy, but you can also make sure you are removing makeup before bed and cleaning anything touching your skin such as cellphone, headphones, and any sports related helmets.

HAIR CONDITIONERS AND POMADES: Hair conditioners can irritate the skin and cause acneic impactions, especially on the forehead & sides of the face. This may be from any number of ingredients ranging from glycerin, isopropyl myristate, essential oils, etc. If you are having trouble with breakouts, try to be aware of how your skin responds after using your hair products. Changing your pillow cases as often as every other night will help this problem also.

SUN EXPOSURE: Everyone knows by now that the sun is one of the biggest causes of fine lines and wrinkles – but we all want some sun in our lives. To help prevent damage to your skin, it is important to apply an SPF product to your face and neck that contains zinc oxide and titanium dioxide. Both of these ingredients are actual physical sun blocks and have a high tolerance rate by most skin types. Tightly knit clothing, and clothes made specifically with sun protecting fabrics are another great option, along with your sunglasses and beach hat. ■



Shelley Sharp is an Advanced Esthetician at Stillwater Skin and has over 17 years in the skin care industry. Stillwater Skin has a highly sought after skincare line that is locally made in the same facility, offering products that are high in cranberry seed oil, Omegas and other active ingredients. Connect with Shelley and Stillwater Skin online at www.stillwaterskin.com or www.facebook.com/stillwaterskin. If you are in the Minnesota area, you can visit Stillwater Skin at 2252 Memorial Ave N, Stillwater Minnesota 55082.



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Dragon Fruit Spring Smoothie

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INGREDIENTS:

- 1 Large ripe dragon fruit (peeled and cut into cubes)
- ½ cup of fresh strawberries (washed with the green tops removed)
- ½ cup of fresh blueberries (washed)
- ½ cup of Greek Yogurt
- ¼ cup of coconut water
- Raw honey to taste.



PREPARATION:

Mix all in a blender and blend until smooth and creamy. ENJOY!



Natasha Harris is a trained chef, certified wellness and self-love coach that has a natural blend of woo woo and education. While working with Natasha, you will have compassion and honesty that will help propel you beyond your current state of wellness. With her special brand of coaching, she's designed a fresh, thoughtful approach to your health and wellness, that helps ensure your long-term success. You'll experience new possibilities, non-judgmental accountability and total support. In Japan the art of repairing something broken with gold is called Kintsugi. We all have cracks in our lives that need filling... why not fill them with gold and turn your life into a beautiful work of art?



Connect with Natasha at www.facebook.com/Natashaforthethirstysoul

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