

## **Bonus 1: The Confidence Code**

### **This Is Holding Your Confidence Back!**

## **Bonus 1: The Confidence Code**

Ladies welcome to my confidence training. I have been thinking a lot about confidence, especially as I have been developing this program. We have already spoken throughout this whole program about confidence. We touched upon it multiple times, but in this bonus, I really want to give you some very specific tools and way of looking at confidence, because I believe this method is really going to help you with empowering your confidence and actually strengthening it. The thing with confidence though, is that it's, um, it's a very complicated process. It's not very straightforward. It's not like, okay, do this. And then you will have confidence. No, it doesn't work like that. Confidence also takes time to develop. And oftentimes confidence is also kind of wired into self esteem. And if you know anything about self esteem and how to strengthen that, that is even more of a complicated process because you really need to work, work with yourself on a psychological level.

And that definitely takes time to empower. And it also requires a lot of patience. As you know, therapy definitely will help you with all of these issues. But I do want you to still get started with empowering your own confidence because lack of confidence throughout this whole training, is that almost everything that I've been teaching, it's going to be hard to execute or to get results. If you don't have confidence that actually follows you and supports you and helps you do certain things, because when you execute things with confidence, that's when you're able to execute them with finesse. If that makes sense. So we've, I mentioned, for example, in the personal branding module, that, yeah, it's really important to position yourself in the way you want to be positioned, but executing it with confidence because when you do that, that's when it's believable.

But if you don't execute it with confidence, then nobody's going to believe the personal brand that you're trying to portray. Hope. That makes sense. But I don't want to scare you though. Ladies. I don't want you to think that, but I don't have confidence. Then I won't be able to create a personal brand or I won't be able to do this or that. Not at all. You will be able to, but that's why I want to really dive deep in these videos about confidence, because I'm going to give you some very important tools that I want you to start implementing. And you know what, what's really interesting though, that no matter where you are with your confidence, you might be a very confident person or, Oh, you might be somebody that really doesn't have much confidence. Even if you just improve your confidence with 10%, you are going to see a dramatic change in your life, right?

Even if you just put it up with just 10%, it's a lot, but you are going to see that it's going to have a massive impact, positive impact on your life. So let's therefore start because there are a few things I want to tell you, but I am going to start with kind of the negatives. And there is a reason for that because one of the things that I've definitely discovered in all my years in therapy, which has actually been kind of groundbreaking for me, because at some point people were asking me, but why do you go to therapy so much? And why? Like, aren't you, isn't it time to get out of it. Then I started thinking about it. Well, maybe I should. But then I realized, well, you know, a therapy really helps me with is that therapy really helps me to look into all the why's in my life.

And it's not because for me to kind of sit there with a comfort blanket and doing a blame game out of it, absolutely not. But for me therapy and the kind of psychological approach that I have towards self-improvement towards resolving problems in my life, I have discovered that when you look into the whys of anything of any problem or obstacle in your life, you are then much more able to create number one, a good strategy moving forward, but you actually are able to understand what's really going on because it's not always what you think you will end up in the better position of dealing with this problem or with this obstacle when you know the whole story behind it, or when you know the kind of the bigger picture to why, et cetera. And when I say that, we don't always know the real, why that's what we end up taking the wrong approach to things.

And that's why we oftentimes don't end up resolving things in the way that we think we're going to be able to resolve it. And then we say, but this, that didn't work and that didn't work well, maybe didn't

work because you didn't fully understand the reason behind this issue, the real reason. And therefore you ended up taking the wrong approach forward. It's sometimes that's simple. Plus having an explanation to a problem sometimes really puts you in a much better position of being proactive around this issue rather than falling into the role of becoming a victim. And we see that happen. A lot of people who are stuck in their narrative saying that, well, I'm not confident. I am like this. I am like that. You know, and that becomes their narrative. And that becomes almost like a self-fulfilling prophecy where okay there, they created a narrative for themselves and now they're stuck there because they believe in it so much, but I'm going to stop there.

Now, ladies, because I really want to dive deep into some of the common and very important reasons to why we are not confident. And I want you to actually ask yourself as we're doing this process and even in the workbook as well, ask yourself, what are the reasons to why you are not confident? What are the real reasons to why you're not confident, try and really do some introspection there, maybe even go down memory lane, think about things that have happened in your life. Maybe some current events, maybe some people who have influenced you start the process. Ladies, start the process. I'm going to give you some examples now, but you might have other reasons to why you are not confident, but we need to understand what those reasons are so that we can move forward in the right direction. So let's start by two very common myths that I want to debunk immediately.

Number one. Well, I'm not born confident. She is born confident. He is confident. I am not confident. Okay. First of all, nobody's born in confidence. Okay? Nobody's born a certain way. Nobody's born elegant. Nobody's born a feminine. These are traits that we develop with time. You probably didn't develop certain confidence for certain reasons. We need to understand what were those reasons? What were the influences in your life? The hold, your confidence back. Another myth is well, I'm an introvert. Only extroverts are confident. And that's also again another myth. I mean, first of all, we're not born extroverts and introverts. That's also something that you can develop. We all possess. These qualities of these qualities will fluctuate over time in your life. Right now you might be in a very introverted States or season of your life, however, that can change. And you can consciously also change that.

Now, what is true though, is that yes, oftentimes extroverts have an easier time of being confident or allowing themselves to be confident, but that's more because of a psychological belief rather than the reality, because I'm sure you have met people who are total introverts, but very confident and very unbothered and very comfortable with their own introverted and being who they are. And they're therefore very confidence. So no, you can be a very confident introvert that is not going to hold you back in this case. Now a very, very important one. And I think here, a lot of you, ladies are going to recognize yourself in your confidence might have been crushed by another person or an experience in your life. Now, this is really important because this is definitely the reality for a lot of people. And I would say when we start scratching on the surface to why we don't have confidence, we will oftentimes come to a situation or an event or a person where we say, okay, well I did get influenced by her or by him or by this.

Hence why I feel lack of confidence today. And it's really important to start thinking about if maybe when you went to school, something happened or maybe your parents influenced you. Somehow doesn't necessarily have to be that something bad happened. It could just be that you had role models in your life that weren't very confident or that maybe spoke a certain way or taught you certain things that made you believe that you are not a strong person or that you are not a confident person or that you are bad or something like that. Even being exposed to criticism will really damage your confidence. Certain events in your life might also give you a negative impact on your confidence. I don't know. Maybe you're going through a divorce right now that making your confidence feel really low, or you had a failure pulling all your confidence down to the bottom, making you feel really insecure at this stage.

Now, as you probably understand that confidence fluctuates in our life. So we are not always confident. And just because you achieve confidence, let's say today, doesn't mean you're going to be confident tomorrow. So it all depends what seasons of our life we're in. We might have been very confident in the past and now we're less confident or I don't know. And I think this is really good for you to understand what power and what control you actually have over your own confidence. Now, a

lot of the times though, I'm going to be honest with you. There are many people who just let kind of confidence play the game with them. It's like their confidence is not software that they're controlling. They're just letting their confidence control them. So let's say, you know, something positive happens, then they feel confident. And then when something negative happens, they don't feel confident and they just kind of allow the confidence to play with them like that.

And that's something we need to stop with and take control of. And we do that with a method of awareness by becoming aware of it. And by let's say me talking about it, and maybe you thinking about it later and how that relates to you and your life. So that's something to take note of another very big and important reasons to why you are probably not as confident as you want to be is because of your inner self talk. And that's something I'm going to explain a little bit later in the next video, but many of us, I think almost all of us, we probably don't always talk to us in a kind way. We have negative language to ourselves. And for many of us, we also might have very disempowering language when it comes to confidence, making ourselves believe with our own language, that we are not capable of certain things that we are bad in some ways, or that we are weak.

And obviously when you feed yourself with these words, you're going to believe this and that's going to affect your confidence, but I will go back to this one in the next video. So let's just pause there for a second. Now, another thing that I feel also is a bit of a myth because many people think that if I have self doubt, if I am nervous or feel nervous at something or about something, then that means that I don't have confidence. And that's a big myth because even the most confident people, they have self doubt and they feel nervous. And those two things are part of life. And those two things are not something we can ever erase. It's just something that we have to learn how to live with. And that's usually the difference between people who are, are able to, to be confident more often than others is that they don't allow or let these feelings of nervousness or self doubt to actually take control over them and influence their behavior or decisions.

They know that all of this is normal and you kind of just get on with it and you don't think about it too much. And then you just do whatever you have to do. And you know, what many people have always asked me, because for some reason, I come across very confident to people, but just like any other Joe, I also suffer with my insecurities and my self doubt and my nervousness, et cetera. But yes, it's true. I do come across very confident. I am feeling quite confident most of the time doesn't mean that I'm always confidence or I've always been this way, et cetera. But I can tell you one thing is that if something has really helped me in my life, that is to just do it. And again, I am going to speak about that in the last video of the confidence code, but I need to really make you aware is that sometimes you don't have to have an explanation or you don't have to have a reason or have everything kind of sorted for you, or have your confidence there as a blanket supporting you sometimes just have to do it and not think about it.

And that's something that I have done a lot in my life. And that has helped me a lot with my personal confidence and still helps me with confidence, but okay, I'm going to come back to that in the last video, because there will be a reason to why I want to talk about this a little bit more. So having given you these reasons, start thinking about why you are not confident today, have you always been like this? Are you in a low confidence season right now? Or are you in the better season right now for yourself? You actually feel more confident, but like with everything, we're not going to be fully confident and there will always be room for improvement and empowering our own confidence. So trying to understand where you are right now and how you could empower your confidence. Okay, I'm going to stop there.

I don't want to overcomplicate it at this stage. All I want you to do is to start to think and process, why are you not confident? Or why are you not confident with certain things? What are those things? What makes you feel lack of confidence? What gives you lack of confidence sometimes? Where do you think that comes from? What do you think the real reason behind that is? Have a little moment of thoughts. Think about it, sleep on it. Take some time to really think about this. You don't have to just finish this after watching this video, but I want to plant the seed because we do need to understand what really is behind the scenes of our lack of confidence. Because in video two, we are going to understand how we can move away from these patterns and how we can become more confident.

## **How To Become Confident - Secrets To Lasting Confidence!**

### **Bonus 1: The Confidence Code**

Now let's figure out how we can become confident. It's not going to be an easy process and it's not going to happen overnight. But if we start planting the seeds and we start becoming a bit where all the issues that we have, remember in video one, we needed to figure out the why's. But now we are going to talk about the how. So let me just use the why's of the last video as an example, just to demonstrate for you how you should be approaching the kind of thinking pattern behind when you want to source out the why to why you are not confident. So let's say as an example, you have a negative language with yourself. You speak to yourself in the very disempowering way, in the way. You're basically treating yourself as a weak person, as somebody who's not strong enough. And you talk to yourself like this on a daily basis, that's your internal, self-talk very disempowering.

How are you going to become confident if this is how you speak to yourself, not going to happen. That's why you need to obviously stop with that. Self-talk and the way you stop with that is by becoming conscious of it with a method of awareness, and you force yourself to adopt a positive, empowering language. You cut out the negative language, you replace it with the empowering language, and then you also perhaps use affirmations as a tool to help you get into that flow of positive and empowering language. So that's an example, going cold Turkey with a negative language and instead implement the positive language. Okay. Another example. What about if, um, the, the why to why you're not confident is because you oftentimes have self doubt or you feel nervous. Okay. So you become aware that, like I explained to you in video one, everybody is nervous and has self doubt, even the most confident people.

So it doesn't really fit the narrative. It's not really the reality. And it's time for you to like step outside your own narrative and tell yourself, well, you know what, maybe she's right. Maybe I can allow myself to feel self doubt and be nervous and be a confident person. Maybe I won't get out of that narrative. And instead start working on embracing the confidence. And that's a little quick tool for you. If you have a feel nervous, which you will feel from time to time. And I speak from experience on this one, because let's say when I went on live TV and I had to be for the first time in life to be I wasn't media trained or anything. And I had to be grilled by the presenters who were questioning, like what it is that I teach, et cetera, and really twisting it to some stereotype that is not true.

And I have to basically sit there and defend myself without media training for the being first time in life to be you now, how on earth did I do it? And was I nervous? Of course I was nervous. I was incredibly nervous, but one of the things that my therapist told me is that nervousness you can actually regulate with breathing. So what I was doing before going on there in front of all the cameras was that I was working a lot on my breathing because of course I had the anxiety stuck here in my throat. I was not feeling great. Let me tell you, but I was still forcing myself to go out there and just do it because it was important for me. So I worked on my breathing. There is a strategy of breath work, and basically how it works is that you of course take a breath like long breaths in and out, but you make sure that the breath that you take out, like the is longer than the breath that you breathe in.

Do you understand? So you really want to kind of make sure more air is coming out of you than coming in. So that's something that I was doing and it's true. It does really help you with your nervousness. And it's actually a technique that performers do actors do, et cetera, before going on the stage. So that's just a little tip from me, whatever, why you might have to, why you're not confident. I want you by now to have understood what that could be and start thinking about it. Is it really true? Like, does it really make sense in the reality today? And could it just be part of a narrative? Have I just not questioned it enough and just let it kind of roll with me maybe all these years or this time, can I do something about it that is more productive than perhaps just being a victim around it?

And so, and so, and when you start thinking about the real reasons to why you are not confidence, I think is going to empower you to understand that you have actually the power to really change everything. You don't have to be stuck in history. You don't have to be stuck in a narrative, even a narrative that you created. You can recreate a narrative at any point or time. And I think now is really the time for us to do so, because I know a lot of lack of self confidence really stems from that poor

narrative. And speaking of narratives, because there is this really big narrative that I really want us to become aware of because it's actually not true. The one off she is confident, he's confident. He is not confident. She is not confident basically saying that you're either confident or you're not, but that is such a big myth.

Ladies confidence, doesn't like this because you know, actually how confidence work primarily confidence is very situational. And like I said, it also fluctuates depending on time of your life, depending on what situation you're in. And that's what I need that confidence is situational. So let me explain that a little bit more because you are going to actually understand that everything that you might have thought about confidence might actually not be true, because think about it this way. Maybe you've also felt this way, but I personally was feeling this way a lot. I remember back when I used to work, um, you know, in an office, et cetera. And of course I changed jobs a few times. I've had all kinds of different jobs in my life, but I remember every time I was new at a job, let's say at an office, I used to feel very like a little bit insecure.

And I used to have lack of confidence and that was hired for the position. And I remember feeling like very nervous about the next coming months ahead of me getting settled into the role and doing the job correctly. And so, and so, and what that basically translates to is that I had lack of confidence, starting a new job. However, usually after about three months after I've done the training after I've become familiar with my workspace, my colleagues and the job itself, I was not anymore. The person I was on day one of my employment. And why is that? You reckon, well, this is where confidence is. Situational really comes into the picture because actually what confidence is, is that it's based upon your experience and your knowledge, really, we're putting all the thoughts and beliefs and all of that too, a little bit later, but I just want to narrow it down for you.

Confidence is really based on your experience and your knowledge around whatever it is. So let's talk about my workplace because I was there for some time now for three months, because I've got the knowledge because I've got the experience. I was not familiar with everything I was now doing. It's, you know, on the autopilot almost, I was not new into it. Obviously I had grown confidence. Now, three months later into the job, I was not nervous. I wasn't paying attention to all the stuff that I was paying attention to on day one. Now stepping into the office felt easy breezy, and I could walk there with full confidence versus my first day at work, when it was more like a situation where you kind of walk in the corridors and you really do not feel like, like this person that you feel three months later.

Okay? So this is a very important thing for you to be aware of, right? Is that every, we think that happens in your life. If it's a situation, if it's an experience or if it's about your own performance, you grow confidence. Confidence is not something that is rigid. Okay. It's normal to not feel confident when something is brand new unfamiliar unexplored, and all of those things, it's normal to feel a little bit nervous or insecure around it. Okay? But those feelings shouldn't be stopping you. And this is what I'm trying to explain here. What's really important is that you push through that phase, the temporary phase that is going to actually grow you, the layers of confidence and the most important layers of confidence, perhaps so that you can keep going and going and going and ultimately become really confident in whatever area we're talking about.

So another example, just to really make it extra clear, let's say you want to join high society. You have never stepped your foot in this environment. You know, nothing about it. And it actually also terrifies you. So let's say you go to a high society events for the first time, you're going to feel pretty nervous and you will feel like you have no confidence whatsoever ever. What should you do? Well in video three, I'm going to talk about the power of faking it till you making it. But in this stage, you shouldn't be shying away from high society just because you feel like you don't have the confidence for it. You should just push it through, just do it. And then you're going to see that on your second attempt of being in high society, you going to have grown one more layer of confidence that will make the second attempt easier.

And then on the second attempt, you will have grown another layer of confidence, which will make the third word experience easy we are. And so, and so, and this is how we just gradually progresses. So I don't want you to be like, okay, I don't have the confidence. I can do it. And that's it. Well, if you're going to be thinking like this, then you might as well let the confidence rule your life and never do anything or achieve anything. So please be aware that your insecurities, they cannot be the

decision makers in your life. You cannot let them be the ones who lead you forward in life, who control you, who influences you on what you do and don't do, because this is where you really just have to do things without having full confidence or feeling like, okay, now I feel like I could potentially do your self esteem will take time to grow because self-esteem is the cure to insecurity.

Once you have strengthened your self esteem, your insecurities will become less and less. But in this work, it's also very important that we really start practicing by validating ourselves. Instead of allowing other people or situations to validate us, we need to be able to trust our own voice. We need to be able to feel that, okay, I have the answers within me. I have authority in my own life and to my answers and not can listen to myself. And I can't believe myself. And I can validate myself. This self esteem will take time, but it will help you with these insecurities and the less securities you have, the less they're going to be dominating in your life and controlling you. And another thing about insecurities, because like I mentioned before, set backs will happen. And your life like it's unavoidable. It will always happen at some points sometimes in the much more condensed form.

Sometimes they're a little bit more spread out, but we all have setbacks. The common pay us of is, but it's about how we handle them. And it's about how we react to them. And it's also about how we let them control us or not control us, because what happens with setbacks and insecure people is that insecure people see sometimes setbacks as a validation to their insecure or it's you. And I'm referring to confidence here by the way, or it can be about anything as well, but in particularly confidence. So let's say that, yeah, you've had a divorce, right? And you feel like lack of confidence now because of this kind of setback. And maybe you start seeing this as aha. This is a reason to why I am unworthy of love, or I'm a bad person who don't deserve love. Or there was probably something wrong with me.

This is why this marriage didn't work out. Let's say, so this becomes a confirmation bias of an insecure person. How it works psychologically is that our insecurities, we start looking for signs to validate our insecurities. And this is so stupid of our own psyche to be doing this. But we do it for multitude of psychological and evolutionary reasons to wide, but let's not go there. So you need to become aware if you have any confirmation biases and how they are, are sneaking out and trying to look for reasons to validate your negative. Cause we all do have negative beliefs. Some of us have more than others. Usually those people who have more negative beliefs than others, oftentimes have also less confidence in their life because what you believe about yourself and what you believe about other people and what you believe about the world. This is actually, what's going to result in your confidence because if your belief system is about, okay, I am so weak.

Everybody else is so strong and this world is so challenging. Then guess what? You're not going to be a very confident person, but if your belief system is more towards, I'm strong, I'm powerful. And I can take anything that will cross my path. No problem. Nothing can crush me in this world. There, we have confidence way of looking at life. So again, it's about your belief system. It's about how you see life and how you see yourself because you are negative beliefs about yourself and about your abilities is going to weaken. Your confidence is going to hold you back and they will always stop you from actually developing your confidence and strengthening it and really making it move to the next level is that you're going to be stuck. And even if you do certain, I don't know confidence exercises, you're not going to be able to move forward because you have these belief systems that you keep reinforcing and reinforcing and feeding yourself with.

Now, one last thing before we sum everything up in the next video, another thing on how you can actually strengthen your confidence is by really starting to allow yourself to be imperfect. You heard me, right? Because perfectionism is the biggest confidence killer that's out there because what happens no matter how hard you try, no matter how good you try to be. If you don't feel like you were good enough, or you did something good enough, then you're never going to be able to validate yourself that you are good or that you did a good job. And therefore, when you don't validate yourself, you will never be able to grow a layer of confidence. This is what I was talking about just a minute ago, we grow layers of confidence. We need to validate ourself. We need to feel good about ourselves, that we have done something good because confidence does come also from when we feel that, okay, I'm not too bad.

This is good. I am good. I can do this. I have the capacity. I have the intelligence. I am this. I am that.

You know the things. If you are able to validate yourself and support yourself on this path, you are going to open up the space for confidence to actually grow and flourish. But if you are holding that space back and only allowing the kind of negativity and the disappointments and the harshness and the perfectionism and the kind of, Oh, you weren't good enough. And so, and so then there's not going to be any opportunity for you to grow those layers. Also become aware that if you have been under a lot of criticism in the past, or you are currently under a lot of criticism in your presence, please become very much aware how that actually does influence your own confidence. Because we start internalizing what we hear.

We start believing that it becomes like the ultimate brainwash. And when we are being under attack, our defense mechanisms start operating in the way that we seek out perfectionism, because if we don't do anything wrong, then there is no way for us to be criticized. Right? Then we are safe. Then we are protected. But this is where it becomes a little bit toxic because we cannot be a perfectionist. Why? Because humans are not perfect. And we're always going to end up feeling disappointed by ourselves. And that's the biggest kind of anti confidence. I don't know that you can do for yourself. If you are under attack, if you are being criticized or you have been in the past and you still carrying it with you, you need to really separate yourself from that. And so really understand that just because somebody says something doesn't mean it's true.

And this is where your self esteem really needs to support you, where you validate your own truth. When you listen to your own voice and understand that, actually I have the authority to say, is this true? Or is this not true? Not all criticism is true. There are of course constructive criticism. That's different. And that can be true. But when people are often criticizing and the malicious way that makes us perhaps lose our confidence, that happens because we become the expense of somebody else because oftentimes that person or those people are doing that to feel better about themselves or to release some negative energy or to try and project something onto you that has nothing to do with you. But what happens is that people start internalizing this, absorbing it, putting on them, starting to believe it. And then that affects their confidence. This is where it becomes really, really difficult.

So this is why I want you to start practicing for yourself, to become the person who says, you know what? I don't mind not being perfect. I don't mind the fact that I have imperfections. I will definitely do my best to try and improve myself the best I can. The what matters the most is that I'm ethical. That I'm a good person that I do my best. And that's it. Then everything else. It's okay. It's okay. If I'm not the most beautiful woman in the world, it's okay. If I did a mistake, it's okay. If I wasn't my usual self once it's okay. It happens. The most important is that I am aware where I do my best. I am ethical. I am a cop person, and that's all you really need to do. So starts thinking about if you have any perfectionism issues, if there is this striving for perfectionism, because I really see how perfectionism is such a big confidence killer.

And it's very hard sometimes to move into a state of full confidence when you're being so perfectionistic about everything. So you're there for not able to allow this self confidence to grow, because you're just so stuck in beating yourself up, that you weren't in such way and you weren't in such way. But when we develop our confidence, we really need to be able to reward ourselves in terms of praising ourselves, being kind to ourselves saying that, okay, I did a good job. I'm proud of myself or I'm good. I'm going to pat my own shoulder. So when you're able to validate yourself is going to be a very liberating feeling, not only for yourself, but actually also for your confidence. And that's when we are going to start making both self esteem and self confidence to happen and flourish.

## **My Ultimate Hack To Instant Confidence**

### **Bonus 1: The Confidence Code**

In this video, we're going to wrap everything up that I've spoken to put some context around it, but also talking about the importance of faking it till you make it. And I know that this phrase has a bit of a negative stigma to it, but I want you to not be like, Oh, here we go. I want you to really listen here because actually what I've spoken up until now is going to really help you develop kind of lasting

confidence over time. But we need some confidence today, right? And to get the kind of instant confidence, you can't really achieve it unless you fake it till you make it and actually faking it until you're making it is a wonderful tool. And it's really powerful for even for psychological reasons. So don't think that it's like a stupid thing to do. It's actually really useful.

So I'm going to talk a little bit more about how that works. So once I ask you ladies, do you remember when you learned how to ride a bicycle for the first time? I'm sure you were young and, uh, initially you were not feeling very confident about riding a bike without those two additional wheels. I'm talking now, when you started to ride a bike, we just, the two wheels, not the additional ones that gives you four wheels. So that experience must have made you feel very nervous. You were probably thinking, Oh, I'm going to fall. Oh, I can do it. You know, all of these things making you feel like you do not have any confidence whatsoever riding this bike. Now, how did you prepare yourself for that? Were you perhaps visualizing yourself or riding the bike, saying some affirmations that I'm going to be riding a bike.

I am riding a bike. You know, how were you preparing yourself to do that first bicycle ride? I can imagine that you probably didn't do any of that stuff. You probably just did it. You had your parent with you, or maybe you did it yourself and just jumped on the bike and then you just started biking and figuring it out. Maybe you were, I dunno, falling a few times in the beginning or maybe when smoothly for you. What I'm trying to say here is that you actually didn't need anything in order to grow confidence, to ride that bike, all you needed was to have the experience of success, but to be able to even get on the bike, you needed to really go through some important States of mind. And that is to just do it and not thinking too much about it because what happens when we think too much about it and when we don't do it well, when we don't do it, it's pretty obvious what happens.

We do nothing and nothing comes out of it. But when we start thinking about, you know, what, we're kind of fearing or don't feel confident about the brain starts finding a multitude of reasons to why we shouldn't be doing something, how bad or terrible the situation is or how bad we are at it. Or I don't know how disempowering everything around this thing is making you having zero confidence. As I have zero knowledge or experience with it making you probably be a failure at it. Let's say so. That's what happens when you overthink. And when you started to ride that bike, I don't think you actually went through the process or maybe you did, but at some point you probably just did it anyway and hopped on the bike ride. But majority of us, we just did it without thinking too much about it. And then they just happened.

And that's really what I want you to understand what approach I want you to take in life. Fake your confidence. If you don't have confidence, don't wait for your confidence. It's not going to come and knock on your door. Your confidence will only come once you start doing so. Even if you are scared, nervous, doubtful, you have to do it anyway. And you have to validate yourself that you can do it. You cannot wait for somebody else or a situation to validate you. Once you kind of hop on the bike. And once you have a positive experience, your first layers of confidence will grow. And that layer of confidence is going to support you to bike further and further and further. The more layers you grow out, the longer you will be able to ride. And that's something that really wants you to actually think about every time you feel like you're not confident, you're shying out of something because you're feeling a little bit insecure or doubtful.

Please do not do it. Force yourself. Yes. I'm saying force yourself, force yourself to do it anyway. Just do it ladies. Truly just do it. Don't think about it. Even if you start thinking about it, stop right there and tell yourself consciously that I'm not going to start playing the spiral of thoughts in my head about what it is that I'm trying to think about. Okay. So I'm going to give you another more realistic example. Let's go back to this high society example. You want to go to a high society event. You've never put yourself in high society before, and you are so scared. You feel really insecure and out of place. And you have zero confidence in that environment because you don't have any experience with that environment. No, you could be sitting at home and studying high society forever and ever, and ever just as a hope that you will feel confident that some point after you are, I don't know, numerous amounts of studies.

And, but that's not really going to happen because what's going to give you confidence is the experience really? And of course the knowledge that the experience brings you when you actually go



there and you see for your own eyes, that there's actually nothing to be worried about here or scared about. And this is just like any other gathering or community, right? But you need to be there to be able to discover that. And that's why you need to just force yourself to go to this event, even though you have no confidence. And then over there, you're going to grow that confidence. Another tool that I know many of you need in order to actually be able to reach that stage. Cause I know a lot of you feel really insecure over the fact, if your lack of confidence actually shows and yes, it can show.

I agree with you not going to lie. You might enter that room or the event of the high society and you might be walking around there and you might be, you know who hello? You know, I'm an, of course I'm really exaggerating here, but it might be like that because even though you managed to push yourself there, but you might not be able to project a confidence, you and I agree. I do think it's important to protect yourself and give yourself this kind of support that. Okay. I feel really scared and I feel like I have zero confidence. I'm going to do it anyway. But only on the term that people don't notice that I'm not confident because it's going to feel horrible to do something that I don't feel comfortable in doing. And then everybody also sees that I'm so scared. No, I don't want you to have that experience because this is really easy to fix.

And I can do this myself from time to time. Don't think that I am always like, Ugh, I'm so confidence. You know, just like walking around little miss confidence, et cetera. Oh my gosh, no, there are situations where I feel a little bit intimidated and it could be because of them. I have no experience there because like the, the community's new or the group is very ganged up or something. And they're ICOM. And I feel like really small little person who doesn't even have a voice, you know, and that's normal. But what I always do in situations like this is that I allow my body language and kind of my yeah. Impression to work as my comfort blankets. So basically what I'm trying to say is that I would hide behind a confident facade, although I'm really not confident inside. So what I will do is that I would make sure that I forced my body language to act, act confident.

Let's practice a little bit like theatrical skills without being theatrical. You know what gives off, if somebody is confident is if they're stand very tall, we spoken about good posture, but it's about being tall. It's about being open, having an open chest, having, you know, your shoulders back, you know, really be, I mean, I'm going to exaggerate now for you, right? It's about really like being like this rather than being like this. You see it again, this is all exaggerated just for you to really understand the difference. So I make sure if I walk into a room that intimidates me, that frightens me, I make sure let's see if I can walk back. I make sure to really appear confident, even though I'm scared, really scared, but what makes me feel comfortable and what helps me grow confidence is when I feel safe behind a body language, the looks and comes across as confidence.

And you know what? That gives me confidence because then I can relax and then I feel comfortable. And then I don't have to stress and obsessed about, Oh my gosh, everybody can probably see me in the judgment. And they see everything. And I feel naked here. No, if you just, almost like you play theater, okay. Step into the role of an actress, see this as your way of pretending that you're confident, even if you're not. And I know that for some people in my field, like a little bit on the Fantic, but I personally don't think it is why, because this is only a tool. This is a tool for us to fake it till we make it so that we step into our more comfortable, relaxed self. So we feel that this just gives us a form of support. It's not, you know, to put on a show and pretend like we're somebody we're not, it's just for us to tune up a certain element of ourselves that might not really be there, but we're just faking it to a certain degree until we catch the momentum of the confidence.

And we relax and we feel at ease. Does that make sense, ladies? So let's just use the room as the example. So I want you to really think about your body language, be tall, be proud, be open, open, up, have a strong voice to not speak like this, or, you know, shy away. No. Be able to speak clearly do not, of course become like a man. You know what I mean? You have to really make sure that you don't start overdoing it to the point that, okay, now you're really starting to come across as obnoxious or masculine or even annoying. You know, you need to just have like a good level of it. It's only for your own use really for your own self and your own benefit, but really practice of the more scared you are. The more you go into this role of this confident woman becoming a little bit more of an actress, seeing that this is just an exercise.

Let's say you walk into a room. So you walk in and you're super intimidated. And you make sure that

you actually look around the room because when you look around the room and you're really intimidated, believe me, the last thing people are going to be thinking is that you are scared when you walk in and actually allow yourself to look around and maybe even have a smile or a little smile because people who lack confidence, they wouldn't walk into a room and be able to afford to look around confidently and having a smile and really look people or some people into the eye. They would be just like, kind of walking in like this. Or they would be like walking in like this, you know, I mean, again, exaggerated it just for illustration purposes. And I also want you when you walk into this room and this is what I also do is that when I feel really intimidated, I slowed down my walk even more.

So I make sure I don't rush it. Cause if you just rush into a room that signals lack of confidence. So instead I really take my time, you know, and sometimes I will even stop in the middle of the room just to have a little look around as if I'm looking for somebody or looking for something. And then I continue, you know, because that's a signal that signals to people subconscious that, ah, she's comfortable. She's not intimidated. She's not scared. She's confident. So you see how people will start building a perception of how you are based on what you do that is empty or the opposite of what an insecure person will do. So do everything with your body language. Would you movements and gestures? That is the opposite of what an insecure, scared, worried person would do. That's how you need to think about it.

And believe me, this is really going to help you support you and give you instant confidence. When you know that nobody actually can see that you are, are scared. That's your little secret. They don't have to know it. And when you know that this is the case and that you have full control out of it and that you are maneuvering it with success, then that's going to, they really make you feel at ease. Now you're going to become more confident and then you can just get on with whatever it is that you need to get on with and then gain from that. And, uh, and then it kind of just continues like this. So ladies, just to wrap up, understand that you need to take action and then the confidence will follow. I want you to also be very much aware that you will feel all kinds of feelings and you are not your feelings the same way.

You might have all kinds of thoughts in your head, but not all of those thoughts are true and you are not all those thoughts. You need to be able to separate yourself and distance yourself a little bit from all the chaos. That's kind of going on there because this is not always helpful. And for confidence, it can be a massive blocker, but actually what confidence is, which is why it's some hard, sometimes a little bit hard teaching. It is that it's just an illusion. It's just something that you can fake it till you make it as well. It's just something that you can kind of just do it and then it will come. It's very obstruct, but this is confidence. And then like I was saying earlier in the other videos is that confidence is very situational. You just need the experience. You just need the knowledge.

Confidence also stems from your past or from situations that have happened. And if you identify the why you will be able to actually take a step away from that situation or that experience and detach yourself from that. And this way you will have a more rational way of looking at it that will help you move towards confidence. Plus ultimately speaking ladies, the relationship you have with your day, what you feed your mind, what you feed yourself, your beliefs, your self-talk, all of that will have a crucial impact of your confidence. Because if you have empowering things coming in from yourself to yourself, the things you feed yourself with you are going to become confident and you won't need to wait for other people to feed you with praise or positivity. No, you become a self fulfilling machine where you validate yourself where you feed your own self with affirmations, with positive self talk, with empowering thoughts.

And this way confidence will start to emerge. And don't forget over thinking and not doing it are the biggest confidence killers. So you need to start just doing it, fake it till you make it, use it as a powerful tool. And you're actually going to end up having a lot of fun with it. Just don't forget your little protection of what people see and what happens inside. And it's okay. That is only a little tool, a little hack that we use to just get on with things, to get that confidence. Now, ladies, I hope you have enjoyed this confidence code. I watch it to really start putting this into practice and make sure that you understand that you do it regularly every day as part of your new life style, because confidence is not something that you go to forever. You need to keep nurturing it and working on it. And hopefully every day you're able to validate yourself, empower yourself in a confident way so that you

grow those layers of confidence.

## **Bonus 2: Step-By-Step To An Elegant Life**

### **Introduction To The Bonus: Step-By-Step To An Elegant Life**

## **Bonus 2: Step-By-Step To An Elegant Life**

Before you begin, download the Lifestyle Bingo workbook in this section!

Welcome to the bonus of how to upgrade your lifestyle. We are going to play a little bit of luxury lifestyle Bangor, or we can even call it elegant lifestyle. Bingo. I have divided this process into three parts because we are first going to cover the kind of beginner lifestyle that we're going to go through the intermediate lifestyle. And then lastly, we're going to cover the advanced lifestyle and the, what do I mean by this? Well, this is how I was thinking. We all kind of go in steps in life. We climb up to this level. Then we go to this level and then we go to this level, right? And then we can continue like this for as much as we keep investing in ourselves and in our personal growth. However, I have noticed that there are some common traits, depending on what level you are at.

So first of all, I felt this exercise would be great to understand what level you're currently at. That's what we're going to play. This elegant lifestyle, bingo, to trying to terminate where you are right now, but we're also doing it to understand what is the path forward to where you want to be? What are some common lifestyle, things that happen on a certain level that you perhaps should be aware of or should strive for, or maybe even plan to achieve? Obviously everything that I will be presenting in this lifestyle, bingo, it is not set in stone. And it's only a few samples of what that lifestyle may offer somebody on that level up. They might of course be more things than just those things that I mentioned. And there might be even other things then you are currently seeing in front of you. So I do not mean by any means that in order to become a full blown intermediate lifestyle lady, you must have achieved all of those things that are on the sheet that I have provided for you. You can find the sheets under this video, by the way, not at all, ladies, that is just a sample that is also a little bit for fun. And it's really more for you to have a guideline rather for it to be set in stone. So having said all this ladies, let's start to play this elegant lifestyle. Bingo. And we will begin with a beginner lifestyle.

## **Level 1 - Beginner Elegance**

## **Bonus 2: Step-By-Step To An Elegant Life**

So ladies let's begin by playing the beginner lifestyle Bingo. And I'm actually going to go through this sheet with you because we have to talk a little bit of what I have puts here on this list. But before I begin, I want to just explain a few things about the beginner journey, because I would say the beginner is the person who has not yet had any experience of a high society of the finer things in life, have a more elegant life. And so on a beginner, Mike perhaps have some experience, but not kind of the full blown experience to qualify themselves as an intermediate. I do think though, that this sheet gives you a little bit of a good indication towards where to start prioritizing. And you're going to see a difference between the beginning, when are sheets, the intermediate sheets and the advanced sheets.

This is how I personally would prioritize in my own lifestyle upgrade. Do not jump ahead. If you are a beginner and prioritize already things that perhaps are on the advanced list, I would say that it's a little bit of waste of money and it's not necessarily necessary or a top priority. I really believe that we should set the basics first, which to beginner, we'll be doing a lot in this sheet. And I know that this is going to lay the foundation for you so that it's going to be much easier for you. Once you reach the kind of intermediate and advanced level, just as a quick look on this sheet, we're going to focus on prioritize kind of our everyday lifestyle situation, like things that we do on a daily basis. We're also going to upgrade our knowledge, our cultural life. We're going to upgrade where we visit and so on, but okay, let me go through this in detail.

So the absolute first thing that I have written here doesn't mean that it's the first thing that you have

to do. Not at all. You can do any of this and whatever priority you feel like doing. There's absolutely no rule. However, I put first upgrade where you live and that's because I believe that it is important to upgrade at some point, the area where you live in might not be the first thing that you need to do, but it would definitely help you in your everyday life. If you live in a more affluent area or middleclass area, because you're just going to be surrounded by, by different types of people and community, and also have it closer to kind of every day establishment and necessities that you use, you will spot them shortly on this list, but it will just be closer to you and feel more natural to do this in an upgraded way.

Okay, you're going to understand it in a second. So here I've written, upgrade your hairdresser, upgrade your nail salon, and it's basically to indicate you could go to the cheapest possible, or you could perhaps go to where the elite ladies go and do their hair go to the nail salon in town where the jets of babes are frequent. Let me see. And if that makes sense, however, if you are somebody who core is devoted to a professional, let's say a nail salon or a hairdresser that you have been going to for, let's say years and years. And they're absolutely amazing. And you don't want to change then do not change. This is only if let's say you haven't found your fit favorites yet. So you have that flexibility, meaning that you could actually upgrade where you go to do your hair and do your nails.

Because what happens when you go to let's say, say I'm a hairdresser or a nail salon in an upscale area. Well, in these establishments, you were at some point going to wind up, meeting other women there. You might end up talking to another woman. You might see other regulars there because you're going to become a regular there. And you are going to at some point strike conversation and you might even become friends with one of them. You see? So it's all about positioning yourself strategically in areas that can help them. If you would, your networking, I have listed on this list, upgrade your grocery store meat from a butcher by fish, from a fishmonger buy bread from a bakery, buy vegetables from a farmer's market, buy chocolate from a chocolate maker, buy tea from a tea shop. Okay. What do I mean by all of these things?

Well, first of all, I'm sure many of us want to be part of high society, but I think also many of us want to be living more elegantly and want to be enjoying more the finer things in life and the way grades your grocery store or the way you buy your food. You're actually upgrading a big part of your lifestyle because you're ending up living a more high quality lifestyle in such way, because you are buying more high quality products. You are also making this whole purchasing products and experience as an elegant experience. This is something that I have definitely, um, uh, gotten from my time in France. It's only when I left skins, the, because it's Scandinavia, we don't really do this to this degree, but this is what I like about Italians and the French, because they go and buy their meat from a butcher.

They go and buy them fish from a specialized fishmonger to make sure you get the most fresh fish and Japanese do. Of course the same going by the bread from a bakery. They will walk with her by guests on the streets, fully normal and parts of their culture. And they will be going, let's say to specialty shop if they need chocolate or tea or coffee. So it's about becoming more acquainted with the finer things in life. It's about living more on the fine level. If that it makes sense. We don't just settle for some basic NESSC affair. No, we go and buy our coffee from an Artism coffee shop. Let's say, or instead of just getting the, I dunno, cheapest of chocolate from the store, we go to a special chocolate Meeker. It's about developing that taste for the finer things. And this is definitely something that I learned a lot in Europe during my travels, when I've lived abroad, of course, with my partner who was very much into the finery things in life.

But also when I went to finishing school in finishing school, actually we had a few lessons just to understand chocolate, just to understand coffee, just to understand tea, et cetera, et cetera. And that was for us to really get acquainted with a finer thing and really understand what let's say a finer chocolate would be compared to the basic one. If that makes sense. And I believe this is quite necessary for your own personal upgrade for also how you come across as somebody would knowledge or not knowledge, somebody would good taste or bad taste. I mean, that's how you learn how to develop it. Yeah. You taste after all. And ultimately what this also does, it creates an experience for you where you just start to live more elegantly. You're not just settling for the basic, you are going into the fine departments and you're really taking your time and you, yeah, really selective.

You're not just being average Jane anymore. That just doesn't care. Whatever she puts in her mouth or whatever experience she has as elites people, they care about their experiences and they become, I guess, spoiled would life because they get that opportunity. So they taste it it's become more selective. And the once your taste buds to also become so selective. Now the next one on the list gets weekly, fresh flowers. And I do want you ladies to spend a little bit, maybe will cost you \$20 a week or \$15 a week. If you cannot afford that at this stage to maybe do it once a month or biweekly, but try and incorporate fresh flowers in your home and preferably in the place of your home when you spend the most time so that you can really draw the energy from bouquet or, or some small cute flowers, because this is a thing about greenery and flowers and vegetables, then all of these things that come from nature, they possess energy and we can actually draw energy from that.

So what's so beautiful with flowers is that flowers are not only filled with energy, but they're very beautiful. So you get like two of both worlds, which is amazing. And I just think that flowers creating them Beyonce as well. And it makes you feel good and it makes you feel elegant and it makes you feel luxurious. And it's such a good tool to add to your lifestyle so that you feel like you have upgraded. Even if it's just with a small, small, small, tiny detail. My routine is to always have fresh flowers at home. And this is something that I've been doing now for a while. And definitely it helps a lot to just add that little but little nice touch in your everyday life. So the next ones in line is upgrade your coffee place, upgrade your restaurants, upgrade your nightlife, upgrade your local hangout.

Is there anything else we need to upgrade before I explain? No. Okay. Now this is definitely a very basic thing, but this is a must and this is one of the first things any beginners should do. And if you are intermediate, but you haven't fully mastered this yet, you need to really prioritize this because what I mean with upgrades, that kind of your local hangout, your coffee place, your restaurant, your nightlife, any establishments or venues that you regularly go to, they have to be on a certain level. Now we are done with going where we kind of maybe used to go in the past, like just some casual pizzeria or I don't know, the local kebab shop to get your daily food. We don't do that anymore. We need to kind of cut ties with that parts of our life or our past. If that's part of your past, now we need to start going to where the elites go.

So where do the elite people eat at night or in daytime? That's where you should also be eating. Where do the elite people buy their coffee? Where do the elite people have their lunch or have their breakfast in town? Where did the elites spend time and have as local Hangouts in your town? I've spoken already a lot about how to research, but I will just briefly mention it again. You need to start making a research on social media. I think Instagram is a great tool to do so by following elite people in your town and see where they go. You should also start asking around everybody that, you know, regardless if they have elite connections or not, or if they are elite themselves or not start asking everybody, what are the most elegant places in town? What are the most affluent places in town? Where do people go?

What are the trendiest hotspots, etc. From now on your new lifestyle will involve you continuously be researching because the researching phase, it really never stops. And this is something that you are actually going to have as a conversation topic with the people in the elegant and affluent circles, because everybody's continuously researching. That's how you stay updated with what's delayed is then where do everybody go these days? Because places do change. What was happening last year might not be happening anymore. The elite, they do change venues quite often. So you need to really stay updated. I want you to start focusing on going to places and prioritizing to spend your money and spend your time only in places where the type of crowd that you want to be associated with goes. So if you want to be associated with an elite crowd, you start hanging out where the elite crowd goes.

You don't have to be on their level financially in order to do so, can absolutely go there. Even with whatever budget you have at this stage, obviously you might not be able to afford it every day, but you do as much as you can. Ladies. I do think it's important to set a little bit of a budget aside for this at least so that you get to do this once a month or twice a month minimum, because I want you to start getting into the flow of that energy. Because as soon as you start getting acquainted with that energy, you're naturally going to start vibrating on that energy. And you'd be surprised how it will like almost work as law of attraction. If that makes sense, because once we put our first foot in, then kind of the rest starts to follow a little bit easier than if we just would have stayed away from the very

beginning.

So this part is so important. Now we move on to upgrade your beds. Now how random is bad and why did I put upgrade your bed of all the things that we have to do? Right? Well, ladies, I am a firm believer in personal development productivity, and simply living the good life. And when I say upgrade your bed, I realized, well, I have realized in the past that we spend a third of our living time in our bed, okay. Which is crazier. A third of my entire life will be spent in bed. So for this reason, it really has to be a good, bad. And I know that a really good bad can cost a lot of money. I'm not going to say how much money we spend on our bag, but we spent a lot of money on our bed. And I know that at, at a beginner stage, you might not be able to, to afford, to buy them most expensive bed.

That's out there because believe me, they can cost around a hundred cases sometimes. However, I definitely think that you shouldn't buy the cheapest bed possible. I think you should always buy a bed, but currently is expensive for your budget, but it's still doable. You should also high quality bedsheets, not the cheapest bedsheets that you can find in Nike. Um, you know, the kind of rough cotton that you just feel like, Oh, I don't know about this. You should be sleeping in something that feels really soft. I personally sleep in silk and have been doing so for many years. That's my absolute favorite choice. Before that I was sleeping in the, like the finest Egyptian cotton, but then they preferred silk and silk is actually better for your body because you get less wrinkles. So now I sleep with my pillows and with my sheets and duvet covers all in silk and I love it.

So I really think having good bedsheets, good pillows, good duvet covers. And of course a fantastic bed and mattress is very important. I mean, the mattress would probably be one of the most important things, but do, please try and invest money in this. This is not some whatever thing that you are purchasing. Some like anything we'll do type of thing, how you are sleeping, plays a very big role in your life because it will have a big impact on your mood, on how rested you feel on how much energy you have on how you end up recovering throughout the night. Because where else are you going to get energy from to be able to do this personal upgrade, your sleep is so important. You need to get your, I don't know how many hours you need to get sleep a day. I personally need to get at least six, seven hours sleep to feel normal and you need to get yours.

It's very much a priority and you really need to be able to fall asleep, easy, not to get disturbed throughout the night as you sleep and just feel that your bed is your heaven. That's how it should be feeling. And trust me, life is gonna feel pretty, pretty good after you have upgraded your bed. Now let's move on to upgrade where you shop, upgrade your cost per garment mindset. Um, is there anything else, ah, take your clothes to the tailor, upgrade your wardrobe to look expensive, buy a high quality bag. Okay, so now we're talking a little bit of style and fashion, obviously. So I do think that at this stage we need to really also set the foundation for our personal brand. I mean, there is so much we have already done in our transformation, but I definitely think that your clothing should be kind of prioritized in your lifestyle upgrade because it is going to make you feel it.

Like I mentioned before in previous modules, your style is a tool because it's going to give you a certain energy is going to give you a certain confidence and you're going to feel like you fit in going to certain places. If you look a certain way. Okay. And I mean, this is just me saying how it is. I don't know why we are built like this as humans, but this is how it is. So I do think it's important that you feel like you look expensive, you look elegant, you look like you belong with the elite. Like you look not out of place, et cetera. So whatever that means, I do think that should be prioritized. I think definitely upgrading your cost per garment mindset is one of those things that we really should do when it comes to personal development in the beginner stage, because I want you to move away from the \$20 per garment mindset and maybe move up to at the beginner stage hundred dollar per garment mindset.

And then when you are in the intermediate, it will be \$200 per garment mindset. And then maybe when you are in there, the bands, it will be a thousand dollars per garment mindset. And this is usually how it is. We start becoming more and more comfortable, the more we upgrade. So I personally think that you need to prioritize this and not hold yourself back so much. I definitely think if you upgrade where you shop, it is also going to help you get acquainted with a different type of community. Again, you might be meeting people randomly when you are shopping in certain stores. I definitely think that taking your clothes that needs tailoring should be done because there is nothing

that feels so amazing. And having a few pieces of garments that are truly tailored for your body, it will make you really feel expensive and elegance.

And you will also feel like now I'm living elegantly. When I am tailoring my clothes so that they fit my body perfectly. And lastly, buying this high quality bag, I do not think that at the beginner stage, you necessarily need to have a designer bag. I definitely think that go and get a bag that is high quality, good material, no cheap stitching or anything, plastic or poking out or looking this aligned. No, we want to have an expensive looking handbag, but it doesn't need to be a designer handbag. You will be able to find something for a couple of hundred, maybe a 500 Mark. You don't have to go up to 1000, 2000. You can definitely do something good under the \$500 Mark, even though I know that's pricey, but it's definitely doable. If you want to get ahead high quality bag, then we have upgrade your gym, start with a hobby or sports.

Now definitely try and upgrade your gyms that you're not going to kind of the cheapest gym in town because you do have those that, yeah, they're just quite affordable. I will definitely seek out the most elite, the gym that you have in town or wherever, you know that the elite crowd, where they go to train, I would also at this stage, start with some form of hobby or activity or sports. It doesn't have to be an elite sports at this stage. Just anything that you are passionate about or drawn to, because you're going to become more interesting as a person. If you are truly devoted to some activity or hobby, or you have some little thing going on for yourself, because people are going to be curious about you. You're going to have something to talk about with people. And you're also going to be able to use that activity as a meeting point to meet people.

So it is really important that at this stage you seek out some activity, let's say it could perhaps be also something that you afford at this stage because sometimes the elite activities where might not afford at the beginner stage now, weekly cultural activities, visit the opera, go to the theater, see a ballet, go to classical music, take an art class. Now we need to get cultural because of course, if we want to be part of their leads and if we want to live more elegantly, we need to have a little bit of sophisticated knowledge and then particularly cultural knowledge behind us, because how else are you going to be able to talk about things with people and also to meet people who are into these things because all of these activities will attract a certain clientele. So you want to expand your opportunities for that matter.

I remember back in the days when they used to live in London, because in London you have so much culture everywhere. Me and my friends, we used to try and do every week or by weekly and exhibition, and always go and try and see a new exhibition just to kind of stay updated with the cultural scene and how something to talk about with people. And of course, because it's an enjoyment itself to discover new art or, you know, seeing some form of history or learning new things as well. So that could definitely be an idea for you of a, maybe by weekly or as often as you can, but set a routine for yourself that once a month or once a week, I will be going to see one museum or one exhibition or something that has to do with the arts or any form of cultural events.

Really. And I definitely think that each beginner should at least have seen a one opera at Lilly's been the ones to the theater, at least been once to the ballet. And of course, as well, once seen a classical music concert, it will just give you that little refinement and experience. And it will also kind of widen your horizons a bit because I feel like at this stage, you might not have to every week or every month go to see an opera or theater or ballet, but I want you to at least have tried all of them and then see for yourself, which one did you like the most, perhaps that could become a regular thing of yours. And then you can kind of culture yourself deeper in that particular field. I'm personally a big love of classical. That's my gem. You should definitely look into your town.

There will be courses for sure on history, on the arts, on other things, you can also look into other topics as well. But I do think especially understanding art would be quite beneficial because many people of the Elliotts are interested in art and art oftentimes is a common ground for people. So if you're able to tap into that common ground, it will be easier for you to network and to have things to talk about with people. Now, lastly, I just put a 10 that traditional afternoon tea as a little thing, because, well, it's not really something that I would say all the elites people do all the time, but it's such a traditional and lovely experience that kind of comes from the past, but that we have preserved in certain parts of the world, like in Britain, for instance. So I just think that if you want to feel a little

bit elegant, definitely experienced the traditional afternoon tea because it's, it's nice and I'm sure you will enjoy yourself.

So ladies now we've gone through all of this Mika cross on the sheets or a Mark or a circle. However you want to do it of all of the things that you have already done, you have already accomplished. And like this way you will be able to actually see, aha, what do I have left? What should I maybe be doing? Maybe you can get some inspiration or ideas. Maybe you can even build a strategy. According to what's left on the marked on this sheets. Again, ladies, this is not a rule that you must have done all of this. This is just for your own guidance.

## **Level 2 - Intermediate Elegance**

### **Bonus 2: Step-By-Step To An Elegant Life**

Ladies, let's do the intermediate lifestyle Bingo. Okay, so here it is going to be a little bit of a mishmash of different things because here it's actually more about trying out the elite lifestyle a little bit more. Maybe it's about doing certain specific things for the first time. Maybe it's also tapping into the more advanced things, but that is actually quite easy for people on the intermediate level to access and be part of. Okay, I'm going to explain a little bit better. What I mean? So in the beginner level, we spoke about that. You should start with some form of hobby activity or sports, but here at intermediate level, I do want you to try out some elite specific sports and activities such as playing tennis, going skiing, playing golf, going horseback, riding, or watching a polo game. I definitely think you should have tried that these activities at this level, why while maybe you will fall in love with one of these activities become really passionate about them and actually start integrating that as your new lifestyle, because let's say that you end up loving skiing.

Well, perfect. Every winter, if you can. And the fore to travel to affluent, winter hotspots, where the affluent people go skiing, you are opening up a whole world for networking opportunities for kind of being in the know as well. Because obviously if you meet people who are of a certain community, many times people will ask you if you play tennis, if you play golf, if you go skiing, or if you play polo or I'll go horseback riding. But I would say mostly it's tennis, skiing and golf because those three activities are just really, really popular with the elites. And if you do one of those activities, not only will you be able to meet these type of people, you have a higher chance of meeting them, but you will also have so much to talk about with them. And oftentimes people ask if they do a certain activity, because they're looking for people who they can do certain activities.

With example, tennis is one of those things. You're not going to be playing tennis by yourself. Are you or golf as well? Then here I've listed upgrade to mid-range stores, get some designer items and buy your first designer handbag. Now at this level, you should also be of course, upgrading your cost per garment mindset and price range a little bit. But I do think that at this stage, you should really try and minimize your fast fashion purchases or focus more on mid range stores. You are going to end up looking more expensive this way, but you don't necessarily have to go all in and just spend all your money on designer items. I do not think that at this stage you're necessarily need to have designer, but I have listed get some design items, meaning that now is a good time for you to maybe get your first designer handbag and maybe get like a few key accents pieces that are designer to add to your wardrobe so that you feel even more than you are in a certain level.

So I've also mentioned go to private members clubs and go to country clubs. Now this doesn't necessarily mean that you need to go and purchase the memberships that will come in the advanced at the intermediate level. I would definitely say it will be good if you can get in with a friend who is a member at this stage, just so that you can get acquainted with that whole scene and the, how we works and the had that experience, and also perhaps get inspired so that you get a membership a little bit later. I've also had to do a wine tasting. I think at this stage, it would be good for you to get acquainted a little bit with a certain knowledge that is good to have, and that will really help you, uh, in the affluent community. Especially if you drink alcohol. I think if you don't drink alcohol, then, then do not bother with the wine tasting perhaps.

But yes, if you drink alcohol, then yes, do a wine tasting so that you really understand the basics of wine. He will help you so much in your journey forward. And again is going to help you have a



conversation topic. Would they lead because many people are interested in the love of wine and then particularly fine wine. So I want you to start getting familiar with those things. Then we have go to an art event, art events. I mean, let's say there is an exhibition and tonight is the premiere or the first night of it. I want you to start getting invited to these things and mind you, it's not always difficult to get invited to these things. You sometimes all you need is to just email the gallery or the galleries or the places, the venues or organizers that you're aware of and ask them if you can be on their list, if they're having any upcoming events, sometimes you just need to actually put yourself on the newsletters of galleries of museums, et cetera.

And then they will send out in their newsletter that you can RSVP to whatever art events or exhibition that's coming up. And you can get invited to kind of the preview. And usually it's during those previews that you can get an opportunity to meet some interesting people and also people in the industry and the people who are just really passionate about these subjects. So definitely do bad and it doesn't actually have to cost you anything. So this one is actually free of charge. Now I'm going to give you some networking, make friends with well-connected. People make friends with high society people because those two are different. You can make friends with people who are not in high society, but there are very well connected and have connections in high society. Or of course you can make friends with important high society. People who are well connected that is of course the ideal, but ultimately we do want to start making friendships in high society.

And it could be any form of friendships. It could be women that, you know, who are a part of the society circle or men that, you know, et cetera. Then the whole point is to start with a networking. I definitely think in the intermediate, then that working should be one of the top priorities because you do want to get invitations to launch parties or private sales. Yeah. These type of events that you need a bit of connections for too, to get an invite, unless you are somehow in the industry or your shop a lot, or you get your way in another direction. But oftentimes for kind of launch parties, launch events, years, previews, all those kinds of more organized events that are not gala's, but there are more kind of casual that you need to kind of dress a smart casual for. Um, there could be a promotional event of some sorts as well.

I would say usually you get to know about them when you don't know about them, by people who are connected. I would say people who have the connection, people who are in the industry, et cetera, and that's how people usually get invited to these things. Again, like I said, unless you are in the industry yourself, or you have a specific reason, the why you should be invited, but I do want you to start building and network so that you can get invited to a yacht party and get that experience so that you can get it in the invite to a private party, could be maybe a private events or it could be a private residence party. Anything that is a little bit harder to get, but I want you to start reaching these things, attending a private arts events as well. Like I mentioned earlier, because all of these things are going to help you expand your existing network to get a better network, higher quality network, et cetera, because at the beginner stage, you don't really have that Vaxis to the top level people or the really tough circles, et cetera.

But you will get that access. If you start by making sense, certain connections of well-connected people of people who are in high society and then slowly but surely you are going to actually be able to, to expand your network organically this way, because believe it or not, that's how it works. One thing leads to another. And if you are an outgoing person, a friendly person that is good and fun to be around, then you are going to be able to attract more and more people into your life. But you need to be in the places where these people are. And that's why we want to start getting these type of invitations at this intermediate level. But you're only going to get those, the invitations, if you start seeking out people who are already doing these things, hope that makes sense. Now I do want you to get acquainted with the kind of the first class lifestyle, the five star lifestyle, et cetera, meaning that I want you to have an experience where you're dining in a Michelin star restaurant. I want you to also have an experience when you fly business or first class long haul. Preferably I want you to have visited a luxury spa. I want you to have stayed in a five star hotel. I want you to have done at least one trip to a jet set, hotspot location, and to do all those things. I really want you to have upgraded your luggage because we don't want to come with those

Really, really

Luggage. We want to have something that is a little bit more respectable if we're going to start traveling. But yes, all of these things that I mentioned now, you might feel a little bit like, Oh, but I'm not there yet. And Oh, it's going to cost so much. How am I going to afford it? Don't worry. It will happen when you start ticking off one thing after another. And when you also start investing in your network, because like I said earlier, ladies, your network is also going to open up a lot of doors for you. I don't remember first time when I went to Michelin star restaurant, but it could possibly have happened because some of my friends invited me, you know, back then, but it could definitely have been because of like my ex partner who was affluent invited me or because of my affluent friends who invited me same goes for the first time I went on the yachts.

It was because I knew people who are rented or own yacht or private parties, same thing because they knew somebody who, who had a party and we got invited. And I remember even that it, so my first jet set location, you get to be honest, the first time I went, so jet said location was actually with my parents. We went to South of France. But besides that, I wouldn't, I wouldn't still count that when I went for the first time by myself, I spend the money myself. I decided that instead of me going to some really average Joe location and spend my vacation there and spend my money, there might as well go somewhere where the jet setters go, let's say central pay, or let's say, I don't know some Bart's or something like that. And yeah, maybe the trip can not be as long as I would have hoped for, but at least I can put in X amount of days where I spent what I can afford.

If I can cut corners somewhere, I will do that. Maybe I don't stay in the most expensive hotel or I don't fly business or going there. I may be fly economy, but at least I can stay at a nicer hotel, whatever, and be on that location, et cetera, et cetera. Like you can always move things around so that you are able to go to adjust at hotspot. I remember a friend of mine. Uh, she was going to count film festival year after year after year because she just loved the scene there. It was definitely her thing. So she always rented an Airbnb there and she always pre-booked that Airbnb one year in advance because they get taken like this and it wasn't expensive. And she even shared it with several of her girlfriends and they lived in the middle of Cannes. So they could walk everywhere, no need to spend money on taxi, et cetera.

And then they just budgeted money for the outings that they were going to do there. And most often they ended up meeting people and also meeting guys who invited them, et cetera. So one thing leads to another and actually there's a lot that is doable for women. If you want to be part of the elite community without you having to spend so much. But I definitely think at the intermediate stage, you really need to start your travels to Jetset hotspots. You can pick whatever hotspots you want at this stage, but I do want you to start doing it because what happens when we are traveling, we get outside of our comfort zone, meaning that it's much more easier for us to meet people. You might meet your partner this way. You might meet girlfriends this way. You might make business connections this way you might make just new friendships this way.

And all of those people might be from the affluent community because you went to an affluent hotspot. And also when dining in the affluent places and partying in the affluent places and visited all the affluent places where these people go. So obviously this is how things work, getting access to high society. It's not some mystery. It's all very easy. You just go where they go and you are eventually going to make connections. And that's ultimately what it is. It's not very complicated, but I do think at this level, you should have started doing this because I think at the beginner stage, we should focus more on our transformation on developing our confidence. We should also maybe upgrade things that make us feel more elegant in our everyday life and in our life in general. But in intermediate level, there is no more time to waste.

Now is the time to really get going, really get out there on the field, start meeting people, start getting yourself outside of the comfort zone and just really seek out the community that you want to belong to. Now there's a few things that you also should be upgrading at this stage train with a personal trainer. So instead of training by yourself, which might not give you much results, I definitely think investing in the personal trainer at this stage to be quite beneficial for kind of your own physical investments, if it's needed for you. I definitely think you should upgrade your car. If you driving a vehicle that is not something you particularly proud of. You don't have to get a luxury vehicle at this stage, but just something that you feel like you're not embarrassed being seen in. Also upgrade your interior at your home.

At this stage, you don't need to have designer furniture, but definitely do not live. Shabbier try and do something. Even you can do a lot of things that doesn't cost a lot of money, but just upgrade your home a little bit so that it feels a little bit more refined, lastly, but quite importantly, upgrade your partner and get an affluent partner. Ladies. Now, this might not be applicable for those ladies who are already committed relationships and happy relationships and happy marriages would men who might not be affluent. I do not say that you have to get an affluent partner. Absolutely not. It's only for those ladies who feel that they are single or they're looking to upgrade the man in their life. So definitely do that at the stage. I think that you have the confidence. Now you have the appearance, the intermediate level is all about going for what you want and doing it unapologetically.

If you want to have an affluent man in your life, then you should go and get him. I personally think that unless you upgrade your career, you need to upgrade your choice of man. If you ever want to kind of afford, what's what will come in the advanced level. And that was just the truth. But I do think that the intermediate level is one of those really kind of flexible levels, where many people actually decides that, ah, you know what? This is my comfort level. I don't really need all the other bands stuff. I feel good by staying here, here. I feel like I get everything that I wanted for, and that's fine. You don't always have to climb and chase the next thing that's around the corner. You can be fine and happy just at the beginner level or the intermediate or the advanced you choose what level you want to be on them. It's all about your personal goals and aspirations in life. This is just some guidelines for you. But I think though that if you're ready to take things to the next level, then we have a big advanced level that I'm going to present at the next video. And there, I actually have two pages for that. So I'll see you in that video.

### **Level 3 - Advanced Elegance**

#### **Bonus 2: Step-By-Step To An Elegant Life**

Ladies, we have two sheets only advanced level, and it's actually not because it's an overwhelming level. It's more because I have listed a lot of events, a lot of travel locations, et cetera, among some materialistic things as well. And the reason why I've done this is because once we reached the advanced level, I would say that's when we can truly say that we are maybe a little bit more like a jet setter. We are definitely part of high society at this stage. And we're just somebody who have the experience now. And this experience will require you to travel, to do what the affluent people do and, and attend the events. That's part of, kind of the social calendar of the typical affluent person. But let me go through some of these things, and this is just really as inspiration for you. I've not listed all the hotspots here, all the important events.

I've just given you a little bit of a taster of some key events that I know are very popular. So if you have done X Y set on this list, you can definitely say that you have reached the advanced level. Now, remember that I mentioned about the club memberships being in the country club or a private members' club. Well, here, I've listed that get a private members club membership and get a country club membership. So basically instead of being somebody plus one at the advanced level, we actually want to have a membership and own name. That's how you really know that you have reached a level that you are truly advanced. I am going to cover now some events because here I've listed, go to Monica yacht show, go to count, fill festival, go to Venice, [inaudible] see a formula one race, go to Royal Ascot, CFA fashion show, visit Frieze London, visit art basil Miami attend the tennis event, attend the motor show, attend world economic forum in Davos, and also walk on the red carpet attended ball or a gala tend to fundraiser.

So we are definitely looking into events now, because I would say you will probably be able to attend the, even as an intermediate lady in some of these type of events, they're actually, some of them are quite easy to access. Like anybody can go to Cali film festival or Monaco yacht show. You don't really need to be actually on an advanced level to attend these things. I just put them more on the advanced level page, because I would say that oftentimes when you are in a certain level, you have kind of had this experience or you've done this, or you're regularly doing this. I definitely think it's good to mix up your events so that you go to some arts events. You go to some sporting events like tennis. You definitely maybe do the party circuit. If you're younger, by going to account film festival or

the formula one race, just to have had that experience.

Not saying that's going to be the most elegant experience, but it's so fun experience. And it's definitely good for networking. I do think that at this stage, we will probably attend more events at night that requires us to really dress up. Maybe even walk a red carpet, maybe even wear a beautiful gown. Oftentimes at this stage we also get involved with a charity and we also started donating and a certain percentage of our paycheck each month. I mean, I personally think that everybody should be donating something, even if they're just beginners and don't have too much money. It's not so much about how much you give it's more the fact that you actually, um, contribute somehow and donate regularly. So, so that aspect I would definitely recommend, but definitely try and get involved somehow with charity. If you are on the advanced level, I mean attends a fundraiser or a charity gala, certainly that's wonderful, but give, becoming more involved with charity like and philanthropy maybe being on the board of a charity or yeah, raise money yourself somehow for a charity, you will definitely get into different types of society circle this way.

And we'll also give you a certain status in society. I mean, ultimately you don't do it for the status. You should definitely be doing this because you are passionate about a certain cause and you really want to help. And ultimately I think everybody should be doing this so that we are contributing somehow in society, whatever charity or Goodwill, uh, events or organization or cause it might be you. Then when it comes to travel, we definitely want to travel. Now only in the business or first class, we definitely want at this stage to fly in the private or helicopter, at least from time to time or have had that experience. But now let's talk about the travel because here there's many hotspots that you definitely should visit if you are. And then the advanced lady in Monaco is one of those central pay Mykonos can the Paris, London, Hong Kong, Singapore, LA New York, Maldives Capri some Bart's mystique, Dubai.

And then of course going skiing. And of course, Chevelle is start somewhere, is Aspen, or maybe do a Safari in Africa, maybe visiting Lake Cornwall or visiting a Baeza. It's one of those like really typical Jetset vacations or Elliot's vacations that the people of the elite do. And you will definitely feel like when you go to these places that there will be in abundance of elegant places and luxurious restaurants and bars and maybe nightlife. So you are going to feel like you are cutting an elegant lady and upskill lady. I think many of you would like that to degree. Advanced ladies definitely have done a vacation on a yard at some point, unless you're seasick, but you can definitely get the pills for those things these days. I also think that you should get a top level frequent flyer card at this stage, definitely collect miles, but you want to have kind of the platinum level so that you can get access to the best lounges in the airport and get the best perks.

I also think that you should get a top level credit card at this stage so that you don't have the most basic debit card or something like that. You want to kind of, you know, feel like you are a luxurious person when you pay. Then we also definitely want to own a luxury vehicle at this stage. So whatever car you might have upgraded to in the past during your intermediate days, now you want to go a little bit more high end, maybe get that Bentley or that range rover or that rolls Royce, whatever vehicle you like. Now, we're definitely going to talk a little bit more about the materialistic side, because I think an advanced leaders should have of an expensive watch and should have some expensive jewelry. I definitely think she should have at least one Birkin or a Cali and be regularly buying designer items.

It's not a must, but it's kind of, you know, when you reached that level, this is going to be more part of your life. I also believe that at the advanced stage, you will be having more designer furniture in your home and you might so hire staff unless you have staff already in it's part of your culture. I think that's quite important. You also want to get familiar with antiques and auctions and get into that whole world world of poorest, lean up, maybe collecting antiques and so on. You also maybe want to start collecting or even invest art, which is why it's so important that in the kind of beginner and intermediate stages, we get acquainted with the art world so that we kind of set the foundation. Other things that you might also want to be doing is start investing in stocks or try and expand your earnings.

Somehow, maybe you want to start investing in property or somehow upgrade your finances to the really next level where you live more in abundance and you as a woman, definitely also is

independent. Definitely. If you are at the stage supported by a man, you make sure that you have saved up money. You have a good bank account in savings that is really important for an advanced lady. I don't want any of you ladies to be on an advanced level and live this type of lifestyle. And then you have zero savings and you are locked down to some man. And you let's say that man is horrible and you won't be able to leave him because you have no savings and he's supporting you. That would be the worst thing we can do. And also quite stupid. If I can be blunt with you. I definitely think that when we are in the advanced stuff, all our savings are in order.

We definitely have work experience and education a less. We are working ourselves and we are flourishing in our career or our business life. But I definitely think you need to take yourself financially to the next level at this stage. That's why I think it's important to start thinking about your money and your wealth, um, how you manage your money. Maybe you want to make your money grow. And that's why starting investing in let's say stocks or arts or some people want to invest some handbags. I dunno, like start thinking about how you can have backup of money and the clever way and how you can make it grow. Definitely at this stage, you also might want to be married to an affluent man for many that's the dream and that's the goal. But I think, yeah, usually advanced ladies, they ended up reaching this, this, um, this dream of theirs.

And then also if you want to really be an advanced leader, then learn French. It was just one of those noble languages data. I would say, if you are regularly in the circuits, in the European circuit, you travel lots of friends. You spend every summer in South of France, which many people have the llis they do. Uh, even if they're not part of the European scene. I know many all my international friends, uh, that come from America or Asia, they travel every summer to South of France because it's just one of those hotspots in summer year, after year, decade after decade. And you know, learning French with could be quite useful for that. Then I definitely think that when you have reached the advanced level, there are so many more opportunities and things that you probably want to accomplish than just this. But ladies, I have actually created also an empty sheet like this for you that no matter if you're in the beginner stage, intermediate stage or advanced stage, I want you to create your sheets for the things that you personally want to accomplish.

Maybe it's a bucket list. Maybe it's kind of your little guideline forward or your little plan or strategy, because if we don't write down the things that we're aiming towards, then how are we ever going to make them happen? But this way you will be able to list down 30 things. It could be materialistic, it could be events, it could be just a skill. It could be just a to do thing, whatever it is, get some inspiration from my list. And yeah. And have that as your plan moving forward, I think definitely will give you some clarity moving onwards now, having done all the scores, but also, you know, just because the course is over now, doesn't mean that we have reached where we want to be. No, we have to keep revisiting things and you will probably have to redo parts of the course from time to time just to freshen things up and make sure that you stay on the path that you're taking. It's not going to happen overnight. I don't know how long the beginner intermediate one stage will take you. Right? But the good thing is that you're going to have a good amount of fun in between. So I don't want you to feel overwhelmed by the, these sheets that I have provided for you. Just a fun type of exercise, but to give you a little bit more clarity of where to go. So I hope you have enjoyed this one. Ladies. That was all for our elegant lifestyle. Bingo exercise.

### **Bonus 3: Ultimate Dating Allure**

#### **7 Things That Will Sabotage Your Allure**

### **Bonus 3: Ultimate Dating Allure**

As you've noticed in this program, I've decided not to include dating as a topic to dive deep into. And there's a specific reason for that because past, I have definitely had a dating as well, part of my content, but now I've actually realized that dating is such a big, big topic on its own. I rather not include that instead. I rather focus on developing the woman to become the highest caliber possible as she can be to get a high quality lifestyle. And so, and so, because you know what happens many

times when you invest a lot in yourself, is that actually the dating actually happens naturally this way. Now, what do I mean by that? Well, oftentimes women can be quite stuck in strategies and plans and the ways to conquer things. And there's absolutely nothing wrong with that. And many times women can also choose success, thanks to dad, but I have a little bit of a different, um, experience and a different mentality because I really believe in the power or I'll be investing in yourself and that there will always be a return on your investments.

I've also noticed that whenever I've invested in myself, the more I invested in myself, the higher quality partners I started to have to get. And so on, I also learned that when you work yourself in the personal development area and when you become more refined than when you yeah. Upgrade and your lifestyle as well, it's like you are automatically going to attract a different type of partner and you don't actually have to start implementing loads of strategies and plans and the, and plots, you know, it just ends up happening naturally. That's kind of what I'm trying to explain. I always think it's important though, as a woman to always take the opposite sex into account, regardless if you're single or in a relation or married, because it's always going to be an important part of your life. So you do want to invest in that department.

But I personally think that what we're doing here, where would this transformation, it is really more about ourselves and our quality of life. And then the other aspects, whatever those goals might be, we'll usually fall. Hello. Maybe you want to improve the relationship with your current partner, or maybe you want to attract a better relationship. Whatever that goal is, you will be able to attract that with the stress mission. So ladies, this is the reason to why I've decided to take out all the kind of dating story prodigies and kind of going into the nitty gritty of dating, because I think that it will naturally happen for you. But I also do believe though that there isn't just one strategy fits all approach. So if you are looking at, into dating strategies, I may be even dating coaching. I would really think is quite important that you do it with somebody or you do it somehow in the way way where you really can decode the different types of personalities of men and what they're inclined to, and kind of go into the psychological aspects of men.

And believe me, ladies, that definitely requires a course on his own, but here we're doing the lifestyle transformation. However, I am going to include a little bit of that dating anyway, in this program. Yeah, because there is something that I, I feel it and the leads women definitely must have. And that's that little allure, that little something about her that makes her fascinating and captivating in the man's eye, because I know that a lot of everything that we have done up until this stage, it's actually going to give us naturally all that allure. However, in this bonus, I just want to talk a little bit more about those small, small things that give us that little extra flavor that I want us to develop so that we don't have to sit and strategize too much. We can just kind of be who we want to be, of course the best version of ourselves, but with that little extra spice, and then all the men will just come to us.

No, but you get my message ladies. I want the man to, of course, to chase you. I don't want you to chase anybody. Of course, sometimes we need to be a little bit collaborator, but we can talk about that at some other time, but I want you to just become so irresistible and so fascinating and really this way be able to have greater success in your love life, regardless if you're single or committed. So let's start therefore by talking about the allure blockers, because there are sorts of things that women do that actually we might not even be aware of, but that really put man off. And I'm talking now general men and particularly elites men, if that makes sense. So we are still focusing on the more kind of elegant refined elite man here. We're not really paying too much attention to what the average Joe likes.

And don't like, however, we do want to understand what are the things that are repelling, man, because when we become aware of those things, that's what method of awareness kicks in. And that's when we stopped doing them. So even though some of these things that I'm going to tell you, I mean, I'm sure you know, all of this already, but it's about putting it into this context where you are becoming aware of it. And also thinking a little bit about, are you currently applying this or not? The let's start by talking about hygiene because hygiene is one of those things that it's such a basic concept. However, yet you still have ladies who walk around with chipped nails who may be don't bother washing their hair that often. So instead of smells or maybe they're smokers and they have this like smoker's breath that many men don't like who don't smoke, or they've been lazy with their hair removal, meaning that parts of their bodies are not very smooth or maybe they have bad breath.

I don't know. You know, there are all these things that are so basic. I mean, such a small thing as a bad breath, like a man can have been on a first date with a woman and everything about her was good, but then there was this bad breath that just put him off and ladies, I'm sure it's the opposite for you as well. You can sometimes have met a very interesting man. And then there something about his hygiene that is just not there making you feel like, Oh, I thought that I had finally met a decent guy. You know, luckily, sometimes you are able to give people the feedback and they correct themselves. But I think oftentimes the opposite sex does not give you the feedback and they just rather kind of okay, move on to the next instead. So I do think it's really important to sort out the hygiene and really be attentive to it.

Regardless if you are in a relationship or not. Again, it's the small details like carrying always mints with you or voiding sorts of foods might really make it a break. It's the level of your breath. As an example. Now, the second blocker that I think is becoming more and more common. And I think also what we trying to avoid in this program is women who have masculine energy. And sometimes men are not consciously picking up this masculine energy, but they're subconsciously picking it up, making them feel less attracted to a woman. And it's not because a woman shouldn't have any masculine energy, because remember we spoke about that each and every human being has always the opposite sex energy in them. But one of the women let's say have 40, 50, 60, or maybe 70% of masculine energy. Then I think many times that ends up repelling the man, making him feel then, well, why do you need a man?

Then you see what I mean? And I just think it's important to really try and understand, okay, is there any masculine vibe that I might be sending or is there any masculine energy that might have a little bit overflow off me, but you have a very manly posture. Maybe you dress very androgynous or maybe you have certain gestures that are just very manly. I do think though, that there are men who have different tolerance levels for masculine energy. There are men who definitely wants a very feminine woman. There are men who have quite high tolerance for masculine energy. So sometimes it could also be that you have certain amounts of masculine energy. And the reason why you're not able to, to meet a man is because many of the men that you need, they like more feminine women. And this is so important because there are so many women who might go year after year and just don't understand why is it so hard for me to, to meet a man or maybe get a man who is like really into me.

And I think that even if this sounds very harsh, I'm very straightforward, but sometimes it's actually just about becoming more of a woman because men will, it, no matter what men we're talking about, men will naturally be drawn to feminine women. Feminine women will always have a higher advantage and the higher kind of power over men. I mean, there's both the sexual power, but also the emotional power because men are, whether it's consciously or subconsciously more drawn to feminine women, it's just the way it is. But again, like I said before, there will be men who ha will have higher tolerances and lower tolerances. So of course it's not all men, but I just want to say that all men will appreciate feminine women to some degree now that we have the fashion mistakes. And this is of course, very tricky. And particularly for the flamboyant, the fashionista, because a lot of the times women who are investing a lot in their appearance, in their expression of their appearance, playing around with fashion, et cetera, Mies ends up, uh, start wearing things that actually puts men off.

I mean, I'm sure you have heard kind of the man Repeller fashion. So this is basically where women are taking fashion to a level where, okay, it's not dressing for men anymore, maybe dressing for other women or dressing for some other purposes, but it's not dressing to attract a man. And it becomes an effect where men actually feel turned off by what the woman is wearing, which is why it's called man Repeller fashion. You can definitely Google this word and you will probably have some funny images come up and so on. Oftentimes people in the high fashion industry take man Repeller fashion to the degree where it might not be beneficial if you want to attract the opposite sex. And I do think that it's important ladies for us to dress for the opposite sex, regardless if we are in a relationship or not. I mean the same way a man should be treating his woman and look after his woman and providing for her and being masculine with her.

I think it's important for us to, you know, express our femininity through fashion somehow and wanting the man to get attracted to us partly by something that we were, I mean, it will always be

part of the attraction factor. So why would we wear something that the man don't like, or that they don't find sexy or attractive, or they don't get turned on by it? In my life personally, I always check with my partner if he likes an outfit or he doesn't like it surely he doesn't love every outfit that I wear, but I would never wear something that he just finds a turnoff because I don't see what's the point of that. I am dressing foremost for my partner and of course for myself, but both are equally important. I wouldn't say that just dressing for myself is more important than my partner. I mean, if you think about it, he has to see it's a lot.

So it is important to take his opinion into the mix. I personally think so avoiding those things that put men off when it comes to clothes, but also vulgarity put men off. And you would hear this a lot, especially in the upper circles of society where men feel perhaps embarrassed being seen by a very provocative woman or very vulgar woman, because it will, of course look poorly on him as well. Why is he with a woman who dresses in such way? So of course it's important to have a good mix of representable fashion, but also feminine fashion and fashion that really makes men get attracted by a woman, whatever that may be you. And please note ladies though, that there isn't just one type of clothing that all men like, some men get attracted by all kinds of interesting outfits that might not necessarily be very obvious choices to be attracted by, but they do.

So it's, it's not about like, okay, women now only have to dress like this because men like it, no, there are different things that men might like, but what's important here is to not dress for other women is to stop with the like really weird looks or things that actually make you look more ugly in the way and start making yourself kind of look attractive for the opposite sex. And there's nothing wrong with that. Now the next in line is bitchiness. And with bitchiness, I really mean women who have attitude who may be, are so hard to please women who are also hard to get, but I wouldn't want to use hard to get in this context because I want every woman out there to be hard to get. But I'm really referring to those women who are very harsh in the way that they're so difficult to satisfy to please nothing is ever good enough for them.

And they just like to complain and be bitchy and be moody. And this is really draining for four men, but yet there are so many women out there like this. However, there are sorts of men who love this type of woman. So we are going to exclude those men from this mix because they're not a majority, majority of men, strongly dislike women who behave like this. And I don't want you to confuse this by not setting standards or not setting boundaries or not being selective. Absolutely not. When I speak about this bitchiness, I'm talking about when it has gone to a more extreme level and the more toxic level, definitely ladies, you need to be selective, have boundaries. Um, not be like somebody who is like really easy to please. We need to have that perfect sweet spot where we're not too much to the point that we're draining them and they just find us annoying.

And they rather just be with somebody who is more fun and he's going, no, but we want to still have that little challenge about us, that when they try to, to impress us, they know that that it might not just be done easily. You have to actually make a bit of effort. And that's ultimately what we want these men to do. We want them to make effort. We want them to really value our presence, our energy, our opinion, everything about us, but men don't value that if it just comes so easy to them, but men do also get drained when it's too complicated and it's too much of a headache and it's too much stress and it's too much of the negative. And I think this is what I'm trying to make you aware of because women like to take it sometimes to the extreme with this.

And this is one to shoot themselves in the foot. They think they're strategizing cleverly, but actually they're just putting men off and putting also good men off men that would have definitely been great men to, to marry, et cetera. Had they just not put up too much of that kind of negative energy. Now, the next thing that I want to mention is also similar to kind of the bitchiness, but now I really want to talk about the drama queen, the one who really has to take everything and make a thing out of it. And I'm sure you know how men function these days. They want a simple easygoing lifestyle. The very simple minded people, even the affluent men that don't want stress. They don't want headaches, don't want complications. And if you are a person who has to bring all those complications into the mix, well, I wouldn't be surprised if many of your relationships are not going to last.

And that's just the sad truth. You're going to push all the great guys away. And instead you're going



to be, I don't know, maybe just blaming everybody why it didn't work, but sometimes the answer can be within yourself, why things didn't work. And that's why it's so important to take into account. Okay. How much drama am I actually bringing into this relationship? And many women bring a lot of drama. Wow. Because of insecurities, jealousy, time to overthink, or just other emotional reasons to why they're being these drama Queens. I think it's important to tone it down. Not saying that you have to reduce all of it. I'm sure in some relationships having a little bit of spice, good thing, and keeps things fresh and interesting, but it also depends what, who you're keeping it interesting with because there are men out there who can't stand that if a one little single of a drama, they run away as soon as they spot it.

But then you also have relationships and men were a little dose of drama here and there actually is healthy for the relationship. So you do kind of have those things that you need to think about, but generally speaking, all men will be very sensitive to drama. And that's something that I want you to really think about. Always think for yourself, is this really worth the battle? Pick your battles ladies, because it's not always worth it. It's not always worth to investigate X, Y, Z. It's not always worth to bring up every single thing that perhaps didn't suit you or, or so. And so of course I do believe in like straight forward communication and, and, uh, be honest with you self as a boundaries and all of that, but it's about picking your battles and be clever about them. It's also about setting priorities. So whatever this means, they say to you, I don't know in your life, but really try to see if you can have less drama in your life or relationship life.

And instead have more fun. Yeah. Have more of an easy going approach. Would you say partner cause your relationship and your longevity of this relationship is going to just blossom. If you as a couple, have a good uncomplicated time together, the more complications there is, the higher, the chances it's just not going to work. And it's equally both responsibilities. Now, one more thing, ladies, you remember how much I've said that you really need a passion project in life, regardless if you've decided to be a homemaker or if children are your biggest project in life or if your career or your business is. But each individual, each human being really need to have a core mission in life, a core passion project, something that they're passionate about, interested in, whatever it can be, can also be a hobby. A cause I don't know you name it, but women who have nothing, it does become a trickier, especially in today's society to succeed in the dating department because men oftentimes frown a little bit upon it.

And the allows me to have to say that because you know, I am on the woman's side here, which I will forever be. What I'm trying to say is that unfortunately we'll live in a dating climate where there are many men out there high-level men who are also want to have a high caliber woman, but it is very difficult to be a high caliber woman. If you do not have any projects or passions in life. And I'm just saying it, how it is not saying that you have to be a breadwinner or you have to make money or you have to be wealthy yourself, anything like that has nothing to do with that. But it's really about just being interested in something and passionate about something and lead without passion on the regular basis. Because if you are a person who doesn't have that, you are going to not be very interesting in the longterm to the opposite sex, they are going to get bored at some point, it's just the way it is.

And I know this because I keep hearing this old cliché from all of my male friends and all my committed male friends. And there's just the way it is, you know, humans like novelty, okay. And men do that as well in particularly. And when a woman is always the same and she has kind of nothing in you to bring to the table, she becomes boring after a while. And I mean, it would be the same with a man if we would reverse it. But I'm talking now about women. I don't want you to become a woman that a man would grow bored off in the long run. I want you to find a partner and be alluring to him and always captivate him and keep him on his toes. And that happens naturally, when you are passionate about something in life and you work on a project or you work on something or you're nurturing something in your life, something that requires your constant care and attention.

So I do want you to think about your passions in life, what they are. It doesn't have to be something big and dramatic. You can be passionate about your job if you want. And that means a lot to you or your family. Life can mean a lot to you. And you're very passionate about that, but having something ongoing in your life that you're passionate about, that is important. And I want all of you ladies to, to have that, to wake up with a mission, to be busy, to not just be waiting around the man all day long,

because that's just a massive Repeller. I want you ladies to become the ultimate high caliber woman. And that woman always has something going on in her life. And you cannot miss out on that ladies. So here was a few examples of personally what I think are the biggest repellors when it comes to men and that I really want you to avoid, and they're very easy to avoid, but it's all about being aware of them.

## **How To Be A Captivating Lady**

### **Bonus 3: Ultimate Dating Allure**

So what makes a woman have that allure? What makes her so irresistible? And I would probably say that this video will maybe feel a little bit like a summarize of everything that we learned in this program, but I really want you to think about it in the very condensed form, because this is what's going to be the payout after having invested in your mind, your transformation, your appearance, your grooming, your style, your etiquette, your boundaries, your familiarity, and your elegance and all those things. Really ladies now is when the payout comes, because what makes a woman? So incredibly irresistible is when she takes a box after box after box. And that's what we have done in this program. We have been taking all kinds of boxes and the working on a lot of boxes to make sure that we pull ourselves together. We sorts out some weaknesses and we empower certain strengths of us, and we really become the best version of ourselves.

And like I said, in the first video, the best version of ourselves is naturally going to attract a higher caliber type of man. And it's also most likely going to attract the type of man that you really want to be with, like attracts, like in the end of the day. But we also attract those people when we reach certain levels within ourselves, where we mature to a level where we feel ready to be with a certain type of man. Now, remember I've said that one of the most important things that you will probably learn in this program is yourself confidence. And that would also probably say that even in your dating life, your self confidence will be the biggest attractive factor about you. And that's also the biggest weak point men have about those women who just are so confident almost it doesn't matter how they look like these women are who they are, but with the right confidence and also with, with a few other things as well, they become irresistible to men and they managed to hook men.

And oftentimes we think that hooking men is always about strategy, but actually sometimes the strategy can be as simple as just one word and thus confidence. But this is where the right level of confidence needs to be taken into account because we don't want to be kind of the obnoxious confidence. The kind of I'm so much better than you or I'm a diva. And you know, all those things, confidence is about being comfortable with who you are, enjoying yourself, having a good time, being in the positive States of mind, not being afraid of who you are not being afraid of showing who you are and not really caring. If not everybody in the room likes you. Those type of people are very captivating to men because most women are quite insecure. Most women are very much self-conscious, which makes other problems come into the mix as a result.

But women who are a little bit more kind of fluid and easygoing and comfortable and relaxed and fun. And that becomes interesting to men because these type of women, they're not everywhere. Obviously, as we've spoken about in my confidence modules, confidence is not something that's just going to happen overnight, but it is going to come to you when you really start validating yourself and become more sure of yourself and stop seeking approval from anybody else than yourself. That's definitely where confidence will come into play, but it's not a journey that will happen overnight, but you know that already, but once you master it, ladies or the men are really going to be all over you and you won't even have to be the most gorgeous women in the room because believe me or not in high society, I keep seeing women who look so having courage, but they might end up with the most high status man or the richest man or the best man that's in the room simply because they have the confidence.

They have a little extra about them that just captivates the man to the point that he doesn't really even care how she looks like anymore. And yes, ladies, you do have this in high society. We all know though that men are visual. So even though you can really go far, would your confidence, I will always say that regardless of your levels of confidence, you always need to still look well kept. Now

that's important. You don't have to be traditional beauty. You don't have to look like a supermodel, but ladies, you do need to look fresh and groomed. That's very important men that needs to sense that you are a healthy woman, that you have good skin, good hair, good teeth. You know the basics. That's really important that you also look after yourself that your nails are good, that you're not too much with your makeup.

And so on. All of those are basics, but you need to look well kept because of course, if you want to attract a high caliber man, but you do not resemble at all like a high caliber woman, it's going to definitely be challenging. I mean, unless you have the star quality and the confidence that just makes him blindsided then, okay, skip that. But generally speaking, you will, of course need to be well kept in your appearance. Just don't stress too much about being the most beautiful woman in the room. That's not, what's going to land you. The man was going to land you're. The man is when you search out the basics. And when you have the confidence. Now, remember though what I said, that the secret sauce, definitely a leis and femininity, because that becomes a very strong power on the man, especially subconsciously men will get drawn subconsciously to a very feminine woman.

And if you don't use this as your super power, you are missing out. And I would say in our modern world today, femininity is also becoming a rarity. So really implements, femininity as something that you prioritize when you invest in kind of your transformation and the way you position yourself with men. Because don't forget that we have spoken so much about personal branding, right? But you also need to have a certain personal brand in your dating life or in your relationship life. That's when your femininity should play a big role because at work, maybe that's not top priority for you to have femininity as your personal brand. Then maybe being professional is your top priority, but in your love life, femininity should be top priority in your personal brand. And that's something I want you to pay attention to. And how do we develop that?

Well, we add all those feminine accents by being maybe a little bit extra with our feminine body language. When we are around men, that when we are around men, we dress a little bit more feminine than maybe we dress. When we go to work or other occasions, maybe we have a more feminine tone of voice. Maybe we have some small, feminine other cues that we add, but adding those as your personal brand is going to be so helpful for you in your dating life. And that's something I really don't want you to miss out on. Also this program, we have spoken so much about boundaries and boundaries are fundamental, especially with men, because one of the things that I've noticed in our modern society is that even in our modern society, I would say women are not setting enough boundaries and men are definitely becoming more and more spoiled.

Although I believe it should kind of be the opposite. Women should become more and more spoiled since we are looking to have a, more of an equality with feminism going on, et cetera. So what do I mean by setting boundaries with men? I definitely think one of the key figures is to stop being desperate. And I know it's easily said than done, but it's one of those things that we really need to just be very cold Turkey with. And I'm serious because I have definitely had my share of weak moments in life when I was a little bit more desperate. But then as soon as I just put my foot down and you know, just bit the bullet and said to myself, you know what? Even if I have to now stay single for X amount of time, I rather to stay single than to become desperate or continue.

You need to be desperate because what happens when you being desperate, you selling yourself short, you're not going to get what you want. You're wiring yourself for losing. And you're just going to suffer in the long run. So what's the point it's oftentimes more worth to just buy the bullet, stopping desperate, whatever consequences that will give you. Believe me in the long run, it will be worth it. Many times women do not want to stay single. So they rather be a little bit more spirit as long as they can have a partner in their life. But this partner might not be good for them. So they ended up wasting all this time for nothing. And this is why I feel okay. That's not living with boundaries, a woman that shouldn't be accepting just anything. And they actually find that we live in a society where women are still not being groomed to set proper boundaries.

We still think that it's okay to treat a woman like this, to talk to a woman like this, to stereotype a woman like this and et cetera. Like there are so many things that we are not aware of, that we just accept. And this is what we need to stop kind of the work that we need to do. And I think when it comes to feminism, this is definitely something, all women should be thinking about more. I think all

women should start putting their foot down and ask themselves, do I deserve to be treated this way? Is this fair? How can I reclaim my power back as a woman? Am I just giving away my power when I am accepting this, I really don't want you to settle for less. I really don't want you to do that ladies in this world and get anything we want.

We truly can. And why should we, we then settled for less just because we have been conditioned in such way. I know that anything is possible and you know, that I lead with that expression and that motto, but so is in your dating life just because you've had certain experiences or you had certain role models, or you saw how your parents were married and saw it, how that relationship worked out doesn't mean that that's what you have to settle with. I want you to really be selective to really set standards for yourself and to really not tolerate anything. I want you to also think about that. A lot of the times why we are not able to set clear boundaries, especially with men is because we are unsure of if it's okay to do so. We are almost conditioned to believe that no, we should just kind of please them in the way and do whatever they want.

And yes, I, in my program, of course, we take a lot of men and what they want into account, but that is different because we are just working around how the gender roles work and what genetically human beings are inclined towards. But then there are a lot of kind of social rules, a lot of social expectation than cultural expectations that sadly enough, a lot of women have been conditioned to not have a voice about her. And I think this is what I'm trying to kind of communicate to you, that you do have a voice and you can put your foot down and you don't have to accept anything that comes your way. Really accept only how you want to be treated. You cannot accept a man who treats you poorly. You can't have a man who goes to you or just calls you when he pleases.

You can't have a man who can, he cannot keep his promises who is of low value. A man who's maybe aggressive or treating you with disrespect. This is the thing, ladies, humans are not perfect and you will never find the perfect man, but there is a difference when it's about human imperfections and things you cannot tolerate. I just don't want you to sell yourself short. I want you to go there, decide for yourself. Well, you are why you deserve and what you want to get the treatment you want of a man, the type of relationship you want of a man, how you want to live your life. I want you to decide all of these things for yourself, and I want you to live by those rules and anything else that comes your way that doesn't fit that picture. I'm sorry, but now is the time to set boundaries with yourself and with the man by just going cold Turkey and say, no, thanks.

I am not being part of this anymore. I need more than this. I want more than this. This is not going to do it for me anymore. And that's fine. You are now setting boundaries. What's so beautiful about setting boundaries is that good things come from setting boundaries because we start positioning ourselves differently. We start becoming selective, start becoming a little bit of a challenge, but a natural and real challenge, not just some fake game that we put on as a show to try and kind of please the man by giving him a challenge. No, no, no, no, no, no. We are done with those days when we are just playing games for the sake of it and to please the man. Now we are being a challenge because we're generally setting boundaries, setting boundaries for what we want. And while we deserve, you have to set your boundaries.

I can't tell you what they are. You will write them down in the exercise book, but you're going to see how this is going to benefit you ladies, because men aren't going to respect you more. The energy we send out is what's going to position you. And if you position yourself as a woman who demands a certain treatment and demands certain respect, otherwise you just not interested. Otherwise you're not going to even waste your time. That's when the higher quality men are going to start coming. Believe me and the men that you will lose, you might feel very worried about them in the beginning, thinking like, Oh, but that's a high quality man. No, no, no, no, no. Well, that's the thing, ladies. It's not going to be a high quality man if he disappears, because that was a low quality man in the skies.

And this is a big thing that I see many women struggle with. They think that X Y set is a high quality man, just because there's something about his persona that makes them think such way. But then in reality, he's just a bad Apple, just a low quality fruit, because he could not put up with the boundaries that you set for yourself. And this is again, a big plus of setting boundaries is going to save you so much headaches by reducing the clutter. That's not serving you whatsoever. Now, lastly, ladies and I think for me, this is definitely a favorite part because throughout this module, I probably mentioned

how I do believe a woman should always be busy because I don't believe that a woman should fake it and play games with men because men will notice and see through these games. And it's all just very ineffective, but what's very effective.

If the woman is actually generally busier in generally has a life and is generally passionate about things and do things and has things going on for herself. But that's what I mentioned in the passion part. If a woman doesn't have a passion, then she's not going to be interesting long term. Plus also when you are dating or even if you're in a committed relationship, if you all the time available for the man, sorry to say, but this cliché is true. How is he even going to have time to miss you or become again, infatuated by you? And so on, the spark is not going to last. You need to be busy. You need to have things going on for yourself. You can't be there every time he calls or, you know, cater for him. And every scenario where he needs you, you need to do you first.

And then you do him. Of course, once you are married and you are in a really established relationship, then of course you will prioritize your partner differently, but you will always prioritize yourself as well to a certain degree because you don't want to turn into some doormat or to just be a people's pleaser. I think the beauty of a woman is why she strikes that balance of of course, nurturing the man because the man wants her feminine, warmth and feminine nurture, but he also doesn't want to have it all over him like this. He likes it in the good sized portion, not when it's like this, not when it doesn't exist, either in the right amount, just like with everything was spoken about up until now. Balance is so important. And I think when we incorporate all these elements that I've spoken to you about and exclude all those things, that's really just repelling the manner.

Then we are going to be able to cultivate this allure that I have been talking about and to really become one of those women who just simply stands out from the crowd, because you're not just the typical Jane anymore. You are somebody who is different because you are elegance. You are feminine, you are confident, you set boundaries. And these type of ladies, they don't grow on trees. They're not everywhere in this world. And when you know that you have all of these things, you know, you are a rarity and you know, what's good is that that becomes your super power. That's when men start seeing that, I came across a special gem of a woman here. I need to really take care of this gem. That's usually the type of woman that managed to hook the man, managed to get the man married with her and really gets the man who is chasing her instead of the opposite.

And that's what has been my mission throughout this program with you ladies. So having put this dating a lower here as a last little note, just wanted to make you aware of the basics, but also the detailing that is so important, especially because it gives us this ripple effect in our dating life, if done, right. And if done correctly. So make sure you keep working on these things and don't take them for granted because as soon as you start taking that for granted ladies, that's when they're not happening anymore. And that will have its own negative ripple effects.

## **Bonus 4: Advancing Your Affluence Masterclass**

### **Upgrade Your Career - Interview With A Career Coach**

#### **Bonus 4: Advancing Your Affluence Masterclass**

Ladies, meet Margaret Buj! She is a UK based career coach helping women upgrade their careers and do better at interviews!

Margaret Buj is an experienced recruiter and Interview Coach who specializes in helping professionals to get hired, promoted and paid more. She has 15 years of experience recruiting for technology and consulting companies across Europe & the U.S., and in the last 14 years, she's successfully coached over a thousand professionals to get the jobs and promotions they really wanted.

An author of an award-winning blog and creator of ["Get the job you want" online course](#), she's spoken at career events and conferences and has done training sessions or workshops in London, Monaco, Athens and Saudi Arabia. She's also been featured in Cosmopolitan magazine, been interviewed for The Financial Times and Management Today, and has written the "Land that Job" e-Guide.

Find out more and get her free interview resource at [www.interview-coach.co.uk](http://www.interview-coach.co.uk)

### **As mentioned in the interview:**

If you want to go deeper on this subject, Marget has a special offer to you ladies! For £39 instead of £99 (49 USD instead of 122 USD) you can get her course "How to get the job you want"

— <https://interview-coach.co.uk/interview-coach-online-course/>

Plus a very special bonus that's not offered on the site is a FREE CV/resume review! Email your resume + an example of a job that interests you with the subject line: "SOA / CV review" to [margaret@interview-coach.co.uk](mailto:margaret@interview-coach.co.uk)

And another bonus that you'll find here is CV/resume template! So make sure you download it from this section. This template is aimed at people with experience (not entry level) but a good starting point.

## **Annas Secrets To Creating A Successful Business**

### **Bonus 4: Advancing Your Affluence Masterclass**

Ladies welcome back to another video. I want to talk to you about how it is to set up a business, because I know a lot of you would like to be your own bosses. You want to perhaps be the freelance or self-employed or run your own online business. My expertise is online business in particular, but of course, the things that I'm going to talk about is applicable for business. In general, I set up my business all by myself to be quite honest with you. And I'm going to actually give you the full story behind how I became a business owner. So to give you a little bit of a background, I have always been one of those people who find it very difficult to have a boss. I was certainly able to perform while hobby being a boss, but I wasn't sure, really blossoming to my fullest potential in whatever workspace that I was in.

And to be quite fair with you, I tried many different types of jobs and that's tried many different types of companies and workplaces or work environments. And I started noticing a path that no matter where I went, I was not happy. Oh, a job. It was even if it was something that was really suitable for me, like a creative job, I still did not enjoy myself. It was really hard for me to have to report to people, to have to have somebody who approves your holidays or tells you what to do and so on. So at a very early point in my life, I think it was sometimes in my really early twenties. I got the idea that I wanted to become a business owner one day. I want it to be my own boss. That was a big goal of mine because I just could not report to other people anymore.

And I really want it to have my own rules. So that's something that was really important for me. And on top of that, I always wanted to have a very flexible lifestyle because maybe it's my Zodiac. You know, ladies, I'm an areas or maybe it is just my characteristic, but I'm a person who, although I like routine, if I need room for flexibility and they cannot have the same routine every day, it really makes me suffocated. It makes me depressed. So it was really natural for me to start seeking out how I could become my own boss was the one and only lifestyle I could ever imagine. Having surely there was also the opportunity of not working at all, which I did actually try for a few years. And I noticed that it was not for me either the amount of boredom and drama that started going on in my head because I had too much time to think, uh, not good.

So for me, it's good to always have some form of projects involved and yes. So yes, I realized that I didn't for me to have my own business. I think that is the right way for me to go forward. And it's probably the best solution for everything. Obviously, when I was in the beginning of my twenties, I did not know at all what type of business I would have, what the strategy would be for my business, how would find the money to create this business. And honestly, I did not know anything. I just knew I wanted to be my own boss. Now I want to warn you from now, is that when I got this idea of becoming a business owner, I think I was around 21 years old when I actually took this decision that, okay, I know what I want in life. I want to become a business owner. So 21 years old now let's fast forward. When did I actually leave my last job and ended up having my own business?

I think around 10 years, I think it's a little bit of hard to estimate because there was of course, a few

years where I was trying to set up a business, which kind of worked, but then kind of failed. So I don't know if we can count those years in or not, but it was actually more okay to round up around 10 years, I would say probably, maybe even a little bit more. So imagine from the day that the idea was born to the day that I was actually cashing out of this business over 10 years, I would say probably 11 or so. So ladies, what does that tell you? The fact that number one, there's no such thing as an overnight success. Number two, this is actually the most common backstory of most, or let's say it all businesses. And I just want to really pave the floor for you as it is because a lot of people think that, boom, you get an idea.

And then I don't know, a few months later you have a business, but really does not work like this. And I'm going to jump ahead. We will touch back on this in a second, but to continue the story, I basically do not know how it was going to have this business working for me or what it was going to be about. So the next kind of few years I started kind of just researching and brainstorming, but not so much about potential business ideas. I was more getting interested for marketing around the time that I got the idea for becoming a business owner. I was actually working in a call center as a customer service agents in an online gambling company. I left that job at some point and I later moved on to marketing. And the only reason to why I was able to get a job in marketing was because I had this customer service experience.

And I had this online gambling experience because this was a marketing role inside an online gambling company. Now, just so that, you know, up until then, I still did not study at university. I did not have any form of formal education. I had just finished high school. And then I took a few years of sabbaticals to go travel the world work abroad. And that's basically how I ended up working in the online gambling industry. The marketing role that I was able to get wasn't very advanced, I will say was more like a junior role, but the beauty was that I was able to get the position of being a marketing manager, which was, you know, not a bad title for when you have not done any form of formal studies. And especially when you didn't have any marketing experience, they taught me everything. And that was self-taught.

And that's how I actually got my eyes open for marketing. And this is really how my business journey started because I realized that I was really interested in marketing and I thought it was so much fun and I really wanted to learn more. I started to actually learn marketing by myself. There was like resources online that I was reading and I was reading books. I was reading resources online. And then I started to kind of self-teach myself and marketing. And then particularly I got my eyes for internet marketing that was so mind blown by because really back then, I mean, even though internet had already existed, like some months of years, internet marketing was not even peaking, it was starting to take off. So I was definitely in a good time because I was coming across all this knowledge and I knew that I was onto something fast forward a few years.

I decided to go back to school in Sweden. They were going to start the first ever internet marketing specific certification. And I was in the first class who actually graduated from Sweden with a diploma in digital marketing, because up until then internet marketing was so new that there was no actually specialized trainings for it. But I was first in and I got my diploma and I got my certification. And then I went back to working in the online gambling companies and that was doing digital marketing. Meanwhile, I continue to educate myself. I continue to read books. I continue to read blogs on the subject. And then I even remember the podcast began to start. And there was a lot of marketing podcasts that I really became obsessed about. And I listened to basically every episode that I could. And that's how I really learned about internet marketing.

Of course my, my school where I studied taught me so much, so much really I'm so happy that I took this tuition. And then we'll talk about how important actually education is when you want to become a business owner. But for me, this was a significant foundation to what it is that I do today because had I not done all that, I would not probably have been able to achieve certain success that I have because it really came as a, as a result from the things that I learned. And then fast forward, about 10 years after the idea was born of becoming self-employed. Well, I think it was a little bit less than 10 years when I finally decided that I wanted to quit my job. I had accumulated so many thoughts about how I wanted to leave the rat race, to take the deep dive into maybe finally pursuing the idea of being my own boss.



Now, the thought of what should I do had already been brewing in my head for many years. And as I had done all this research on internet marketing and really studied everything that can study about it, I actually had a bit of a vague idea of which direction to go. That's when I knew that I wanted to have an online school. And that's when I also knew my niche because I had already started blogging in 2012 with my blog jets, a babe, my blog Jessa, they will, by the way, it was actually a test from the very beginning. It was a thing that I did because of boredom because I had relocated to London and I did not know, not even one single person in London and I have so much free time. So I decided that, okay, instead of wasting this time, let me occupy myself with something.

So I started blogging and this blog was called Jessup. For those of you who do not know, and it was about kind of my luxury lifestyle and my high society experiences. And I was also reposting these beautiful images from women on Instagram. Now, please note, I was very much aware of what was going on with Instagram because Instagram had just started to take off back then. He was a very interesting time because we had not yet experienced all these women, uploading these luxurious images and giving us this kind of sneak peek into their lives. As they were just sitting around the world and doing all kinds of fabulous things back then, it was something new. And of course for us who are very visual and we like inspirational photos, I myself is one of those. I saw that this would be a perfect opportunity to repost these amazing photos, to gather all of them in one place.

And under these photos, I could write some interesting texts, share my experiences, maybe share something motivational and inspirational and combine it as a nice little blog. And you remember I said, just to be, was also an experiment. So what I was experimenting with it, I had learned a lot about blogging, about all kinds of things, about marketing. When I started from my diploma and I wanted to really test if what they taught me really worked. So I decided that for this blog, I'm not going to do any form of paid promotions because you can actually run ads. You can, you can pay journalists to write about you. You can have Facebook ads and Instagram ads and all kinds of things, but I wanted to see, can I grow this blog a hundred percent organically with the things that I learned in school? So that's why Jessa was also part of an experiment for me.

And I noticed how everything that I actually learned and I applied. It did work. My blog started to grow organically. It started to take off with the help of Google. Then it massively grew because of word of mouth, because I had found a secret sauce that people were liking and needing. And that was filling that gap. I was also being different. I was offering something that nobody else offered, and that was the first to ever do something like this. Please note that when you are doing all of this things that I'm telling you, that's when you're tapping into something that's really going to become successful and lucrative. And that's the beginning of how I was able to create a successful business. Now, I was very much aware of what was going on because again, I had studied this, the blog, however, did not grow to some form of overnight success.

It grew very slow, but it grew organically. And the most important is that he was growing as a community and growing a community in the online space is one of the most important things you can ever do. So I just want to add that disclaimer, that I didn't have hundreds of thousands of readers or anything like that, but I did have a good, steady daily traffic to my blog. And the most important was that people were talking about my blog. It wasn't just some random blog that people may be read once in a blue moon. I had a lot of repeated visitors, people who really became lovers fans, people who are, we're talking about this blog in real life and shared it with other people. And that's really what you need to tap into. If you want to create something, because you can create a bland product, something that it doesn't trigger a lot of attention, it's there, maybe it's useful, but that's all it is.

But when you are able to create something that people actually start talking about, that's when you know, you're going to actually end up having a rapid success. Now what happened then is that I wanted to quit my job, but that required a little bit of planning. I couldn't just resign. And the next day think that I could live on my blog. Not at all. The blog was very slow, especially in terms of making money off of it. However, I started to prepare for the day that I was going to quit my job. And it took me a few years of saving in a few years of planning. So that's something I just want to really point out is that I did end up quitting my job at some point. And I took the leap, but it was calculated. And I had a lot of savings to fall back on because I was preparing for it for a few years now, what happened after I quit my job?



Well, first of all, I had already gone really much into my own niche in terms of really knowing and understanding what the next step was for me in terms of building a business. I got my kind of aha moment. I knew that I wanted to create an online course because I love teaching and I love creating content. And they also noticed as I was blogging for free for many years and building community, my community was asking for more specific training, more in depth training. And that's how my idea was born. And the reason why I'm mentioning this to you is because this is such a good example of one of the key things that I'm going to touch upon later, which is you really need to test your idea before launching it. But my story did not really play out exactly like that because surely that was my idea.

But then I started getting second thoughts and that's when I decided to deactivate my blog. Yes, ladies, you heard me right. There was a time where I decided to stop blogging altogether. What happened was that I was in a point in my life where I just really felt that I was done with jets of babe, but I took a year or maybe a year and a half away from the blog. I parked it. I never deleted it. I created a Facebook group for it. So the community could continue to live on while I was kind of figuring myself out. During that time I started a new blog. I started to try out all kinds of different ideas. All of them of course failed. And then one day I realized that no, I need to activate my old blog. Again. I need to put life into Jessa Bay began because I missed it.

And they also knew that there was a need for it because as I was kind of continuing with my life, I noticed that the community didn't die. Actually the community was just growing and they were missing Jessa Bay, but they were asking if it will ever come back. And I understood if there is this conversation happening within the people who are following me and then I must be onto something. And that was my biggest validation. So that's when I decided that, okay, I'm going to come back. I am going to start just the baby again, but I am finally going to set up this business because up until then, I was already kind of trying out businesses, failing, not working out. But then there was something about this idea that I just knew was going to work. However, of course, initially didn't work either because the first thing that I wanted to do was to write an ebook and which I did that didn't really work out.

It was kind of okay. But the book itself turned out really wonderful, but it took me such a long time to get it out. And then when people finally consumed it, that was kind of it of it. So I knew that, okay, my strength is that I have a wonderful community, a women, let me gather everybody and let's do a proper school out of this because I think this is what needs, what needs to happen. People want more hands on training. People want to actually connect with other people who are doing the same transformation. And really that's how I was validating my school of affluence idea once again. So the idea for school of affluence was born because of Jetson Bay, my blog, but it wasn't just born overnight. It was born because I was communicating with my audience and I knew what they needed and I knew their pain points.

And then I was also validating my idea over so many years. Again, I feel like I'm a late bloomer. Sometimes I could have launched school of affluence many years ago, but I launched it in the end in 2018. And I decided to launch it together with my use of channel. Now, this is where my business really started to take off. My use of channel was highly requested from my audience. Blogging was starting to die and the video format was really the future. So I knew because I'm very much aware of what's going on in marketing. I knew that I need to really get on YouTube because blogging is not going to make it for a very long time. So I need to transition now or is going to be too late later. So I transitioned to YouTube and I was, of course, the first one on YouTube who was talking about the things that I'm talking about, elegance high society.

And of course there was a big need for it. And because I already had a community behind me, it was very easy for me to get exposure on YouTube because I brought all these people with me. So of course, because they already have community. It was easier for me to get started on YouTube because usually people who are brand new on YouTube may sometimes struggle quite a lot because it's really hard to get those first eyeballs in the beginning, but I brought my own audience. So it was easier. And then things just started to kind of ripple off. YouTube, started to promote me more and more. And then journalists got their eyes for me. My course was now launched and people thought it was so fascinating. This online finishing school, that's something new and how exciting that somebody is talking about high society training as a finishing school, isn't that a little bit outdated.

And you know, it kind of clashes with modern day feminism and so on. So I was getting a lot of, uh, publicity. I got some negative publicity. I got some positive publicity and how it all started with my publicity, because I wouldn't say that publicity really made my business because I think all of the elements have played out together in the way that really made my business does not just YouTube or the media or the fact that I was blogging for so many years. It was really all of these things together that made it happened the way it happened, how we worked with getting my first press coverage. And this is really important if you want to become a business owner because press coverage is important, but I do want to warn you that it's actually not as crucial as a lot of people painted to be up until then.

I really thought that if you are seen in a magazine or on TV, your business is made it, you going to have so many new subscribers and followers and sign ups and sales, that your business is just going to become an overnight success. Not at all, ladies, you do get some visibility and you do have some new people who are find you, but actually you don't get that much more visibility. I would say PR is really good for credibility because when you are or being seen on TV, you're being published in these very sophisticated media outlets. And of course, people are going to take you seriously. And definitely that has helped me, you know, having said that this is really how it all happened to get my business on map since then, things have just continued to grow. And it's all thanks to me being very strategic and being very aware of what's going on and how to strategize.

And of course, I've been continuing to educate myself now, ladies, that was my story of how I create a school of affluence and how my business took off. But I want you to be aware of one thing is that I'm not sure running a business is for everybody. And this is something that I want you to think about. If you have thoughts about creating a business and I don't want to put you off on the country, I actually wants to encourage you because having a business is truly a wonderful thing. It has changed my life so much. It has given me so much purpose in life and passion. And I don't know what else I could be doing if it's not to run my own business. So for me, it has been absolutely great, but it has also been very difficult. And I realized as I've gone through this journey now, and I'm still on this journey, running a business is really not for everybody.

And I think that you need to have a particular mindset for it. I really think you have to be incredibly passionate about your business in terms of what it is that you are selling or doing or offering. It cannot just be, Oh, okay. I found a gap in the market. I'm not really interested in this type of product. I'm just going to push it anyway. And that's, it is going to be much harder. You have to understand that it's really, really challenging to run a business. Now I don't have children. I'm not a mother, but if I would try to imagine how challenging it might be to be a mother for the first time and to have a little, a little child who is perhaps a few months old or just born, I would say it's probably very similar to having a business because your business is so dependent on you.

You cannot leave it. Not even for one second, you will be working seven days a week. You will sometimes be working 24 seven. You will never fully relax on your holidays. You will have to take a lot of responsibilities, responsibilities that you might not have been prepared for. And you also might end up having to do a lot of things that you don't really enjoy. But unfortunately it comes with the job as a business owner. You don't really have a way out, at least not in the beginning. And I think one of the worst things of having a business is that unfortunately, the first few years are incredibly crucial and this usually the first few years that most businesses fail. And if we really look at the statistics, most businesses do fail. I don't know exactly, but it's something like 70 to 80% and ladies that's because the business is so incredibly vulnerable in those first few years, just like a little toddler is you really need to be constantly nurturing it.

Being constantly looking after it in exactly the right way, because as soon as you don't, that's when you're starting to ruining and it's so easy to mess things up in the beginning. And that's something that I was really worried about. And of course I didn't want to. So my first well year in business was really hard as a result. It was a time where I worked at least 10 hours a day, usually 12 hours, sometimes 14. And it's not just a few days per week. We're talking now seven days a week sometimes because you are understaffed in the beginning, you might not have any money to hire people. So you have to do everything yourself. So in the beginning, you're always going to be understaffed and being understaffed is really challenging. So there's many elements of business life that is not so glamorous. And sometimes I feel people are not talking about that enough.

So there is almost this type of vision, how business owners are kind of like hashtag startup life or hashtag entrepreneur. So people have this glamorized idea of how it is to run your own business. As an example, haven't you heard about this expression, laptop lifestyle. Now, listen, I'm going to give you a few words on what laptop lifestyle actually means. You are not sitting under a Palm tree on your laptop and living your best life at all. That's not how business life works. So be prepared of this because a lot of the times people start setting up a business, realize the dark truth behind having your own business. And then they throw in a towel understanding that, okay, this is not for me, how you can make sure to prevent that to happen is to really be prepared that it's going to be challenging. If you accept the challenge and accept the pain that comes with running a business, then you are already halfway through.

Then it's really important to be passionate about your business because the passion is going to be the everyday natural fuel that will motivate you. That will keep you disciplined. That will not make you wanting to procrastinate and do things like that. That I know a lot of people struggle with. So you need to have that real passion about what it is that you do. If those two things are in order, then I would say, okay, you're probably going to be good to go, but then you also have to be realistic about your business idea. And that's something that is probably one of the first thing that I tell people when they ask, well, how do you get started creating a business? You have to really validate your idea because, well, there is a little disclaimer for that first, because a lot of the times people think that you need to have everything planned out before you set up a business, you need to have a business plan.

You need to know exactly every little detail. You have to have the full vision. And that is a little bit of a mess because how it usually works is that you kind of have an idea or okay. Some people have the full idea, but a lot of people start with just an idea. And then they basically just start working on this idea and start creating action and getting the ball rolling. And then they start tweaking this idea. As they start to get to know kind of the environment, the market, they start testing things, they start adapting, flexing and so on. And that's really the right way. I would say to run a business because you have no idea exactly what's going to happen when you are setting a business up. And if you, your idea would hold water or not. I was definitely tweaking my idea in the beginning.

Yeah. I had majority of them. That was the way it is today, but there was some things that I definitely changed and it's normal, but it's important to be flexible. And some people are unfortunately quite rigid. And I would say those are the ones who are not able to end up having too much of success because they're just so rigid. And I find it very difficult to adapt to the situation that they keep doing something that's basically not working, but how do you get the idea or what businesses? I always say, there are two elements for that. You need to find a gap in the market and you need to find a trend in the market. Let's take Justin vape. As an example, Instagram was booming. There was a trend in the market, all these glamorous pictures back then with all these beautiful women and living these luxurious lifestyles.

So there was a trend I jumped on this trend. There was a gap in the market. Nobody was blogging about these women. Nobody was sharing insights to this world. So I filled that gap and I jumped on the trend and that's what Jessica was successful. It was also successful because I was really passionate about this niche. I had a lot of expertise in this niche. I had already all this experience that I was really eager to share. And that fueled me to work for free for so many years, because to put you some perspective, I started my blog in 2012. I did not monetize until 2018, meaning that all those years, besides that little sabbatical that I did, when I didn't blog for a year, I was blogging for free. It wasn't my passion that fuel need to create all this free content and to nurture a community.

So I didn't really care too much, but I also knew it was too early for me to monetize back. Then, then as I said, I was testing my idea. I was validating my idea and that was done very successfully over so many years. Again, I could have done a little bit shorter timeframe, but that's how I did. At least the most important is that I did validate my idea. And that was correct. Now, a lot of people ask, do you need to have a business plan? Do you need to have a financial plan? How do you strategize? I personally did not do any form of business plan or financial plan. When I created school of affluence. I think that for some businesses you must have a business plan. There are some business ideas that I have for the future that I will probably most likely create a business plan for, but for some businesses, like for instance, the one I have now, you don't need a business plan really.

Plus you are actually investing truly your own time. And for this type of business that I have, you don't really need investors. Certainly if you are going to have investors, then you must have a business plan because without a business plan, you can't get investors. What I did, however, is that I did have a strategy. So I'll always be very strategic in my life. I'm sure you can also see that in my finishing school with my course, how I structure everything. It's a lot focused on strategy because I do believe that's always going to be a winning formula to success because you are actually taking action when you are strategizing and taking action has definitely been the reason to why we're sitting here today because I didn't just talk about it. I actually did what I thought in my head. One day I put my ideas into action.

So of course they become reality at some point. Well, even though it takes a few years, but eventually they do not last ladies. You really need to get educated on your business, on what it is that you're going to do, because I don't know how you are going to launch your business unless you have the knowledge. And a lot of people think that having knowledge is all about going to university. But as you noticed, as you don't go to university, surely I did get my diploma and I would definitely say it was a high level education, but it wasn't university. However, you don't only need to get a diploma. You can actually be self-taught a lot today. There is a lot of courses, a lot of online courses, besides all the courses that I took, besides all the books that I read, all the podcasts that I listened to, or the blogs that I read.

I don't forget. You can Google a lot of things today. I was also going a lot in conferences. I was also going a lot on seminars. That's something that I still do today. I keep educating myself on marketing, on business, on everything that I need to know about. And also on the things that I teach knowledge should never be stopped. And I can tell you that if you have the knowledge, you will be able to create any business you want in life, but you need to actually go and get the knowledge. And I know that a lot of people, they get stuck at that stage because they don't have the knowledge. So they feel overwhelmed. They don't know, okay, how am I going to create this business? I don't know how to do it. I don't know how it works. I can't create this business then.

Well, that's the thing that that's such a big myth because you can actually create a business. Even if you don't not know how to create that business in the moment, you can find out how to create a business. You can find out more about the product that you want to launch or the niche where you want to develop yourself in. You can learn everything. One of the advantages that I of course had is that the things that I was ultimately selling or I'm selling, I have actually done this myself. So I am ultimately selling a transformation that I have gone through myself. So I did save a little bit of time in terms of education, because I was self-taught in what it is that I teach. So what type of business should you then? Because of course, I'm speaking from my experience with online business and in particularly internet marketing.

Yeah. Business, I would definitely say that this market is absolutely fantastic because it's really easy to get started. And you don't really know, you need to have a lot of financial investment, but when it comes to marketing, you need to have the knowledge. Cause I even see a lot of people today. I even see people who are actually trying to do similar businesses to mine and they don't have the marketing education. And you can see that they're not having the same success because they're not really understanding what's going on. So you do need to educate yourself fully in some fields when you are taking all sorts of things. This is basically, I think the most important is to create a business around your natural hobbies, your passions, around your strengths, all around you. Just the same way I did. Yeah. I'm selling my expertise. It's my strength to be a teacher.

It's my passion, high society and transformation. And also my hobby. There's a lot of different types of jobs. You really have to think outside the box. And I think in this case, it's also really important to think about that. Some jobs actually exist. You're just not aware of it. There are people who have all kinds of different companies in all kinds of interesting niches. Like there was somebody who I met, who works as a kids party. Yeah. Event organizer, but only for rich people. So that's very specific and very unique. And she has a wonderful business as a result. There's somebody else who is as a trainer for four toddlers, how to make them sleep better. So they're all kinds of interesting ideas that you can actually create business off. But what's important is that you have the strengths in this. You have the expertise you're passionate in this because I think if you don't have any of that, it will be challenging.

Of course, if you're launching a product, it might be a little bit different. You can definitely sell, let's say soap without having to be obsessed about soap, but you perhaps are good at marketing and you perhaps good at packaging and things like that. And you perhaps good at sales. So you might end up having a wonderful business as a result. Now, should you go physical business or should you go an online business? Online business has the advantages, but physical businesses also have its advantages. I would say both have pros and cons with it. It really depends what your situation allows, where you have the biggest opportunity for growth in your business. And of course, how it's easiest to get started. Because one of the things that is the most difficult is to actually get started. Another thing that is important to think about is the actual lifestyle aspect of it.

Because like I just mentioned, you are going to become married to your job, maybe not forever, but at least during the toddler years in the beginning, when the business is the most vulnerable. So you really have to be prepared for the lifestyle that the business brings. Look, in my case, I have an online business. That is something that I chose deliberately because for me, flexibility has always been top priority in my work to be able to take my job with me wherever I go. I love travel and travel is something that I want. I want it to be part of my life forever. I don't want to have a life where I can't take my work with me. I don't want to have a life where if I need to change country, I can't do it because my work is so tied to the country where I am.

So flexibility has always been key for me. Another thing for me is to take into account as part of a lifestyle is that I am a public figure. Now, when you are on social media, when you are kind of putting yourself out there, the way I do, you are no longer a private person you are now, let's say a celebrity, people are going to approach you. They might even be some form of danger towards you. They might be all kinds of negative, but even positive things happening just because you're a public figure, which is why it's so important to take the lifestyle aspect of your business into account. You also need to look of course, at the investment that is required, but also the potential payout. If you were planning on becoming a billionaire, let's say then just selling eBooks might not get you there.

You might have to actually, I don't know, start selling soap so that everybody will purchase the soap and they will be like the new dove or Powell Malia in everybody's household. And maybe you will become a billionaire. So you have to always see, okay, the business that I wants to create, does it have a cap limit, how much we'll actually be making? And is it enough for me to feel happy, to feel like it sustains my lifestyle and kind of the goals that I have, and of course the investment do I need investors? Do I want to have investors? I personally don't have any investors and I'm trying to stay away from investors as much as I can, because for me, the independence is really important to be able to have a hundred percent ownership of my business so that I can do exactly what I want.

So just a few things to think about. Now, a few questions that I asked on my Instagram about people who are curious about being business owners or self employed, or have an online business that can submit these questions to me. So I'm going to answer some of them. And the first question which I kind of already started answering in the beginning thing is what do you think is a reason to why many people well fail with their businesses? And can you give us some tips so that we don't do these mistakes? So like I said, people do not understand the amount of work that is involved. People do not test the idea properly people. I cannot handle the amount of obstacles that come on the journey, and this is truly the case. I really need to be honest with you and tell you that it is really hard to actually run a business for the reason that there's a lot of things that go wrong.

And there's also a lot of options and a lot of negative things that it's normal. It's really part of the business for everybody. No matter how many entrepreneurs I speak to everybody has this experience. So it doesn't really matter what type of business you have or how you think you can protect your business or foolproof it so that this does not happen. It's just the case. It's just part of the journey. So a lot of people, they can't cope with the amount of obstacles because it's stressful. It tears you down sometimes, but unfortunately that's part of the job. Then there are another two things, actually, a very common mistake that I see is that a lot of people, they don't delegate properly or at all, they think that they can do everything themselves. They find it difficult to give away tasks to others, for other people to do and to hire people.

And I see this as such a big mistake because it's impossible to grow your business by yourself. If you're going to be a solopreneur, you're never going to scale your business. You're always going to

make it more or less the same money that you making right now. And it's just like, okay, well, you might as well just be a freelancer. Then you're not really running a business. You're running a business when you actually scaling it. When you have to hire people, when things are growing and moving, that's a business. And another thing that I've also noticed that people also seem to be doing this, which I don't understand why is that they start making money and then they start cashing out this money fast. So they, I don't know, start maybe spending this money and so on. But I think it's really important in the beginning of stages to reinvest everything that you make and to be a little bit stingier to now go and like start flashing and start buying cars and buying this and buying that, but really to be careful with your spendings.

And if you're going to spend, make sure you spend it on your company, like hiring people, buying things may be investing more in your product, whatever it is, spend the money on the business. Do you need to find an investor? Yes. If you have a business idea that requires investments, if you cannot grow the business without the help of investors, then yes. A lot of the times business people, they take an investor a little bit later down the line. They don't immediately get an investor. They may be have savings that they can work around with and invest first their savings. And later they get an investor, not only because of the financial investment that is needed, but also because of the mentorship, because the investors are also oftentimes helping you get connected with other people, um, coach you perhaps because they have already been running certain businesses.

So I mean, there's different types of form of investors, but this is a common way. How I've seen it happen again, you don't have to have investors, but there might also come a point where you're unable of scaling your business further because you do not have investors. So this is a little bit of like, you need to really look at your own unique situation, but it's not necessarily set in stone to have a business. You must have an investor. No, that's not true. Do you need to have a lot of money to get started? It depends on the business, right? So an online business might not require as much money investment as compared to, let's say you're launching a physical product, then yes, you need to have money investing because you actually need to pay the manufacturer to create your product. But a lot of the time people do save up money and they use a lot their savings.

Some people I've heard do take like a credit card loan or a loan. I always feel a little bit uncomfortable giving these type of advice. So I would not advise you to start taking loans because that can, of course backfire a lot. If you can sell funds as far as possible, then do that. Just make sure you really do your calculations properly. That's when perhaps a business plan will be necessary. But it's also about you creating a strategic plan for yourself that you know, how much money is needed, how much money do you afford spending on your business and where will it be? The biggest return on investment for you to spend? Is there such thing as a passive income? And actually there's another question about the laptop. Lifestyle is a laptop lifestyle, as easy as it seems. And I think those two questions really go hand in hand with each other because because neither laptop lifestyle or passive income are actually true.

Passive income surely can exist. If you're like making money with stocks, perhaps then that can be some form of passive income. And there's of course, other forms of investments that you can do that becomes a passive income for you. But oftentimes people speak about passive income when it comes to creating like a, what they call in marketing, like a money machine, where the product is making money. When you sleep at that does not really exist because, okay, you might be making sales when you are sleeping. But the amount of work that is still required around the clock, it's you can't ever call this a laptop lifestyle under a Palm tree or passive income. It's just us not look like that at all. There's so much hard work involved. That's why I was saying earlier that this laptop lifestyle is such a myth. Life does not look like that.

And that's why a lot of people fail because they think they're actually going to be like jet setting around the world, being on their laptop, taking us on calls, making some sales, and then they have the afternoon free to do whatever they want. That's not at all how it works. If you want to set up successful business, you are more like glued to your laptop, 24 seven, because there's just too much work. And the work never ends how to handle embarrassment when a business fails. I think this is a common one when people fear of creating a business, because their fear of this kind of failure that may, and probably most likely will come along. I never really felt any embarrassment. If my business would fail. I mean, this is going to happen to anybody at any time. So I don't think that's something

that should be holding you back.

And if it happens, then it happens. And I think we all see people who fail and it's just part of life. And it's not something that, I mean, I personally don't indulge when I see somebody failing in life or a business that is failing. It's just maybe a little bit sad, but I don't think you should feel embarrassment that people are like laughing at you, although I'm sure there will always be people be laughing at you. But I think at that point, it's not really important. What other people think or how they feel about you and your business, because what's the most important is that you are actually taking action and making sure you are trying to make something happen. One of the things that I always said is that I do not listen to people who critique my business unless they're really successful with their business.

And their businesses are like really much more ahead than my own business, because it's very easy to laugh at people and their failures and to be critical, but it's really not that easy to set up a business and actually to also make it happen. And I think those, so just try our heroes in my highs because it takes a lot of guts to try. It also takes a lot of effort and a lot of energy and people who do that should be celebrated. So I would be proud actually that I try to set up a business because I think it's more embarrassing if you never tried, but you wanted what to do when you feel so overwhelmed with your business idea that you do not know how to even get started. No, I think that I kind of touched upon this already, but I do want to mention that the best medication for overwhelm is just research.

Because as soon as you start Googling things, you start getting answers in your head and you start seeing clearly and you start feeling less overwhelmed. So I would say that's really the only strategy for getting out of that overwhelm is to really educate yourself. And that's why I was talking so much about education, but of course, how important research is. Okay. So last question is, do you have any tips on the how to become a successful business owner? So this is a very general and broad question, and that will just really kind of say that the best you can do is to really find a trend and the gap in the market. I would personally not just replicate what somebody else is doing. There is actually the saying, I don't exactly remember how it goes, but it's very common that people who are just copying, they don't end up actually achieving any significant success because there was already somebody who did it before you and who probably did it well.

And for that reason, you are basically going against something that is already working now, surely does doesn't mean that okay. While if there is already a McDonald's how come burger King happened? Well, you can, of course kind of create something that is somehow similar, but you always have to add your own spin to it. And if we compare burger King and McDonald's, I mean, they're actually quite different if you think about it and we all have our different favorites. So, so I really think it's important that even if you are trying to do something similar or doing something that already exists, you have to give your own uniqueness to it because just copying somebody else or mimicking another business, it never works. And you will never see a successful business made like that. It just never happens. So that's kind of the main thing. And I think when you are really going into your own kind of unique selling points and what makes you special and your business stand out, that's when you're starting to tap into something interesting.

And again, if you're catering for a trend in the market, but a gap in the market, it's very hard to find. But when you do find and you are first there, then you're definitely going to choose success. If you already see that there is already people there you might want to jump in, but you also have to understand that the higher ratio for failure is bigger because they're already people who are there and who are first and who have already an audience, and yes, you might make it work, but there's also a big chance that you want. So that's just to keep in mind, lastly, I would say not giving up and it feels like such a cliché thing of ending this video with, but in the end, things do work out only if you do your homework only if you really correct your mistakes, because if you keep doing the same mistakes, then of course in business, you're never going to achieve any results. I think being really hyper aware of the situation of kind of your strengths and weaknesses is so important. Embrace your strengths, improve your weaknesses, and really make use of education. Definitely. That's my best tips. If you want to create your own online business, but I can tell you that once you're able to get the ball rolling and it's happening, you are definitely going to live a very interesting life that I'm sure you will enjoy.

## Setting Boundaries With Men & Finances

### **Bonus 4: Advancing Your Affluence Masterclass**

I want to start off this bonus by talking about setting boundaries with men and finances. Throughout this whole program, we have already spoken so much about boundaries, but there is one really important area where I think every woman should set boundaries in. And that's the financial department in terms of her relating to men.

So what do I mean by that? I mean, it's about taking a decision for yourself. Let's say if you want to be a woman who goes 50/50 with men, or if you want men to be full providers, or if you are happy with some other form of settlement, if that makes sense. I don't think that there's just one size fits all approach.

I have been very open about that. Me personally, I want the man to be a full provider, taking full responsibility for anything that has to do with finances that I personally do not want to contribute anything to finances because of my values and because of what I believe in, and because of the dynamic in the relationship that I personally want to foster and promote.

And so it's not only about the money and I personally don't want you to think that there is just one way and no other way for when it comes to dealing with men and the financial aspect, you can set up your own rules, you can create what works best for you. You don't have to take on the approach that I am taking. This is a choice I have made for myself. It works perfectly well in my life. However, if you want to go into the same direction and of course, I'm able to talk about how it works and give you some ideas how to progress, but you don't have to feel as a woman that you are being, doing something wrong. If you go 50/50, or if you, I don't know, go 70/30, or something like that, you can deal with your finances.

However you want to deal with them. That is personal. That is up to you. What I personally want to help you with is to kind of expand your consciousness and just ask yourself if there are any other ways of how to deal with this question in particular, then the one that society imposes on us, because we need to stop sometimes stop and ask ourselves. Why do I reason? The way I reason are these thoughts? Really my thoughts, or have I really been only influenced by a stereotype or by a way of thinking. And I want you therefore to use this type of content as self discovery, meaning that, okay, you might be a total 50/50 girl. That's fine. I'm not going to judge you. I allow you to be whoever you want to be. And that's absolutely fine, but I would definitely say, just play around with the idea of what it is that I'm saying and teaching.

And then if you want to go on it, you can, if you don't want to, then that's absolutely fine too, but just stop there and ask for yourself what I feel when I pay everything 50/50. Does that really make sense for me? And why do I feel like that's important? And why do I feel like I'm validating myself? Because one thing that I've noticed is that many women who want to go 50/50, or many women who want to contribute in general, when it comes to paying and the material side in the relationship, or in a dynamic with a man, they usually do it because they feel like that's how they show their independence. They think that if they don't do it, they are not independent women. And I do understand that feeling and associating yourself with the stereotype of a non-independent woman. It's maybe not something that feels very empowering or an identity that you feel that you want to belong to.

But I want you to be aware of one important thing is that a woman's independence doesn't lay in the fact that she pays 50% of the bills, or she contributes to the financial economy between her and the man. Somehow a woman is independent when she can look after herself at any point in time in life. And that she is not dependent on the man. If the man would disappear or not be part of the picture anymore, a woman is also independent where she can easily walk away from a man when she's not staying with a man because the financial or the materialistic side plays such an important role. Now that ladies is independence. However, society has imposed on us to believe that a woman is only independent. If she pays and take my word here, if she pays not what would happen if she pays.

So this is a bit of a manipulation of society because in the beginning, this whole thing about, uh, the,



the, the importance of the female independent had to do to prevent of women being enslaved to men or preventing that women couldn't just leave their beating husbands or their alcoholic husbands or whatever it was. You know, women were encouraged to become independent so that they could have the freedom to be able to leave a horrible relationship or not having to put up with a man. So, you know, a man's attitude or something like that, or, or poor treatments. And this is the thing that unfortunately, that has escalated to a modern society where we just think that a woman is independent. If she pays full stop, not if she can look after herself, not if she can leave a relationship, but only if she pays right here right now, that's validation of independence.

And I personally think it's wrong because I think we, we've kind of losing the initial plot here. You see it. And instead we are going in a direction where this is where they want us to go. What they want is they want us to pay and that's it. I'm not going to really go into much in detail. Why I believe men should pay because I have already created X amount of YouTube videos on the subject. This is free content for the world to take part of. And I really want you to simply go and watch those videos on my YouTube channel so that you can just get, gets a better understanding of, because I list multiple reasons like biological reasons, physical reasons, the kind of unfairness between the sexes or so on, which is why I believe the man should pay. But as a last note, before I really move into the content of this video is I want you to understand that there are low quality men.

And then there are high quality men. And I personally don't believe that a high quality man is necessarily the richest man, et cetera. I believe a high quality man is a man who genuinely wants to protect and provide for a woman because physically, physically speaking, women and children are most vulnerable in our society. If we put animals away like among men and women and children, women and children are the vulnerable ones in society. And I'm not saying that we are victims, but men are physically stronger. And the, and society is built upon patriarchy, meaning that everything in society is built to accommodate men, not to accommodate women. So when you have a man who sees the fact that women and children are more vulnerable and therefore taking his responsibility and making sure that the woman and let's say the children are protected for and provided for, and this is a high quality man, then how much money he makes or whatever.

I think that is like, that's not as important. The most important is that he's generous and he looks after you. And he's really there to support you, to protect you, to provide for you. He genuinely cares about, about you and what happens to you. And that's really, really important. Unfortunately, our society works in a way where men are not fostered anymore to reason like this. Now there has been such an obsession about the women have to be independent to validate their independence by paying bills and you know, going 50. And if she doesn't that she's an opportunist, she's a Golddigger, et cetera. And unfortunately in our society, a lot of men, they have been also brainwashed by this. So I don't think all men who are, I don't know, wants to go 50, 50, aren't necessarily doing it because there are bad people. I don't think so.

I think there are men who are selfish, egoistic, and opportunistic and want to make, I want to take the situation to their advantage. But then I think there are also men who simply have been wired to believe this as well. I want to touch upon that a little bit later in this video, but I just wanted to kind of explain a few thoughts and then I definitely want to talk now about how do we get our mounts to pay, because this is where it becomes a little bit trickier. And this is why, and the reason for that is you have men who are already groomed to understand that it's fair that they pay, or they should pay. And this usually come from culture or upbringing or just maybe their values. Okay. So it can be any of those. So I personally think it's very, very important as a woman, when you meet a man to try and get to know that side of him, as soon as possible, how was he brought up?

What values does he have? What culture is he from and what are the values of that culture? Because as soon as you can understand that you will have a better understanding if he's going to be kind of open for the conversation of paying and providing for you, or if he's going to be the stingy type. I do think it's really important that as a woman, you make sure to make it clear from the very beginning where you stand and what your values are, and that you are a woman with a traditional belief system. And if you need to express why you feel the way you feel, let's say you want to give him in a very educational, non attacking a way in a very logical way, because I'll forget men are very logical. So as much as you can present it in a logical format, instead of emotional, they're going to be able to absorb it better.

If you present to him, the facts, the reasons to why you reason that the man should be the provider and you approach more of a traditional role, then you actually might be able to even convert the man sometimes. Or just to explain the situation without him having to jump to conclusion that you are a gold Digger or something like that. So that's one, then you can also either pull a white lie or genuinely express the situation that you are brought up with traditional values in a traditional household. And this is not something that you are willing to change because this is so much a big part of your values and who you are and what you believe in. So this is a bit of a non negotiable for you, and it's very important that you communicate this as soon as possible in the relationship. Now, the timing you have to be clever with the timing yourself, because if it's, of course, I don't know if it's communicated on the first date, it might not be suitable for, for your situation or for your, or for the man you're talking to.

Oftentimes I do think this should be communicated in, in the first, I don't know, X amount of dates. I don't think they should be communicated like after three months or anything like that. No, they should come really from the beginning. Okay. And I think this is really important because if you don't do it from the beginning, it's going to be harder for you to do it later down the line. And the man is not going to take you seriously. And he might also become more kind of defensive around it. But if you just lay out the cards from the very beginning, who you are, what's your expectations, what's your values. And then if he has a problem with it, well, by, onto the next, I do think that if he opposes this, you really need to also rethink the relationship because you need to understand, okay, do I really want to be with a man who doesn't share my values?

I mean, what future we're going to have if he is totally opposed to my belief and my values, we're just going to be arguing about this. And I'm just going to be trying and wasting my time and efforts, trying to convert him. That might never work. What's the point, isn't it better for me to just find somebody that shares my values that wants to be a provider and fully believes in the system. When I was single, I did really focus on finding a man who shares my values and who was generous. And it was a big deal breaker because I decided that I'm not going to save any time. I am too old to try and convert somebody. I don't have the energy. I just want to find somebody who shares my values and I'm going to look for him, even if it takes me time.

Okay. Now, luckily it wasn't as hard as I thought it would be because after a while, I learned how to really see who is who, and you do that by testing his generosity, or really trying to figure out from the very beginning, how generous he is. It's all about getting to know him on a personal level, understanding, like, what are his values? How is his mindset about these topics and how does he actually treat me? Does he spend on me? Does he offer to pay? Thus, he wants to treat me well. How does he handle me as a, because obviously if a man from the very beginning wants to go 50/50, then that's a big, no, no. Then for me personally, I wouldn't probably see that man again. But if the man really invites me, treats me offers to take me shopping. Or if a man takes it for granted that he's going to pay, then that's of course also signs that, okay.

He is that type. I don't have to worry about, you know, him pulling the 50/50 stamps anytime. And of course, when I will do this, I would never offer to pay myself. And I feel like this is something you ladies really have to stop doing those who are doing this. And who wants to actually have a man who provides, because what happens is that when you are like pulling out the wallet or offering to pay or doing any of those stunts, you are actually grooming the man to believe that you are willing to pay with some man even think that you want to pay. And that becomes confusing. And you groom them to think that, okay, okay, we're going to have terms when we are both are paying, and this is a big mistake. You need to set the expectations. You need to pave the road from the very beginning that you are not going to pay like full stop.

There is not even a discussion about it because this is who you are. This is your value. And it's like, take it or leave it. And this is it. A very big boundary setting there, because this is how you set boundaries with men and the finances. It's like either you take it or you leave it, you cannot bulge on this question. It is that important for you. You're not going to be flexible on this one. There are nothing to really negotiate. It's like either this way or no way. I'm sorry, mr. You might not be the type for me then. Do you see what I mean? What's good with elites men or high society is that in this community, it's definitely much more kind of expected and common that men pay. So if you get into this community and you date in this community, you will be less expected for you to pay and you will

have less headaches and stress of having to pull out the card and do the charade because it's just not really as much part of the culture as it might be.

I dunno, in, in some other communities. So just something to pay attention to. Now, another thing to pay attention to is that when a man is genuinely interested in a woman and he is somehow generous with a woman or he doesn't mind to pay or cater for a woman, he will usually only truly spend on her and be generous with her. If he's really interested in her and this, I also see it with high society, man, when they are not like really into a woman, then they are not going to really that much on her. So a lot of the times women feel like, Oh, but why is he not spending on me so much? And I want him to spend more and he's not giving me enough and this and that. And I actually think that sometimes you have to reevaluate the actual relationship that may be, he's actually not that into you, which is a bit of a cliché saying, but it carries a lot of meaning because a man you will see when a man is interested because he will really look after you.

He will really cater for you. He will really like worry for you and make sure you are a right and provide for you. And you know, he will want to treat you okay. And you will see all of this demonstrates if he does small gifts for you or big gifts, some form of gifts is definitely common. Or maybe if, uh, I don't know the kind of level of comfort he offers you. If he sends a car for you or he buys your airplane ticket or hotel rooms or whatever it is like, how does he do it? Does he buy your premium economy or does he buy your first class? Like that will definitely signal a message how much he's into you. You see what I mean? And oftentimes all of a sudden high society, men will take your shopping and in the beginning, because oftentimes they're also wants to really impress you and make sure that you become really into them.

So this is also their way of impressing a woman. And you will notice when a man is generous and when a man is also interested in you, I think that if you don't have any of this type of behavior, then of course you need to first evaluate, like before you jumped to the conclusion that he's not interested in you, you need to evaluate, okay, well, could it be that he just comes from a culture or a mindset where he's literally brainwashed by society by not doing these things? And the answer might be yes or no. But the thing is that that's when you have to understand that, okay, this might be a person you have to convert, or you have to groom into spending. And that's kind of where the next obstacle comes in, because the question is, do you want to be that woman?

So some men will be either, you know, brainwashed by their culture or by society, or for whatever reasons to believe that they don't need to make this effort with women and that they don't have to spend or go this extra way for a woman. And I would say a really highly skilled and experienced woman who can set very strong boundaries and have very powerful confidence. We'll be able to perhaps convert this type of man. But I would say if you're a woman who, you know, you struggle already with boundaries and you're struggling with confidence, I'm not sure this is a project that will necessarily work for you. So I wouldn't personally tell you to pick that battle because I know that this battle will give you a lot of headache. It will give you a lot of stress. It will, you will have to strategize a lot and really get outside of your comfort zone.

And sometimes there is no return on investment. Sometimes it just doesn't work. And the question is, do you want to invest your time and energy on this? Or would you rather just say, you know what, thank you not interested. I'm just going to move on to the next. And I will specifically look for a man who is generous, a man that I actually want to be with because he treats me in a certain way. You can definitely before kind of throwing in the towel. I think definitely you should kind of try everything you feel kind of comfortable with trying, but I would personally really communicate where I stand, not only my values, but also the reasons to why he should pay. And really, like I said, make it in a very logical sense where he really understands your point of view, not him becoming defensive because then it's a dead end.

But what are the tactics on how to make a man spend on you? And of course, I'm going to base this, not on those who are really cut off from even the idea of spending on a woman because those men, I mean, we just show them the door and don't waste our time really. But there are men who are kind of a little bit in between. They are groomer ball. They are flexible. Like they might be a little bit brainwashed by society. But if you just like, you know, give them the right reasons and apply a little bit of strategies, like nothing too complicated, then they will be able to actually start spending on you

as a woman. Or you have the men who are naturally inclined to spend on a woman, but you just don't know how to go about it. So how do we do it now?

First of all, there are two very important psychological factors that you, as a woman need to tap into. Number one, the man has to feel motivated to pay, right? He needs to either support the ideology, the values. So it can be his own inner self motivation, which has nothing to do with you. He motivates himself inwardly in his thoughts that this is the right thing to do. This is what I want to do. I want to look after my woman, my woman matters to me, et cetera. I will be providing for her. Okay. Now that's really easy. Look for men like this, right? But like I said, those usually come who were brought up like this in their society or in their family. So those are the easy ones. Okay. The difficult ones are the ones who were not brought up like this, but this is the good thing that even if he wasn't brought up like this there, and he is healthy, flexible, or grew mobile, like I said, then there's still hope.

Okay. But what I meant with that men needs to feel motivated to pay is if he feels that he's going to make you happy and he, that your energy is going to be rewarding for him. Cause you know, there are women who can be quite moody, et cetera, and never happy, et cetera. And then the man caters for her. And she's still the same way, like kind of non appreciate. It just takes it for granted and kind of, yeah, whatever. Now that is not going to be good in this context. Like whenever a man does the right thing, he really needs to have his reward because you need to really reward him with praise, with love, with affection, with nurturing, you know, all of those feminine qualities, the man really long and lust for, and I'm not talking like sex here or anything. I'm really talking more about your love and care and attention.

It's also about being grateful and being happy. I mean, sometimes I've seen some of those women who are highly skilled on having men spend on them. They turn into these really happy little girls when they get what they want. You know, almost like the being a bit too theatrical. And you're looking at them and you're like, Whoa, I wish I could do that. But honestly it works with many men because men love feeling that they did something good and that they are being rewarded for it because men do lose that motivation. If it's just, um, you know, the not getting anything in return, it's always a give and take with anything in life. Remember that. Then we have the second, which is really important, psychological reasons making a man want to spend on you is he needs to feel needed. Think about it this way.

Men are psychologically and evolutionary wired to want to be a protector and the provider for a woman. Okay. So a man naturally wants to feel needed by a woman. This is so important, especially when we talking about finances, right? A man wants to feel that he is helping you or saving you or being the one who protects you. Okay. So it's very important as a woman to actually have the courage to communicate your needs. Now, some men can be very like, Oh, put off, you know, when it comes very direct and that's because how society have been grooming men to believe that a woman is a Golddigger when she has certain expectations. Right? So this can be a little bit tricky depending on what man you're communicating with. So you really need to take the temperature of the man and basically assess him to see, okay, is this a type who I need to be a little bit more gentle with?

Or can I be a little bit more direct with him if the man needs some more gentleness or you are not sure how to go about with this man, the start with gentleness. And by that, I mean, don't you say like, can you pay my bills? Okay. Starts instead of going kind of beating around the Bush, saying expressing how you are having a hard time, you know, paying your bills for whatever reason on how this has put you in a very difficult situation and you don't not know what to do. And so, and so and so, and kind of like read between the lines would be for him to step in as the savior and be like, okay, what do you need? How can I help now high quality men will do this. Men who are a little bit lost in space, might not get this message and fully understand this.

So it doesn't mean that they're necessarily don't care, but you need to be on your watch there and you need to then communicate more clearly. This is the thing. If it didn't work the first few times, when you beating around the Bush, then you make it more clear. You go more direct and you simply express what it is that needs to be expressed that I don't know what to do this month. I don't have enough money to pay my bills and then just kind of leave it there and then see what he says, will he then step in or not? If he doesn't, then you can continue to build upon that and say, can you help me

with that? And if he becomes defensive, then I think that will be a great time for you to open up to discussion too, with him and communicate.

Why does he become defensive? And why is it a difficulty for him? I mean, we're considering now that he has the cash, right? And you basically continue to express about your situation, how it's difficult and how it makes sense for him to help out basically. And the thing is that one of the things that I've noticed with women is that, and I see it over and over again with most women that I have coached on the subject is that we are so programmed to feel like it's taboo to say these words, to express our needs, to express that we want a man to pay because society has put that on us. Okay. It's becoming no, it has become a taboo thing to boost subject. And we are so worried about just saying the words that we do everything possible. Not to have to say those words, because we feel so uncomfortable.

We feel embarrassed. We feel we're doing something wrong, et cetera, et cetera. Now this might be uncomfortable. And I do understand I've also had my share of uncomfortable moments when I had to communicate my needs, et cetera. And yes, society has definitely imposed the role where we feel uncomfortable, no matter who you are and how strong you are, it is uncomfortable. So what I'm trying to say is that you really need to gather the power and strength within you to actually communicate and have the courage to communicate this. And this is how we set boundaries. It's all about finding that courage. And it's all about understanding that why you do not have courage. It's an imposed belief upon you and you don't have to accept that. And you can actually make a conscious decision of stepping into your own power, communicate your true desires and being true to yourself.

And that's what I really support you and want to empower you with doing and something that I know only will come if you just do it, even if it's scary and uncomfortable, I've gone through this myself. So I know exactly how it feels. But the good thing is that actually majority of the times you are going to have positive results. It's just about getting through that little discomfort, but then it will actually have an incredible payout. So it's going to be worth it. He really needs to reward the man when he does it, right. He needs to really feel like he's also getting something because that's definitely going to crush any of his beliefs. If he has any worries that you were a Golddigger, because the goal Digger is somebody who just takes what she wants opportunistic and just runs with it. You know, just use an abuse type of thing.

But in the relationship, we're in a partnership it's a mutual give and take. He's providing for you. You're nurturing him back. So those ladies who feel almost like they cannot receive, think about it this way. You're also providing for him. But your currency is different to his currency. Men provide through material, things. Men provide through tangible things. Women provide emotionally women provide energetically with nurturing. And of course even physically sometimes when we give birth, but that's a little bit different. I want you to really become used to communicate to a man and be very open about what you want, what your dreams are, what your plans are, how can he be part of that? What your desires are, what you want in life. Maybe it's a vacation, maybe something material, maybe something emotional, really communicate these things to him because you know what happens when you communicate this to him, he will know what she wants.

And if he cares for you, he will want to provide this for you. And he will become happy when he knows that he's giving you what she wants and you are in return going to reward him back, but showing the right appreciation and nurturing him back and giving that feminine love and tender care that he really desires to have. Because when you don't communicate your needs and your wants and your plans, et cetera, you're going to be left without, because he's not going to understand what you and believe me, women might be good mind readers, but men are not. Men are not as analytically or emotionally inclined as we are. Men are more logical. So you really have to be a little bit more direct with them. And don't always think that men are expected to know what she wants. I'm sorry, but we are different.

Okay. And this is a department where they're not very strong in. Women are a little bit more intuitive because we have, it's easy to read emotions and pick up on, on signals, et cetera. But men are not like that. So what do we do if the man thinks that we are gold diggers, I don't think you should be afraid of this, to be honest, because if you are being afraid of this, then you're going to let that fear control you. And when you let that fear control you, then actually this manipulation strategy works

and you're going to change your behavior or hold back your behavior because you are afraid of being judged or being seen as a Golddigger. This is why it's really important for you to be very comfortable in your own skin, where you validate your own self saying that, you know, hi, I am not a gold Digger.

I'm an ethical person. I'm a kind person. I'm a fair person. And these are my values. And I shouldn't be judged for my values. I validate myself that I am a good person and I am just doing what I believe is right. And then you have to understand that people who claims that somebody is a Golddigger, or if a man says that are a goal to grow, brushes you off as one, then there are two factors. Either one he's trying to manipulate you because this is a very, very powerful manipulation strategy that definitely works in our society or two. He is manipulated himself to believe such things. So what you should do in this case is to really stay strong and who you are as a woman and as a person. And this is what I do. I mean, I have positioned myself as somebody who wants to speak up on the subject, no matter how that affects me in my personal brand or in my position in society.

I have taken a decision to actually not be quiet about it because I believe that this is important. And this is why I want you to stand up for yourself as well. If this is important for you to not shy away by people's opinions, stay strong in your belief and validate your own self worth, that you are not a Golddigger or anything on what they say. That is not true. What they're saying has nothing to do with you. It's based upon some stereotype that doesn't really exist. It's just a manipulation. If you can detach from that and you stay in your power and you are true to yourself, then I can tell you that in the end, you are really going to repel the man that you shouldn't be having in your life. And you are going to actually attract the men that do not see you as the Golddigger and men who want to provide for you.

But I do think it's important to really be honest with yourself and communicate your message. And you need the cetera and not feel embarrassed by it and not feel ashamed or think that you are, I don't know, doing something dirty or shameful. If you position yourself that way, that you are doing something dirty or shameful, then yes, it will come across like that. But if you promoted or you projected in a way that this is normal, I am not doing anything strange here. Hi, I am not being a bad person or an unethical person. I am just inclined towards something that I personally think is fair. Now, ladies, that was it about how to set boundaries with men of finances. Ultimately, when it comes to boundaries and men, it's all about sticking to your guns and not divert from your core message. Really it's as simple as it is.

Like if you are a little bit stubborn, then I believe in this department, you will benefit by being stubborn because if you start diverting and being flexible around the subject and being like, okay, well, you know, I don't know then no, that's when boundaries are not going in the right direction. I do. However wants to, uh, say one thing though, as I was saying in the beginning of this video, is that of course you will have to make a decision for yourself. If you want to be a 50 50 girl, or if you want to be a 70, 30 girl, or if you want to have a man who takes full ownership and providing for you, that is your personal choice. So that is something you have to decide, and there is no right and wrong there, but I want you to, once you have decided that for yourself, then stick to your guns. Okay? And that's how we set boundaries by having this as a nonnegotiable and really feeling like we are staying true to ourselves. And we are not going to settle for less because ultimately we do not believe or support this ideology.

## **Get Started With Investing In The Stock Market**

### **Bonus 4: Advancing Your Affluence Masterclass**

Ladies in this video, we will talk about investments and how to get started. If you are interested in starting to invest in the stock market. I have a guest with me today. It's my friend who works as a wealth manager and he will be teaching us today. The basics about getting started with the investments — Karim.

Karim:

Hi, Anna Bay. Thank you for having me. It's a pleasure to be here.

Anna:

Thank you so much for coming Karim. Tell me a little bit more about your background because I'm sure my ladies are curious to find out.

Karim:

Yes. So I moved to Geneva from Los Angeles and I have been working at UBS, the world's largest wealth manager. And since January, I'm actually now working at a family office, which is a smaller structure, which deals with larger amounts of wealth, but with a fewer families.

Anna:

So Karim, I assume that the average lady in my community does not know anything about investments and the stock markets. The lingo will probably be foreign and she might even feel quite overwhelmed where to begin. What would you tell her? Like how do we get started with investments when we are in

Karim:

Exactly. So there are online platforms that I would advocate for, which are many different online platforms where you can register online and it's for free and very little commitment. And basically based upon where you're geographically located in the passport, you're holding will determine which online platform would be best for you and your investment. So for example, I hold the U S passport. So Robinhood is more popular in the US, but then there's also Desi row trading two one, two, for Switzerland and, you know, trading two and two also for the UK and eat Touro. So basically there are many different platforms how they are able to maintain a competitive edge over each other is that they have exclusive listings to some stocks while other platforms have exclusive listings to others. So, it really depends on your level of involvement, but really, I think it's the best tool, to be able to really learn and get your hands in the investing world without putting too much commitment or money into it.

Anna:

So just to kind of understand, so let's say, okay, I'm not from the U S I'm not from the UK. I am from some other country in the world. How do I find out the platform where I need to invest? Or I just go and Google, what do I type on Google?

Karim:

Yeah. So you can put the online trading platform and, you know, your country perhaps, and all these online trading platforms have a Wikipedia page where it will show you a that's where active and trading in X, Y, Z countries.

Anna:

Okay. So the first thing is talk, get hooked up to a platform. So then you go and you, is it as simple as you go and just sign up for an account?

Karim:

So you'll have to sign up for your account, they'll ask for your email address, and then they will want to verify your identity. So that's important because of tax implications. And, so what they'll do is verify your, identity, and then, they will connect either to your government institution or your bank, so that you'll be able to fund your account. And so that you can be able to, purchase the stocks of your investment. And it's very user friendly. Many of these platforms have an app that you can control from your phone. And, honestly, it's, not too complicated.

Anna:

No, it's not. So basically you can then just start your stock shopping once you have an account.

Karim:

Yeah, exactly. And they're commission free, and it's really allows you to be able to really learn before you get your hands into really the big, you know, investments in traditional banking.

Anna:

Well, okay. That part does sound easy. I must say. So getting set up is an easy process. I would assume then that the difficult aspect of stock investments is to know where to invest it.

Karim:

Exactly. So, yeah, having to do your research and do your proper due diligence for every stock investment that you do is probably going to be the most complicated parts of your investment, but that is also the most exciting and the most,

Anna:

Lucrative. It can be quite lucrative if you end up choosing the right stocks to invest in. Is it a little bit like gambling, which is

Karim:

No, I mean, gambling is more for quick profits. So that's a very important thing is to not expect quick profits or turnaround overnights, you know, so that is definitely for the casino in stock trading. I like to think of it as a, you have higher chances of success because a whereas gambling, it's purely by chance, um, in these online platforms and trading, you put a lot of knowledge into every investment decision that you take. So you do research on the due diligence. You, are very aware of the direction of the company that you're investing in and what they're capable of doing. And it's not strictly by chance, so, okay.

Anna:

Can you make some quick money out of this?

Karim:

Of course you can, but a it's really gonna be determined on your goals. What you're trying to make. Are you trying to make an annual return of 20%? Are you trying to make a quick buck? What is your goal?

Anna:

Cause a lot of the women in my community, they have a, they have a goal that they need some extra cash to move around with. Can you make that cash when you invest?

Karim:

You definitely can. But what I would advise would be to do a mixture. So do some short term investments do some longterm investments so that you're able to kind of keep the momentum going while also getting these small wins on the way before your longterm investment. So, for example, like every company will have four earnings reports, so you can invest the day before an earnings report on the F on the speculation that earnings will have a positive result and then you can sell the day after. So if you're able to plan on when the company will be releasing an earnings report, you can literally purchase your shares. The day before, the price will start to go up, there's a positive news, the price will surge yourself.

Anna:

Would you say that is high risk investments? Because as I understood, there is like low risk investments and then there's high risk in there.

Karim:

Of course. So, yeah, so I, I'm more specialized now during the coronavirus times, I'm more focused on, you know, pharmaceutical stocks or biotech stocks in general. So these are known to be very highly volatiles, so you can go up 30% in one day, but also down 30% in one day. So it's very important to, you know, really do your research before taking the decision, because of course every investment involves some level of risk. So, I would really advocate not to put all your eggs in one basket and to really diversify, your portfolio because, you know, oftentimes or not oftentimes, but sometimes, things can happen that are completely out of your control, despite all the research that



you've done. There could be a tweet that comes out, which crashes the stock, you know, so it's really just a depends on, you know, the market, but of course, if someone, um, is trying to attack the, the company that you're in most of the time, it's because you're sitting on something that's highly yeah.

Anna:

Valuable. So you basically recommend more, a bit more high risk investments. Yeah.

Karim:

Yeah. I mean, I I'm personally, for myself personally, I involve myself in much more higher risk, than I would for clients who are sort of have more of a goal to just maintain their wealth, not to double or

Anna:

Not to acquire wealth. Exactly. Because I know that they're all less take old money families as an example, they like to just maintain their wealth by putting their wealth into stocks, and then they just harvest certain amounts per month.

Karim:

Correct? Correct. So that, that's sort of the industry of what we see in Geneva and all these banks. So, these old money families, they are here for wealth maintenance, so maintenance for generations to come. So if you're at a, you know, triple digits in the millions, you can put your money in low risk investments, such as bonds or cash deposits and make enough money to live off of quite easily. So of course, if you're working with smaller amounts, you're going to have to take much higher risk in order to be able to reach that.

Anna:

But I know you told me behind the scenes that, cause I asked you is how so if I want to make, let's say 30,000 per month, right. From my investments, how much, how many millions do I need to put?

Karim:

Yeah. So I would say roughly around 15 million, but of course these are dependent on the current rates and change lady. So yeah. So 15 million, you can get like a 30,000 passive income. So, I mean, wouldn't that be great?

Anna:

Yeah, that was, that was really good, but okay. Very little risk to no, it's true. And everything is possible, but of course, nothing is possible if you do not know what stocks to buy. So this is kind of where I want to dig a little bit deeper. How do we, like, how should we strategize in order to know what stocks to buy?

Karim:

Well, exactly. So it's not one strategy, but it's a multiple diff of different strategies. You have to do your research, you have to read Bloomberg, you have to stay current with global events and current news and you have to find out how can you relate those global news and events to something that you can find in the market? For example, beyond meats, it's, one of the meat substitute companies, there a article that was put out by the media that there could be meat shortages in the U S or in the world. Um, so because of that, that had a direct correlation, with the beyond meat stock and it serves the stock. So, but the second that, there's another article that shows that, actually there's no more meat shortage, the stock will crash. So it, you really have to stay current. You have to stay focused, you have to continuously monitor and pay attention to your investments. So follow the trends, follow the news. Exactly.

Anna:

Exactly. Okay. And what about, cause I know I have a lot of ladies and they might be married. They might be single and they probably have partners who are in the finance world. What would you say would be a good strategy for them to get like some financial tips? Because that's something I have personally done to build my own portfolio back in my single days. I definitely, you know, took the opportunity to get some investment tips from the people that I met to. So.

Karim:

Okay, exactly. So, I mean, we're lucky that we're in Geneva, we're in a city of banking and we have the access and the resources to be able to talk, amongst each other about, popular stocks or what people are investing in. So I actually think if you have the resources and you have the access to definitely discuss it, there's nothing to be ashamed about to discuss that. You know, people are, of course not always going to tell you how much they're investing, but they can at least the, you know, if they choose to share with you, um, you know, a popular stock at the moment that they're investing in and you can exchange ideas,

Anna:

Is it like fully acceptable to, let's say you are at a, I dunno it's party events, whatever, to actually like get into the conversation about stock market. Is it appropriate to ask people what they have invested in recently? Is that, is that taboo or not? What is the etiquette for that?

Karim:

No, I actually think it shows that you're educated. You take control of your own personal finances and you're respected and educated,

Anna:

But how would the conversation topic like that sound like, could I say, has anybody invested in anything good recently or that sounds a bit corny?

Karim:

No. Or you can say I'll, I'm personally invested in this stock. A what, what have you heard of the stock? What do you think about it? Yeah. Open up a Pandora's box and you know, you'll all, honestly you'll find that people voluntarily share their info. If they know that you're an investor and that you're involved in investing and, you know, people will voluntarily share their information in hopes that you will also share information when you get a good tip with them.

Anna:

So you would say that definitely do your research by like word of mouth. Yes. Yes. I think that's the best way to learn.

Karim:

I mean, it's not the only way. So you also need to do this in accordance with a researching the company, finding out or a dates of earnings reports, which are never really announced until the last minute. So I'm finding out that, and then also just a popular hype also being that I'm in the pharmaceutical, investments, um, finding out about FDA approvals is this a company have a pipeline of drugs that are being reviewed, for FDA approval. If they're going to get the FDA approval that could increase your stock by 50% to a hundred percent in some cases. So, being able to just, have an insider or trying to find an insider look on, potential upcoming news and how you can benefit from that.

Anna:

Okay. So researching skills are necessary.

Karim:

Yes, Bloomberg, you know, there's even a, a popular, I guess, app or website that the, a lot of analysts or investors use, which is called Zach's and it's more or less like a Yelp review for stocks. And it tells you, is, it rates every stock from a strong buy to strong sell on a, on a platform from one to five. So having that reassurance is very important because, I think as an investor, you have to be a really decisive personality and you have to really stick to your decision because if you're just going to know, give into the fear or panic of the daily fluctuation and volatility, um, of the market, you can end up, you know, selling too early or panicking and giving into the fear. And that's exactly what you do now.

Anna:

And you want to, you can also end up broke. Yeah, no, I heard that you only should be investing the money you're ready to lose. Yeah.

Karim:

Yes. So, so yeah, I would never put all my eggs in one basket. I would never invest my entire life saving. So, you know, if you have a, let's say a hundred, you keep 80%, for example, in safer investments and, you know, 20% you're allowed to play with, of course, a variable to what your, you know, your risk profile is. So, I think that's really a good start, you know, like I think maybe around 10 K a minimum would be a good starting point in order to be able to really reap the benefits and rewards in the thousands, 10%, thousand dollars, et cetera.

Anna:

So you will basically, let's say I invest 10 grand. I will get 1000 back on my investment.

Karim:

No, like, so yeah, for me, you know, I would maybe want to cash out of an investment when I reach 10, 20%. I would be satisfied with that, with that's return on my investment and being able to liquidate that and move on to the next investment. Of course, people, some people are okay with going 10%. Some people want to wait until 40%. It's really up to you and what's your goal.

Anna:

But you would say it's very common that people cash out at 10%, 10% to 20%. And why is that? Is there a reason for that?

Karim:

I don't think there's any particular reason. I just think like people think the ceiling maybe has been reached, but, I think now in the times that we are in the stock market is far from normal. We're seeing huge volatilities. People are being able to make 40 50%, but they can also on the, on the, on the other end lose 25% in a day. So I think it's very important to not sell at a loss. That's why the pharmaceutical industry is very interesting because you won't actually have to wait too long necessarily, um, in order for rebounds, you know, so even if you have a bad day, one day, you could recover the next day, which is not always the case in other industries that has oil or airlines.

Anna:

Are there any common beginners mistake that people do or mistakes in general?

Karim:

Yes. I mean, just giving into the fear and panic, like don't sell too early. If you have a bad day weighted out B patients, you know, patients usually pays off and also, there's another important thing. You know, this isn't always the case, but usually I would not advocate to purchase stock within the first 30 minutes of market open. So why that's the case is because, usually shorts are taking their profits either from the day before, or, you know, there was announcements after hours and then people would try to take their profits. So, when people take their profits, they're selling off of their shares and then that will naturally push the price down to give you a more attractive entry point into the stock. So I would try to advocate I'm not entering or buying the stock within the first 30 minutes of the market until it's a bit more stable, for you to enter.

Anna:

Do you think investing in stocks is for everybody? Cause it sounds very nerve wracking.

Karim:

It is, it can be very nerve wracking or cause a lot of anxiety for a lot of people. So especially if you're dealing with large amounts of money, so you really have to know and be confident. And if you make your decision and an investment to stick by that decision, it's very important to cut out the daily noise and the fluctuation of the stock market, because it will go down, it will go up, it will be Lola tile, have your targets, ignore all the daily noise and you know, wait for that target.

Anna:

And what about if you want to like learn more about investments? Do you have to learn more before you can get started? Like, do you need to read a book or should you just go and sign up for an account and get going?

Karim:

I think you should, get signed up and really enter as soon as possible because we're really in very interesting times where you're really able to make huge profits that we don't normally see. So I think it's important as long as you stay current and you stay a really monitor your investments. It's not as technical as you think a lot of it is pure speculation. So I think that's really important speculation knowing the news, thinking of how this can affect my investments.

Anna:

And do you have any like last tips for the ladies in my community who want to get started or perhaps are already investing? What would you tell them?

Karim:

Don't expect returns in 24 hours. You know, these things take time. It's not the casino, you know, so, you can wait like a worst case scenario. You wait until the next earnings report for a positive or a PR announcement, which could push up your stock. Don't get scared if, your stock is down for a day or two, you know, just wait it out. And oftentimes you'll be very pleasantly surprised and impressed and keep researching. Meanwhile, researching Your portfolio, you know, don't go into too many socks as well. You don't want to like thin yourself out too much. I wouldn't advocate going above 10, 10 positions. It would be really hard just to monitor and be able to know when to sell and what if you have to watch more than, you know, 10 at a time, I would even advocate for less for beginner investors,

Anna:

Karim, I know that you are on Instagram and you share your stock findings and your stories. So where can people connect with you if they want to find out more

Karim:

Instagram, we will share it in the, in the video. And, so yeah, what I will be doing is that I will pose the, you know, all my investments that I, that I post and share with you is our investments that I'm personally invested in. So I will go ahead and share with you in lifetime, what's investments I'm involved in, and then, you know, also do a review of whether you should buy, sell, or hold. And then I'll constantly do a review and going back and forth and be able to create the dialogue, with investors. And if you have any questions don't even hesitate to ask me

Anna:

Yes, DM him and keep an eye on his stories. Karim, thank you so much for coming today and sharing your expertise with us.

Karim:

Really. It's a pleasure. Thank you for having me. And of course the more we collaborates together, the more chances of success that we will have. So it's really a, an honor to be here and being able to share them.

THE END.