

THE WOMEN'S CODE

*PRESENTS*

Fix Your Life  
In 21 Days



BEATE CHELETTE

Dear Brilliant Woman,

Bravo and congratulations. I am excited that you have chosen to be a part of The Women's Code. Until your physical copy of *Happy Woman Happy World* arrives, let's start right away with laying the foundation for the principles of The Women's Code.

This 21-day guide is based on the concepts of The Women's Code and is designed to help you not only identify the different phases or ego-RHYTHMs in your life, but to help you to get through them—with grace and ease. You will find ego-RHYTHM, our readers' favorite concept, explained extensively in *Happy Woman Happy World* and hopefully you will be joining the many women who use this groundbreaking idea as a reference guide to help you through all phases of your life, both good and bad.

Before we start, I want to let you in on one of my secrets, *Beate's Rule of Five*. Give yourself no more than five things a day to do and no more than three errands. These are the things you must get done today. If you do more, great. I want you to get in the habit of setting achievable goals for yourself and exceed them versus setting goals that are too high and are not achievable.

One final tip, if you are not already using a journal I encourage you to consider starting one. Here is why. The first reason is that we can stop replaying what I call endless scenarios in our heads about what is or may be going on. When you have written it down, you literally get it out of your head. The second reason is that when we write down what is going on, we organize our thoughts. How do we really feel about this? And what bothers or excites me about this? Here is a great article from The Huffington Post that you might find helpful explaining the benefits. The final reason is that I have added a little bit of writing to your daily training at the end of each lesson. I have also added a calendar at the end of this eBook for you to check of your progress each day. I believe that you will find it helpful to gain clarity and to track your own progress.

Warmly,

Your Balance Coach,

*Beate*

Fix Your Life In 21 Days

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# DAY 1 REFLECTION: THE EGO-RHYTHM® CONCEPT



## Overview

I've identified something that I call the ego-RHYTHM® concept. It is a very intuitive idea, but one that many of us have overlooked. I know that I did until I saw it staring me in the face. ego-RHYTHM is a concept that teaches you how to recognize your personal life rhythm. Understanding these rhythms will help you identify which rhythm you are currently in—because there are nine different ones! While I've targeted the rhythms that are based on what matters to women, the concept of ego-RHYTHM works for men and women alike.

## Daily Idea

Today you will start to lay the foundation that there are different types of ego-RHYTHMs and why it is so important to focus on the rhythm you are in while you allow the rest of your life to happen.

Infinity goes in both directions. Nothing happens only once.

You should devote the bulk of your attention to the phase you are currently in. Life is about constant learning and adjusting to get to the next level or phase—or rhythm. It's all good. You're moving to your own ego-RHYTHM and at your own pace.

My dream for you is that, over time, you can wean yourself off anxiety, loose the guilt, and deal with the challenges of your life with such ease that not much can throw you off any longer. And if it does, you will regain your balance more quickly. Most importantly, I want you to realize how we really can get to have it all. Here is your very first idea: You can have what you want, just not all at once.

It's a journey to get to the point where you've learned how to find a good balance and you've gained enough experience to know what's most important. I want to help you recognize where you are today so you can enjoy this moment, and every moment, of your life.

Tell me, where are you now in your life? You haven't done any of the ego-RHYTHM work just yet, but you should be able to figure out where you are. It's a start—are you at the mothering phase, or a phase of career-building, or some other one? I'd love to know where you feel you are right now, to help you see that it's okay to be there.

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## Daily Training

Please write down your thoughts on what the most important elements of your life are today. Your family, relationship, children, health, career, job, etc. Tip: Usually we think about what needs our attention most frequently.

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# DAY 2 REFLECTION: THE PARADOX OF BEING A WOMAN



## Overview

While I can't be entirely sure why this is, all around us women are being held to superhuman standards. The common assumption in our culture is that women who are successful in their careers are also great at everything else they do. Or they should be. Their homes look like Martha Stewart's, they've had kids but look like Heidi Klum (who's had 4 children and wears a size 2) and they can cook up a fantastic gourmet meal to rival chef Gordon Ramsey—and do it with a smile.

## Daily Idea

Working women today are faced with a paradox. A paradox is something that can't be achieved because it is contradictory. For example women are expected to do well in their work and be the primary caregivers at home. Fortunately, a new generation of dads is sharing child-care responsibilities, but women still carry the main weight, devoting on average 28 hours a week to laundry, meals and homework in comparison with men's average of 10 hours.

Think about the women you know who are very successful in their careers. Do we know what the other areas of their lives look like? Being a successful woman does not mean being a woman who does it all—or necessarily does it all well. Too often, when we don't succeed at something expected of us, we feel like absolute failures. I'm talking about real women, like you and I, strong women who work hard and strive for quality in our lives, and yet are often overwhelmed by attempting to be relentless perfectionists. Or, you may have a tendency to become an execution machine just trying to get stuff done, fast. Unless we aspire to the Stepford model, all perfection but no soul, we need

to confront these false expectations, first within ourselves and then at home and the workplace, because they make us feel inadequate and chip away at our self-esteem.

For British pop star Adele, it seemed some of her fans expected her to drop all her maternity weight before she returned to the stage, and they slammed her when she didn't. I have my own experience. A former boyfriend was at my house relaxing and browsing through a fashion magazine one evening. He pointed to a fashion model on a page and said, "This is what your body used to look like." Can you believe that? Mind you, he was referring to a year where I battled IBS and was on a very serious diet along with meds that made me too ill to eat. His comment didn't seem at all hypocritical to him because like most of us, he had bought into the cultural bias that says it's okay for men to go bald and add a gut, but women must maintain their youth and figure as they age. You could dismiss this as a sexist comment, or gain insight into the realities of our image-obsessed culture. Women are expected to look better as they get older. That is a true paradox. Just look at a photographic timeline of Meryl Streep (who we love.) But really, is that even possible?

And, sad to say, this is what people expect as you climb the ladder:

*Competence is only table stakes. It's what gets you in the door. It's expected that you'll be competent, but competence alone won't move you forward. Research showed that about 55 percent of your credibility comes from how you look. How you sound accounts for an additional 38 percent. Only 7 percent of your credibility is based on what you say. If you don't look the part, you won't be recognized as a competent professional—no matter how smart or educated you are. —Excerpted from the book "Nice Girls Don't Get The Corner Office."<sup>1</sup>*

No woman, no matter how talented or beautiful, can ever realistically hope to meet the demands and expectations placed on them. We need to begin to embrace our idiosyncrasies, our perfect imperfections, focus less on what is expected of us to do or say or weigh and more on our individual and interpersonal attributes.



Can you relate to these common paradoxes?

1. Dedicated mom but kick ass career woman.
2. Baby talk to the kids and be dazzling dinner party conversationalist.
3. Devoted, patient wife while pursuing your spiritual development in India.
4. Conservative PTA mom but “ uninhibited ” in the bedroom.
5. Impeccably groomed and always ready to go to the ER at 3 a.m.
6. Great fun gal pal with a desirable social life who is devoted to her elderly parents’ care.
7. Bake award-winning cupcakes and negotiate the \$1 billion merger.
8. Put in the overtime required to make partner and pick up the kids by 5 from daycare.
9. Build a business with no start-up cash while being all smiles and fun.
10. Pursue the corner office, lead your team, and serve an organic, homemade dinner by 6.

Exhausted just reading it? Let’s be our real selves and embrace the imperfect and the incomplete as that’s what makes us who we are.

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## Daily Training

Please write down all the paradoxes that you can identify with in your life. If you find this difficult you may use some of the examples above if they fit you. I recommend finding at least three examples. Take a good look at them once you have written them down. If you see in front of you how hard it is to stand on two different sides you can relax. Contrary to how you may feel, you are not a failure. Please embrace yourself and acknowledge just how much you are trying to do at once.

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# DAY 3 REFLECTION: HOW TO GET YOUR MOJO BACK (AND NOT LOSE IT AGAIN)

## Overview

Are you having a hard time getting your mojo back? Read on for a few tips on how you can feel better about yourself and start rebuilding your confidence.

The road we travel can be a tough one. We all go through some pretty heavy things during our lives that can derail us. It's happened to me several times, and no matter what is going wrong, if I remember, even for a second, that life is made up of rhythms or phases that come and go, then I know I'll get through it, just as I have before.

## Daily Idea

There are simple things you can do that will help you remember how strong, resilient and wonderful you are. Simple things that can help reconnect you with what you love most about you, your life and career. It is all about knowing what life rhythm you're in at the moment and then getting your mojo back.

Something I do to move away from feelings of failure is to work on getting back my perspective, my mojo. I take a bike ride to the beach or a hike in the mountains. Anything that makes me realize that I am a small part of a much larger universe. If everything works together in such perfect harmony, and there is a rhythm, then I am a part of it. That means there must be a plan for me.

Maybe look at photos that mean something to you from those very special moments when you felt on top of the world. Listen to that song that always makes you feel good. Prepare that soul food that takes you back to your childhood where everything was safe and secure. That is the mojo I'm talking about and you've got to feel it. We want to find a way to reconnect with ourselves so that we can feel that magical moment of being in the right place, doing the right thing. You want to return to the place where your heart opens

and that feeling, you know which one I mean, is back and fills you up from head to toe.

Whatever that is for you, reconnect with it today. Do it right now. And while I do not know what you are struggling with at this very moment, here is my tip for you. In my personal experience with hard knocks, I can tell you one thing with certainty—the tougher the test, the better the other side will be.

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## Daily Training

As just described, do what works for you to get yourself into that place where you feel you are connected. Now take your journal and create two columns. In the first column you write down all your past accomplishments like giving birth, getting a promotion, landing a great job, finding a perfect partner. In the second column list the challenges you have already overcome. I bet you'll be able to put quite a list together and guess what? Now you see, you have done a lot and you are still here.

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# DAY 4 REFLECTION: DO YOU FILL YOUR DAYS OR DO THEY FILL YOU?



## Overview

You want it all, but you struggle with how to accomplish everything. You spend too much time worrying. You doubt what you do and wonder how you can get everything you need to do done in the time frame you have to do it.

## Daily Idea

You probably realize that in the long run, you're doing fine. You do the best you can. Some of you may have read all the books on the self-help top 10 list. You watch Oprah and Dr. Phil and tune in to other shows about self-empowerment, and you understand—at least at a basic level—that you should be relaxed and happy on your life's journey.

Perhaps you've learned to set daily priorities, to pick your battles, and you've even come to a sort of peace with your house not being as clean and orderly as it was before you became a mother and had children running all about the place.

You should feel pretty good about yourself, right?

But you don't necessarily feel that way, do you?

Things weigh on you. Sure, you may go through a checklist: Are you working out enough, eating healthy, spending enough time with your family and kids? It comes down to something more pressing: How can you be relaxed and happy with the washer and the dryer running, your child in bed with a fever and a big project at work due tomorrow? Sitters don't watch sick babies and you

really need to run to the supermarket to get a few things. Yet another 18-hour day looms.

On top of it all, your ex just called and said that he has these great tickets to the game on what should be his weekend to take the kids. If you let him out of his obligation to the kids (and you!), it means that, once again, you haven't stuck to your guns and wonder why it's okay, again, that you're the one who has to keep changing your plans. If you say no, well, let's just say he'll remind you that there are "reasons" why you're divorced. You ultimately say okay, because you don't want your child with someone who can't pick the right priorities and chooses a game over time with his own child. You choose the lesser of the two evils.

Sound familiar, even in part? These are just a few examples and glimpses into what fills our days (and what sometimes gets in the way of them, too). Your personal scenarios might be different or the same.

Are there aspects of your life that drag you down, where you feel that your day-to-day duties (and these are just personal obligations) are too much, or just too wearying?

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## Daily Training

Today we want to just write about what you are going through. Write continuously for at least five minutes, don't stop, don't correct your grammar, don't worry about this being a literary masterpiece, just let it flow out of you. We want to get all of this out of your head on paper.

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# DAY 5 REFLECTION: DARING TO DREAM



## Overview

Home life can be wonderful—a time of relaxation, of even escape from the pressures of the outside world. But often it's yet another endless to-do list. What about career? Does a career take over your life to the point where your private life is virtually nonexistent?

## Daily Idea

Perhaps you're working in a cutthroat business and your hours keep piling up. Your self-image is not great, and the late-night take-out you hastily eat in front of your TV when you come home at 9:30 p.m. isn't exactly helping.

At least your best friend—the cat—is always happy to see you. As for exercise, well ... the prospect of getting up at six in the morning to go for a run is not in the least bit enticing—you are too darn tired! And romance? Well, we know how that's playing out. Mr. Right can't be found, given you only have two hours on Saturday night to meet him when you go out with your friends (before you get too drunk; after all, you have to blow off a little steam here and there). But at least there's Internet dating. You get to have a romantic life for a few minutes during the day when you check your "prospects." One can always dream ...

Okay. I just painted a dreary (often all-too-true) scenario of what goes on with many working women. The ideas that you are about to learn are about living a life of not-wanting.

I say that you should dare to dream and dare to want everything.

I want to show you how to make your dreams become a reality. I believe that you can, and should, live a life that is abundant with everything you want. But first, I want you to define what you want.

Only you know if you prefer to work or be a stay-at-home mom; have a career or only work to support a more simplistic lifestyle. I want to show you how to acknowledge and accept your own decisions. In addition, I want to teach you that the choices you make are the right ones for you. I want to show you how to let go of any guilt you might be lugging around.

I will show you how to make conscious and active choices and reinforce that it is your right to make these determinations for yourself. If you can identify elements of your life that you want to improve, I will share with you the techniques you need to know to do so. I care about the quality of your life and I want to give you the ideas, concepts, and tools I believe will help you improve it.

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## Daily Training

Is there anything in the scenario I just painted that seems like it could have come from your life? Today we want to do the opposite from what we did yesterday. It is time to write out your dream. What would you do right now if you could? What would your life look like if there were no restrictions?

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# DAY 6 REFLECTION: DEFINING THE DEFINING YEARS



## Overview

Of course there are ups and downs in life. And there can be sudden shifts. You'll get to know them. During your defining years, which I consider to be between the ages 25 to 45, a specific rhythm that lasts a specific period of time should be your one main focus.

## Daily Idea

I use the term "defining years" quite a lot. What I mean when I refer to a person's defining years is the span of time when we no longer depend on our parents but choose and define who we are and what type of person it is that we want to become. This process usually takes several years.

The defining years begin roughly from the time you get your first job, or sometimes from the arrival of your first child. When I say "job," I'm not referring to just any job—such as high-school summer employment or a make-do temp position—but the job that signals the beginning of your professional career. The end of the defining years comes when you know who you are and you no longer worry so much about what others think. You know you can take care of yourself.

At this point, you define yourself by what you want to do, and are willing to do, and not merely by what you have to do get from point A to point B. This usually happens by the time you've reached your very late thirties or your early forties. The timeline can vary a few years up or down depending on the personal choices that have guided your life. (But I should add that it's never too late for anyone to define herself.)



The theory behind ego-RHYTHM is that if you are more cognizant of what is going on in your life right now, understand where you are on your journey and what happens in your current rhythm, you will have an easier time enjoying today.

So, make a real effort to be grateful and content where you are right now, because this rhythm will change and you might never get to experience it again. It's a matter of enjoying this moment, right now—a concept that goes back in time (even the Romans, with their “carpe diem,” or “seize the day” saying, knew that it was important to enjoy the present—and you know it wasn't a thought that they came up with; it had been around for a long while).

One of the most important things I want to get across to you is that every person and, here, every woman, gets to have it all ... over time. There are a few things you will have to do and practice until the concepts sink in and become second nature, but it is my firm belief that what you want is available for you to have.

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## Daily Training

What stage of your “defining years” are you at this moment? Where are you in terms of your career, your life cycle, your personal choices? Time to write it into your journal. Your journal is for your personal thoughts, so don't hold back, and don't worry what it sounds like. This is for your eyes only and you will make the most of this training if you are honest with yourself.

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# DAY 7 REFLECTION: WHAT'S GOING ON IN YOUR LIFE?



## Overview

At times our lives can get busy because so many different things and people are vying for our attention. This can create the feeling of being stuck, because we can't escape our responsibilities. But, the truth is, nothing is forever. It's time to stop and take a detailed look at each and every item that you are dealing with and evaluate its permanent importance in your life.

## Daily Idea

Okay. Now for the fun part: an exercise. Not the physical kind, but the far more challenging mental kind. I want to help you (and you can do this today or over the next few days) learn to recognize where you are in your personal ego-RHYTHM, and where you hope to be. This exercise can point the way.

What's going on in your life?

The purpose of this exercise is to assist you to embrace the idea that many stressful events and routines are only temporary. This exercise will make you realize that stuff happens to the best of us, but that we've always managed to move ahead. The thing is, we're often unaware of how far we've gone, or what we've put behind us.

This exercise will help you examine what is temporary and what is permanent as well as what you can do to alleviate some of the stress you might be feeling when you're in the thick of something that feels difficult.

*How to do this exercise:*

Read the two questions below. Use your journal, write it all down, or start today and keep a daily log for the next couple of days. After about two days of logging, list your daily events and routines in a column on the left. In the right column, note if the particular situation is temporary or permanent.

Ready?

**Question #1:** What events in your life are stressful right now? Are these permanent?

**Question #2:** What are your daily routines? How much are you trying to fit into the course of a day?

Chores are a part of life, so it is often best to not think about them too much. As you review your daily chores, see if more careful planning might relieve some of the stress you have when you face them. Let's take cooking, for example—are you able to plan ahead and make a big batch of something to freeze so you're not worried about what to serve each night? In other areas, think of keywords such as delegating, streamlining, consolidating and efficiency.

Example:

Events & Daily Routines	Temporary/Permanent
Child teething	Temporary
Terrible twos	Temporary
Give baby a bath	Temporary
Drive the kids to school	Temporary
Cook meals	Permanent (can cook double meal On weekends)
Laundry	Permanent (break it up, whites on Saturday, colors on Sunday)
Being unemployed	Temporary
Finding a job	Temporary
Bad experience with a client at work	Temporary
Break-up	Temporary
Being alone	Temporary

Are there other areas of your life that aren't covered on this sample table?  
Add them.

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## Daily Training

Today's idea is the training. Go ahead and create your list.

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# DAY 8 REFLECTION: THE PROCESS OF UNCOVERING YOURSELF



## Overview

Today is all about uncovering who you are underneath your responsibilities and obligations. Not to worry, there is no judgment. The things you learn about your life from The Women's Code are neither good nor bad, we simply evaluate where we are in our lives and then decide if we want to stay or change. If you do keep your word, it stands to reason that you are a trustworthy person. If you keep your promises, then you are reliable. If you take the first step to reconcile after an argument, you are harmonious and perhaps a peacemaker.

## Daily Idea

What does it matter, in the great scheme of things, if you have credit-card debt? Your debt doesn't define you as a person but, you're either in debt or you aren't. Here are some points, or guidelines, that might help you in the uncovering process. Remember, these are not moral points, but simply points of observation as you uncover aspects of yourself.

- ✿ If you spend more than you make, or you don't pay your bills on time then you don't manage your finances well.
- ✿ If you have to spend unnecessary money on late fees and finance charges, then either you are carelessness or it is the result of an unfortunate financial disaster such as the loss of a job.
- ✿ If you find yourself in a relationship where you are not emotionally supported, then you are in the wrong relationship.
- ✿ If you show up late for meetings, then you are not punctual.

- ✿ If you confirm an appointment, and you neither cancel nor go, you are unreliable.
- ✿ If you finish your assignments on time, you are a hard worker.
- ✿ If you spend quality time with your family, you're a great sister, daughter or mother.
- ✿ If you love your job and make contributions to those around you, you're a wonderful colleague and/or boss.

These are all things that can help you get deep down and know yourself, get a sense of who you are. None of these points makes you a good or bad person—they're simply areas that you should be aware of as you seek to gain a better understanding of where you are in life and how you can move forward. Remember, this is a process.

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## Daily Training

What is an area of your life that you're most proud of? At the same time, what areas of your life are troubling you? Write it out in your journal as we continue your journey to more confidence and self-fulfillment.

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# DAY 9 REFLECTION: FORGIVENESS



## Overview

Today we tackle a difficult topic. Forgiveness. Even if we have done our fair share of forgiving, this is something that will come up throughout our lives. Here is a story of how I was recently confronted with it again. It's not a good sign when the first news of the day deals with death. My father's brother passed away last night while I was out celebrating the 4th of July with friends.

The two brothers were opinionated men. Both were charming, forceful, very smart, and both took on life with maximum force. My uncle went into politics, becoming the mayor of a big city in Germany while I was still living there, and my father was the CEO of a dairy company in another city.

## Daily Idea

Growing up, our families were close; we visited each other and here and there had a vacation together. After we grew up we lost touch but on occasion my brother, my sister, and I still had contact with our uncle and cousins.

Life took a terrible turn for my father when he was fired from his job. Still, he had a pension and the strict German laws required the company to pay him out. He would have been set for life, but he wasn't anywhere near done. My father got into business deals with my uncle and that was the beginning of the end—for both of them.

Nobody is entirely sure what really happened. All we know is that a few very big deals went very wrong.

An unscrupulous attorney gave them bad advice and he made promises that the law couldn't support. Finally the media got involved, after all here was a former major knee deep in a scandal, and once the papers were screaming from each rooftop that the two brothers had gotten involved in shady deals—each and every one of their other deals fell through. Both brothers were left with massive losses. My uncle lost a lot but was able to save some in time, whereas my father and ultimately my family lost everything. At only 70 years old, my father died in my arms a few years later after a short six week battle with pancreatic cancer. He died a poor man with a pile of debt. I was the closest to my father and I know that he died of a broken heart and shame. He couldn't bear this life any longer.

Both brothers hadn't spoken since the deals went awry.

At my father's funeral I saw my uncle and that side of the family for the first time in many years. To this day I remember my uncle's facial expression. I have never seen a face so tormented and a man so visibly torn apart inside. On his deathbed, my father had refused to make peace with his brother and it was killing my uncle.

My father passed away nine years ago on the first day of spring 2004. My uncle passed away July 5, 2013. Both brothers never got over what had happened and neither family was able to put the pieces together—ever.

What pains me most in all of this is a very simple thing. As I get older I realize how precious life is and how in the end only the people matter. Sure, we get to amass fortune and fame, but in the end we only get to live on in the memories of the people that we mattered to.

Gone is only who has been forgotten.

Forgiveness is hard, especially when very bad things happen: when it costs you money, when you've been violated, when you have been abused, physically or mentally tortured, or when someone simply pretends you don't exist.

As I reflect on this feud, I wish that the healing will finally take place. As for my brother, sister, my mother and myself—we have forgiven. Right or wrong,



it doesn't matter anymore. We can't lose anyone else over this, the price has been too high.

And as for you, my message is make sure that you do everything in your power to forgive you know who ... It's not worth another life.

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## Daily Training

Is there someone in your life you find it hard to forgive? Why are you so upset with them? Write down what happened, the more detail and emotion, the better. Think about why you can't forgive them. Afterward reconsider if it is time to forgive. In The Women's Code Ambassador Course we have an entire Breakthrough Practice that is dedicated to forgiveness. If this is hard for you, consider taking the course.

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# DAY 10 REFLECTION: THE FOUR ACTIONS—AND INTRODUCING K.A.R.L.



## Overview

Today I am introducing K.A.R.L., your new friend. I say that because one of my readers once referred to K.A.R.L. as her trusted new boyfriend. The Women's Code offers many tools that are designed to support you through every step of your journey to become who you want to be, live at your full potential, and have a life that is meaningful to you. You pick and choose what works for you. Some of us need all the help we can get and for others it may be enough to pull out a nugget here or there.

## Daily Idea

Perhaps visualizing the concept as a caring companion can work for you as well.

Why does this method have a male name, you might wonder? Wouldn't a woman's name be better? It just happened to come out that way. If you are like me and love men, you should know that K.A.R.L. is one man whom you can definitely rely on.

K.A.R.L. is the method with which you will immediately begin to take charge of your life. The intention with K.A.R.L. is that he will be there to help you through your daily routines. He's the quick fix you need when you feel your head is going somewhere else, when "stuff" piles up, and when you catch yourself not focusing on the present moment.

As you begin to learn how to apply the four actions that I will outline for you in greater detail over the next few days, I strongly encourage you do to

the exercises that I am offering. The point of these exercises is to help you understand and apply the concepts that I'm discussing to your own life.

Now, if the thought of having a stack of papers lying around to sift through doesn't thrill you, you might want to invest in one of my courses where you can work alongside other women with similar goals.

In any event, you are embarking on a journey that will enable you to find out who you are and what makes you tick. This is going to require a bit of thought and quiet time so that you can really ponder what is going to work best for you. It will be necessary to review your past as well as some of the things you say and do.

Okay, before we talk about K.A.R.L. in further detail, let me tell you what those letters stand for:

Know (your rhythm)

Accept (where you are)

Relax (you might as well, as your life will continue to change)

Live (fully in the moment and enjoy your journey)

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## Daily Training

Do you know where you are, have you accepted it, can you relax and live your life in the moment? If you ask yourself these questions, and answer honestly, you may be surprised. This portion of the training is to get you to realize whether or not you are wasting time trying to fix things that you can't fix yet OR if you are haven't figured out an action plan that will help you to move through your current challenge. Got your journal ready? It's time to write this out.

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# DAY 11 REFLECTION: CHANGING HABITS



## Overview

I don't claim to know what your personal vision is (but I hope that you have been keeping track of it through your journal.) But I want to guide and encourage you further through the process of defining this vision for yourself.

Only you know what you want, aspire to and dream about. Only you know what priorities you need to set, what you can change today and what you can change over time.

## Daily Idea

Behavioral studies tell us that it takes an average of 21 to 30 days to change a habit. As you begin your change, keep in mind that it will take a little practice and time to get the results you're looking for. Don't give up! Once you begin, put your mind on the task at hand and simply stay the course.

Which leads us to examine the first letter of our friend, K.A.R.L. in greater detail: Know.

### Know

When you use a map to figure out where you're going, you first need to know your starting point. Whether you are in a New York City subway station or on a pedestrian walkway with a guide to the neighborhood, you search the map for the red dot that says *You are here*. This is the same strategy you will begin with as you learn to use K.A.R.L.

Think about where you are in your life: Where is your red dot? This doesn't refer to the part you play for the outside world, but you in your simplest

essence. I'm referring to the you that only *you* know. The sensitive, beautiful, insecure and vulnerable you that you don't allow most people to see.

The secret to taking stock of your life is simple. Begin by taking a look at what you do and say. Be honest with yourself. This isn't about getting you to admit any sort of "fatal flaw." It's about learning more about yourself. In order to learn more about you, you need to ask and answer many questions, and you need to do it honestly in a searching and fearless inventory. Only when you know who you are will you be able to pinpoint what you want. Don't worry about every tiny detail; do what you can and answer what you know. The rest will come.

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## Daily Training

Yes, I know there are a lot of self-assessments in this training. But remember this training is about you, that is why you are front, middle, and center. It's journal time again! Take inventory of where you are in your life right now. Where is your "you are here" dot, right now? Think about how satisfied you are in your job, relationship, and your home life. Remember, no judgment—this is only about knowing where your red dot is.

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# DAY 12 REFLECTION: COMMUNICATING WITH OTHERS



## Overview

As you begin to take greater responsibility for your own actions, effective communication is important in dealing with others. Here are a few tips that you may find helpful.

## Daily Idea

I believe that to be successful in anything, you first have to learn as much as you can about what you're up against. You must start with the basics. I once enrolled in a community-college class to learn about the fundamentals of communication. You might remember that I'm an entrepreneur who built, and eventually sold, a company to Bill Gates. My goal after that was to become a speaker and author, and to train women how they too can get what they want. But like you, I first had to learn from the ground up. I had to stay humble and be willing to learn.

In one of the classes I took, we had to work through a series of exercises that taught us how to communicate using "I" statements. It is amazing how difficult it is to take 100% responsibility for what you say and do while conversing with another person.

At the end of these exercises, I recognized how many sentences I started with "you did this" or "you did that," and how by doing this I managed to avoid taking responsibility for whatever situation I was in.

The statements we were taught to use instead are called "I" language.

Here are definitions of "I" language, and its opposite, "you" language.

“I” language: A statement that describes the speaker’s reaction to another person’s behavior without making judgments about its worth.

“You” language: A statement that expresses or implies a judgment of another person<sup>2</sup>.

Funny, it seems to be a lot easier to start a sentence with “you” and point out all the things that are wrong with another person. Even when you know that it’s more effective to communicate through your point of view, it’s all too easy to keep slipping back into old habits.

When communicating in any relationship, business or personal, you will fare much better when you state what you feel rather than making what comes across sound like blanket accusations. The person you’re speaking to, the “you” of your conversation, will automatically be less defensive. As you speak from your point of view, you take responsibility for your own feelings instead of accusing the other person for the way you feel.

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## Daily Training

Now we’ll look at how you can begin to use this communication model yourself. But first, write out your methods of communicating. Do you speak in terms of accusations (such as “you did this” or “look what you made me do”) or in terms of self-recrimination (“I couldn’t help but . . .”) or in terms of taking responsibility? In your journal recall a recent misunderstanding or communication that didn’t find a successful resolution. Then read it out loud. Did you take any responsibility?

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# DAY 13 REFLECTION: COMMUNICATING MORE EFFECTIVELY



## Overview

Yesterday we took a look at using better communication and how “I” statements are so much more powerful than “you” sentences. Here’s how you can begin to use the “I” and not the “you” communication model yourself.

Simply begin each of your sentences with “I” instead of “you,” and state what you think or feel. This will help you clarify what it is that you want to communicate to the people around you.

## Daily Idea

Sounds simple, right? But sometimes the most difficult things to master in practice are actually the simplest to comprehend in theory.

Let’s look at an example to see how one woman changed her life by changing her way of communicating.

Nancy Irwin, 51, a psychotherapist and clinical hypnotherapist who lives and works in Los Angeles, shared with me an example of how the use of “I” language helped her avoid a legal dispute.

Nancy had started a business with a friend. After a dispute over an unfortunate incident involving their business, Nancy received a letter from the attorney of her friend and associate, informing Nancy that her friend would be taking legal action against her. Nancy was flummoxed.



After a few hours of reflection, Nancy decided to pick up the phone and call her friend, and to keep it personal—and not accusatory. She stated in simple “I” language, “I feel really betrayed and hurt that after five years of friendship and professional association, you did not give me the dignity of a phone call. Instead I received a letter from your attorney.”

Her associate apologized and dropped the legal action. They worked out their differences together. All it took was communication from an “I” perspective.

Another example comes from Terri Sinclair, 41, a communications coach, trainer, and speaker who runs her own coaching business. Terri shared with me that she teaches her students to use “I” statements as a way to be assertive without actually telling someone what to do.

One of her favorite statements is using “I prefer” versus “you need to.” Terri explained that in the past she used to respond to someone telling her how to do something by saying, “You don’t understand why I am doing it this way.” That way of communicating left the other party feeling they’d been confronted by someone very stubborn, leaving them to defend their point of view. A great way to start an argument.

Today, when this comes up, Terry instead says, “I prefer to do it this way. Thanks for your input.” Terri explains that the “I prefer” statements work better than the “I want” statements as they are more assertive and still state what you wish to do. This way of communication lets you acknowledge the contribution that the other person made with his or her suggestions.

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## Daily Training

Think of situations you’ve been in, and write about where you used “you” instead of “I” and if that made a difference. Now it’s time to keep track in your journal how successful you are in changing from “you” to “I.” At first it may require some effort but as you get used to it, you’ll find how your communication results will greatly improve.

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# DAY 14 REFLECTION: IN BUSINESS, IS IT BETTER TO BE AN EXTROVERT OR AN INTROVERT?



## Overview

Both are essential to run a successful business or move up in your career.

There is lots of talk these days about introverts and extroverts, generated by the bestselling book *Quiet: The Power of the Introvert in a World That Can't Stop Talking*<sup>3</sup>. Author Susan Cain, an introvert, writes that introverts are “too often denigrated and frequently overlooked in a society that’s held in thrall to an extrovert ideal—the belief that the ideal self is gregarious, alpha and comfortable in the spotlight.”

## Daily Idea

The truth is it’s not an either-or situation. Every person has many different faces, and it is all too easy to forget that. I come across business owners all the time who wish they could create an army of Mini-Mes, a team of people who are all just like them. This is because they are only comfortable to relate to one type of person—a variation of who they themselves are. Yet the real power comes from having people on your team who are different because they can do jobs that you might not have an innate preference for.

Let’s dive into this deeper. Recently I became a Certified Practitioner of the MBTI Step I and Step II Instruments. MBTI is also known as Meyers Briggs psychological type theory. I asked my team to fill out the standard questionnaire designed to measure innate type preferences in how people perceive the world and make decisions. I reassured my team it wasn’t a test—it

isn't—and that there were no right or wrong answers. It's simply an effective tool to help people build relationships—and teams—and to understand why differences arise at home and in the workplace. Most importantly though, with an understanding of each other's strengths and weaknesses, team building becomes so much easier and effective.

We all have two different but complimentary sides of our nature, but with a preference for the *outer* world of activities, people, and being in the spotlight or the *inner* world of thoughts, interests, ideas, and imagination.

No surprises here, I'm an extrovert. I get energy from being out and about meeting people and I love speaking to large groups of people! As a professional career coach and founder of The Women's Code, my extroversion helps me spread my message. And true to my type, I like following a systematic, logical process. With my innate preference to build these logical step-by-step systems, I have helped many women become very successful.

But back to introversion versus extroversion. Of course, I also see the great value that introverts have in business and in life. Where would we be without these famous introverts? Vincent Van Gogh, Frederic Chopin, Mahatma Gandhi, Al Gore, Eleanor Roosevelt, J. K. Rowling, Steven Spielberg, and Steve Wozniak. Introversion simply means that they tend to have a preference to be energized from within, and in private.

Knowing more about how you—and others tick—can help to:

- ✿ Avoid and resolve conflicts
- ✿ Play to an individual's strengths
- ✿ Identify gaps in the team
- ✿ Aid career development
- ✿ Work together more effectively
- ✿ Relate to each other with greater understanding
- ✿ Encourage team members to understand and appreciate different strengths

The MBTI results confirmed what I have always believed—every “type” has their place. One of my writers, Mary, for example, is doing the exact job she is best suited for given that she measured as an introvert with other traits of being curious, quick to see possibilities and intuitive. She likes to think about things before she goes into action. And she is “perceiving,” meaning she considers how something will impact other people. True to her type, she asked me right afterward if this assessment would allow people to still be individuals. (And the answer is, of course, yes.)

My executive photo assistant on the other hand is an extrovert. Michael is spontaneous, imaginative and loves to talk. He makes connections between things quickly and like me, he needs to understand how things work, which is why I sent him, not Mary, to a training class to learn a complicated computer software program. The thing is, I need them both in order to carry out different facets of my business.

Awareness of our differences, and the acceptance of them, is the first pillar of The Women’s Code, the foundation of which is: every woman must have the tools to find her own unique voice so that she can speak clearly and be heard. Support and collaboration comes next. Once we realize that all of us have a place, then we must support each other the way we are—flaws and all—to become the best version of ourselves, the best team, possible. That alone leads to meaningful collaboration.

During a recent girls’ night out, the introvert in the group, Mary, jumped up and declared that she loved to dance and spun around in my friend’s house. Her infectious and quiet enthusiasm got us all up and dancing. Who would have thought that our reflective introvert was kicking this party into high gear! It showed that our goal must be to embrace and celebrate our differences, so that we can find more meaningful touch points that build our energy and form a stronger whole. Just like a puzzle, each piece, while unique, forms an integrated image.

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## Daily Training

Are you an introvert or extrovert? Look up the definitions on the internet or in a dictionary and really think about it. Write it down. Next, take a look at the people closest to you, at your work, in your family, or your social circles. Do extroverts clash with introverts? How can use this knowledge to improve how both sides can get heard?

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# DAY 15 REFLECTION: HOW LONG DOES IT TAKE TO BE SUCCESSFUL?



## Overview

You are asking the million-dollar question. All the blood, sweat, tears, doubts, and tons of time and money—and for what? It took me 13 years to become “an overnight success” but when I finally did, the rewards were extraordinary. The popular TV show *Shark Tank* gives entrepreneurs the chance to pitch their business ideas, and one of the sharks said it generally takes 10 to 15 years to turn the corner! In the book *Outliers*, Malcolm Gladwell talks about the 10,000 Hour Rule, proposing it takes 10,000 hours of practice before one can master a task. For most of us, it’s more realistic to expect a minimum of 3 years to establish ourselves but more likely we will spend 7-10 years achieving a level of mastery.

## Daily Idea

Look at Apple. It took Steve Jobs two decades to become an overnight dot-com billionaire. Established in Cupertino, California in 1976, Apple really didn’t get on the map until the advent of the Macintosh in 1984, eight years later. Even then, it struggled through the 80’s and 90’s, until the advent of the iMac and other consumer products.

It was the same with Angry Birds. Rovio Entertainment created the hit video game, but developed several other games for 8 years before they hit it big with Angry Birds. In most cases, the years are spent fine-tuning, listening, and adjusting a business message and product until it’s just right. Sometimes it is all about the timing.

People I know who became successful say the same thing: The odds were stacked against them and it was hard work. Doing something new *is* hard as it is creating something out of nothing. Rejection, fear, financial worries—you name it; this is not a pursuit for the softhearted. As for me, I love being a career coach, business builder, and entrepreneur. I can't imagine doing anything other than what I do: turning my dreams—and those of my clients—into successful businesses. I think it helps that I'm German because tough love, systems creation, and high expectations seem to be in my DNA.

My question to you is this: are you ready to dedicate yourself to a certain role or idea for years? That is the price of success but the secret is to do something that you're passionate about. Because if you are going to put a lot of time in it, you may as well love it.

### What Successful People Share

- ✿ They believe in themselves, no matter what
- ✿ They never give up
- ✿ They keep growing little by little until their ship comes in
- ✿ They have doubts, questions, down days and are broke for a while, but they keep going
- ✿ They are willing to work hard, for years, if that's what it takes
- ✿ Often they become successful because they just can't fail one more time

Think about your career or business and let's find the magic again in what you do. There will be good days and bad days. Circumstances don't define you—you define your circumstances. Success and forward motion is hard work and only those with the most determination will succeed. Be that person. Always return to being that person.

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## Daily Training

My advice is to look at your business or career like it's a newborn or its own person. If you treat your career or your business like one, it will act like one. Is it growing? Are you growing? What do you need now? Have you outgrown your current environment, what else do you need? Now it is time to write down your ideas of what success means to you.

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# DAY 16 REFLECTION: DEALING WITH DOUBT AND FEAR



## Overview

We've all been in that place, but the uncertainty can mean the beginning of an important transformation.

The days start innocently enough. We wake up, a bit sleepier than usual, and we don't really want to get out of bed. Wouldn't it be nice if today were a Saturday or Sunday? And yet, at least for me, the last three weekends were filled with important work deadlines that couldn't possibly wait.

Then it comes, the day we come to hate. The day of doubt and fear.

## Daily Idea

I had a few of those days recently and it's been rough, with headaches and backaches. I don't want to check my phone as I don't want anyone to want anything from me. Don't ask me to do anything for you. Today I am not at the top of my game. Today I have nothing to give. Please someone come rescue me from my own negative thoughts of doubt and fear.

What if my project fails? What if I can't do it? What if (your words go here). You see, you and I are not so different. Both of us get to this place of doubt regularly. This is where we are slammed head first into the wall and it's not moving. We must find a way around this obstacle but nothing seems to present itself. We may even try a few half-hearted attempts or call a friend for moral support, but still the wall stands like the unsinkable Molly Brown. This situation screams defeat.

That's me today. I suck, this sucks, I can't make anything work. It's too difficult and while I love The Women's Code and what stands behind it and what it does—this is proving to be the challenge of a lifetime. How can I put in one tagline what the code does? It transforms lives. It's a transformational success system. It's a system for women who want more but don't know where to start. It's for women who know something is not right and they want something else but they don't how to find it.

There goes my helicopter brain again taking off, circling around the same problems over and over again and I'm frustrated that I can't find a solution. Finally, I surrender. I can't figure this out. I declare defeat. Or not?

When I speak to my live audiences or in my courses, I call this the tunnel analogy. You are in Europe, you drive into the tunnel. You know it's a tunnel, you know you need to drive through it to get out the other side and get to your destination. There may be several tunnels, some of them quite long. You mapped out the route and you are okay with it until you get into that first really long tunnel. Very quickly you realize that you are right underneath a huge mountain in a tiny little tunnel. You think about accidents that have happened before in these tunnels and how much you hate closed spaces. It gets a little eerie. You can't really turn around and even if you could, would it be better to turn around and go backward or is it faster just to keep going forward. Eventually you surrender and trust the path—you keep on driving.

When we go into a tunnel it's easy to become disoriented. We forget that it is temporary and there is another side. We only see the small, enclosed space and it's definitely not where we want to be.

This is the time when transformation can happen. That nagging voice inside that tells us we are not enough and probably never will be, that voice we thought we had put in its place is back and louder than ever. It's vying for our attention. In my case I revert to what I know best, which is to roll up my sleeves and fight. Push through, push harder like I always have.

But sometimes that doesn't work either. This may be a true transformation and we may be required to change. That means that we can't go back to the old ways, but there will be a new way. Often the way hasn't revealed itself yet because we are being called to trust the path. How easy would it be to do that

if we a) knew what that path was, b) we were in control of mapping it out and c) could make it happen much faster.

When this happens, remember that true change and transformation means that our old ways will not work any longer. While we are in the void we have no choice but to trust. In moments like this it's wise to enlist your support network. Call everyone who believes in you; tell them how they can best support you. Sometimes it is as easy as asking someone just to listen so that you can vent. Or in *The Women's Code* we use the phrases: I see you, I believe in you, I support you.

Remember this is just happening now, not forever. The harder the situation is, the more profound your transformation will be and that is what you wanted to begin with, isn't it?

As for me, I enlisted my friend Ali who reminded me to stop creating disaster scenarios in my head (because I do like to do that), and to get back into my heart. She said it's okay to be vulnerable and not have all the answers.

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## Daily Training

What do you think? Is it safe to show your softer, vulnerable side or do you try to put on a good face even when you are not feeling it? Use your journal right now, it's safe to be vulnerable or to show your softer side. Is there something that has really been eating at you? The way someone is or has treated you? Remember that often we can fix things by simply getting them out of our heads.

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# DAY 17 REFLECTION: HOW TO AVOID CONFLICT



## Overview

I was intrigued by how men seemed to be free of internal conflicts about having a family and wanting at the same time to be successful. It wasn't a choice they considered—it just didn't occur to them that they had to choose. I wanted these things, too. But I seemed to be unable to balance the two into my life. I feared that perhaps single mothers couldn't have relationships if they wanted a career as well. I felt limited, even stifled, by the small number of choices that were open to women such as me.

## Daily Idea

I did a lot of research, and I say this with a wink, because for the most part my research took place at conferences I attended, during dinner and a few drinks at the bar, where there always seemed to be a good honest discussion to be found.

(That all works, of course, if you follow “Beate’s Cinderella Rule for Traveling Businesswomen”: *In bed before midnight, three-drink maximum, and walk to your room alone.*)

During my quest to find a logical pattern in my daily struggles—struggles that are probably quite similar to women like you—and my search for a concept that would allow women to have it all, I watched my daughter grow up.

This really inspired me. Not the mothering part—every parent knows how profound an experience that is—but observing her mature. Just by being a mother, I could see and recognize that there was a definite rhythm to how life

progresses. By observing my daughter, I began to make sense of the timing, the rhythms, of life in general.

The sleepless nights that young children have, those awful times when a parent must tend to a child, suddenly became a non-issue. They were over. Similarly, the loud and embarrassing (at least to me) temper tantrums—which used to make it impossible for us to go to restaurants—turned into a non-issue seemingly overnight. There were other examples like this: my daughter matured, changed and moved onto a new phase of her life.

The single most important thing I noticed was that what obsesses us at one time eventually vanishes, and is then replaced by another issue that becomes the next big deal that we struggle with.

There is a rhythm to our life, a sort of cyclical component to how life happens.

I finally saw it.

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## Daily Training

Did you ever feel that your life was slipping away from you? Did you sense that you never have enough time to do what really matters to you—and are you constantly telling yourself that you've fallen behind? In order to understand the nature of the rhythms of our lives, you need to understand where you are right now. Write down what really matters to you and schedule these items like a trip to the gym, a walk, or a phone call to a friend into your day.

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# DAY 18 REFLECTION: 5 SIMPLE STRATEGIES TO STAY FOCUSED



## Overview

A client of mine calls it spinning. I call it helicopter brain. Our lives seem almost manic at times, and I'm guessing you feel it, too. Between coaching, editing my new book, event speaking, interviews, consulting and being the mom of an aspiring and talented young woman, my ability to focus can get seriously challenged.

## Daily Idea

Entrepreneurs and multi-tasking managers are easily distracted because they thrive on completing a variety of different tasks. It's more interesting to hop from one thing to another instead of the boring routine of doing one thing at a time—believe me I know! But therein lies a problem, because finding a focus and setting priorities is the key to getting everything done.

When determining where your focus should be, take a look at what's going on in your life right now. What is truly and honestly the most important thing for you? In my case, it's getting my new book, *Happy Woman Happy World*, ready for publication. It's an exciting time, to be sure, making last minute changes to a creative project that is my passion and life purpose—to help women first find a work-life balance, and then to map out their path to success on *their* terms, in their careers and personal lives.

One of the concepts in my book that women call transformational is the time-based tool called ego-RHYTHM. The idea of ego-RHYTHM is that it teaches you to figure out where on your life's journey you are right now, and how that determines what your Main Focus should be. Women especially can

get so easily sucked into wanting to do too much all at once that we often find ourselves exceeding our limits. It's enough to make us spin or to set our helicopter brains off.

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## Daily Training

Write down what your priorities are for today and tomorrow. Write them in the order you feel they need to get done. Then schedule them in your calendar, I find when I schedule time for myself it helps to keep me on track. Checking things off of your to-do list is such a great feeling.

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# DAY 19 REFLECTION: FIVE EASY STRATEGIES TO STAY FOCUSED ON A TASK:



## Overview

Keeping your focus, especially with so much going on, can be a challenge. It is so easy to get distracted and jump to a different project

## Daily Idea

1. There is a time to plan and a time to execute. Once a plan is in place, avoid the temptation to change your strategy when the first challenge comes up. Put it in your journal, don't think and just keep executing. You have a plan—remember.
2. When self-doubt sets in or you are completely overwhelmed and feel that you can't get enough done, enlist support. Find a colleague, partner or friend willing to do daily check-up calls. They should last no longer than 5 minutes. Keep it to the basics. Tell them to ask you, "Are you on task today?" And ask them to make a few support statements like, "You can do it, excellent job, sounds great to me, now go back to your task." Get the support you need when you need it.
3. Orient yourself upward. If your competitor does better than you or someone else has a handle on managing something that you struggle with, it's either time to double your efforts or find out (through networking contacts) what this person is doing that you are not.
4. Enlist help if you are lacking a skill set, unless you have the time to figure it out yourself. A year ago I was talking to a potential photographer client who didn't feel that an investment of \$200 in a



business class was warranted. He is still not working and about to take a job as a sales clerk. That decision most likely cost him a loss of \$60,000 in income. Can you afford to wait? Do what it takes and commit at 100 percent. And remember this, unless the investment hurts a little, it won't mean anything to you, because you may not be committed enough.

5. Stay inspired. Only if you are excited about something will you exude the type of energy that clients find irresistible. In order to be contagiously positive, you need to find something that gets your juices flowing.

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## Daily Training

Get your journal ready and let's begin. As per step one you have already made your plan, so now identify your support person, research a competitor or a job skill you have been wanting to learn and find out what the investment looks like. Get inspired by your plan, picture yourself where you want to be, and write about what that looks like and feels like.

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# DAY 20 REFLECTION: ENDINGS AND NEW BEGINNINGS



## Overview

There is a particular kind of thought that permeates my thinking in regular intervals. What is it that I want? What does this business look like, what do I want my personal life to be like, who do I want in it, who shouldn't be in it anymore, what worked and what did not.

## Daily Idea

Admittedly, there is a great amount of sadness that comes with these thoughts and the actions that result from them. As relationships in our business and personal lives inevitably come to an end, questions arise such as: am I a failure, was this all a colossal waste of time, or is it all going according to a well-designed plan that we simply don't understand yet?

The last few months meant clean up time for me. I found myself so angry and couldn't figure out why. I am not an angry person but yet I said half-jokingly to my daughter "If I was a dog I would be sitting here barking all day." Seriously, that is how moody I was.

If you feel that nagging suspicion that something is not right or needs to be changed, most likely you are right. Let's review a few steps and techniques to help you close the doors on what is not working and create more of the good stuff, things that what you want and that are good for you.

"I love my life and everyone in it."

This is a quote I read a few years ago and it came at a time when I found my life utterly unfulfilling. For so many years I fought for pure survival and

when your nose is so close to the grindstone you forget that there is fun to be had. The awful realization was that I didn't know how to have fun anymore. In mastermind meetings with other successful entrepreneurs I found that I hardly stand alone in this dilemma. Our fast world forces us to always be on and connected. When can we ever disconnect long enough to find the way back to ourselves? When is it enough and how do you recognize when you have arrived?

That was one of my turning points and I pondered how much fun it must be to be able to say that you love your life on a day-to-day basis and to truly feel that way. From that day forward I vowed that I would do what it took to get to that point.

The reason we overstay some situations (and you know exactly which ones I mean) is because the certainty of what we have seems to give us more comfort than the uncertainty of what is still to come when we put ourselves out there. There is a simple reason for this—we fall into the trap of scarcity. What if there is not enough out there? What if there is not enough business out there to sustain all of us? What if there isn't a better assistant and what if "they" are right and you will not be able to do whatever it is that you are struggling with at this time.

Sadly, although I know better and I teach this stuff, I fall for it, too. To me there is a definite energetic connection between success, happiness, and living your life's purpose. This realization became even clearer after I sold my company to Corbis (owned by Bill Gates). I attempted to retire for one month and drove everyone crazy. It was clear that I was not done with what I am here to do and my friend Bart Christiansen said it better than anyone—he asked me if I have ever thought that God, spirit or the Universe (whatever you call it) helped me to become so successful so that I could afford to go out there and make my contribution to humanity?

He is right. Not only did I teach creatives the business aspects and invested tens of thousands of dollars to do my part to keep the arts and creativity alive, but I also have a soft spot for women and their struggles (as you very well know.) Through The Women's Code I am building an outlet to help distressed, overwhelmed, and unhappy women to define and get what they want.

Our lives are daily ministries, reminding us that our only limits are ourselves. Here is another idea for you to ponder. Is the thought that there isn't enough out there any different than thinking about it the other way around? Why wouldn't there be enough to go around? Why wouldn't there be someone or something else, something even better?

There is no rule about how much you should get or have, or how much you will be loved, or how much your contribution will be appreciated—it is you who determines what is enough or not enough for you.

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## Daily Training

Let's do this together. Let's get clear about what it is that we want to create and build for ourselves in the next few months, or over the course of the next year. Write it down, record it, tell all your friends so that you can be reminded that you are worthy of greatness. And you are the one who defines what that is.

That is my wish for you. Deal?

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# DAY 21 REFLECTION: THE BEST CALL I EVER MADE



## Overview

Bravo, today is the last day of our training. I'd like to finish by telling you a little inspirational story—my own true story.

Motherhood, or to be more precise, single motherhood, is the greatest job in the world, the biggest challenge, and the most incredible growth opportunity, especially when you have to push through your fears and personal limitations because you have no choice.

## Daily Idea

Very often my writings revolve around fear, and for many mothers and especially single mothers, they are often fears of the most fundamental kind. Plain survival. Will we make it? Will we be able to pay for it? Will we be up for the challenge? Will our children turn out okay? How do we know if we did a good job? Often the question about ourselves, am I okay, is not even asked until many years later. We are in the job, doing the job, not thinking but doing.

I created The Women's Code to offer hands-on tools and help for all women facing challenges in their lives, be they personal or professional. I was determined to turn the lessons of my hardships into something useful for others, by showing how the code's three pillars—Awareness, Support, and Collaboration—are the essential pillars to lean on when we need to get back to our core, regroup, and ready ourselves for the next challenge.

Busy much?

A perfect example just happened to me. In the last week alone, I launched a new photography boot camp and finished two other photography marketing products that will soon debut. In addition, I'm involved in a Swiss-American partnership, now in its beta phase, that has been formed to deliver new web media content. Also, I just signed off on an Art eBook publishing company that I founded with two other partners, created several new YouTube videos, and The Women's Code book *Happy Woman Happy World* was finally completed.

I barely finished everything in time, and was driving to the airport to attend my daughter's graduation in Chicago, when all of a sudden, I got very emotional. Finally it hit me. Time to push the pause button. I need to sit with what I *feel* not what I *do*. I never consider my day-to-day business as work because I love what I do. Transforming the lives of others, through The Women's Code and career coaching, takes over and I simply forget to feel things. I forget to stop, I forget to reflect, I forget to be present. And that, right there, is why awareness is so important.

I had planned to work during the four-hour flight, but my friend Ali, who drove to the airport with me told me to stop, listen, and write about what I felt.

The result? I was an emotional mommy mess. We had arrived, my daughter and I. My very difficult journey as a single parent with no support system had been successfully completed. We did it! Against all odds, our micro family of two didn't just make it, Gina and I had arrived.

As I have been writing The Women's Code book in the last few months, I recounted many memories, many events I wanted to forget, mistakes that I am embarrassed I made, and monumental and expensive failures to admit.

Then there are the other memories of the milestones of my life, some are painful, some exhilarating. There is the memory of Gina's water birth where, without any hesitation, on push number three, she shot into this world like a rocket (which is very much like her as we now know). There was the night an asthma attack took her breath away and I almost lost her, the first time she saw a star when we finally figured out it was her eyes, not her motor skills, that made it hard to catch the ball. And the time when she sang her first solo in church at eight years old, and the entire congregation turned around to see whose glorious voice it was. Another time when she was almost expelled from

Catholic school for being unruly (wonder where that trait comes from!), when she graduated from middle school without her father being present and to not see him again, to her being bullied in high school, then choosing to go to college as far away as possible from her terrible mother.

And look at us now.

Painstakingly, I had saved \$100 a month in the hope I could send her to college one day, worrying the whole time that it wasn't going to be enough. Then, after years of struggle and hard work, an extraordinary day came when I sold my company to Bill Gates for millions of dollars. I remember the moment when I opened my bank account and looked at the balance. I saw a number that was incomprehensible. Emotions that can't be described. My God, it was all worth it, this worked out.

From broke, discouraged, and very angry at life for what it had thrown at me—to this. From the kid without a father in her life, with an overworked mom, a dire financial situation that didn't allow her to have what others did—to this. She got to pick the college and whatever major she wanted. It took Gina five days to thank me after she went to college, one year to realize she may have overreacted by putting so much distance between us, and another two to finish with a B.A. And best of all, she figured it all out by herself. We are good friends now, and deeply appreciate each other. Simple and beautiful.

The first call I made after the sale of my company was to my daughter. As a typical 14 year-old teenager, she was somewhere unknown, doing something unknown, with a bunch of friends. I told her that on that day I was going to make her a promise. "You can go anywhere in the world, study anything you want, and I will throw in a year to travel around if you want. Your college education will be fully paid." My daughter's answer was, "Whatever Mom."

But when it came time to fill out college applications, Gina realized very quickly that she was one of the lucky few that could pick "whatever." Her level of appreciation couldn't have been greater.

But back to you. Other than a nice little story about a woman who made it, what I want you to take away from this is hope. You now know one woman—me—who was where you might be, facing difficult circumstances. Still, no

matter how tough it seems right now—keep up hope. You will make it through as I did. And who knows, you may be the one writing this in a few years and making a call like the one I got to make—the best call you will ever make.

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## Daily Training

Today I want you to imagine yourself having completed the journey successfully as you have just read in my example above. What will be the best call that you will be making? Write it down, who are you going to call, and what are you going to say?

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# BRAVO!



## You successfully completed your training Fix Your Life in 21 Days.

I hope this journey helped and inspired you; it certainly helped me when I was writing it. Please let my team and me know how you are doing and what you are struggling with. Every single one of us is a woman not unlike you. With families, single, divorced, still looking or happy together. Each of the women on my team faces the same issues in a different shade of grey. And each has the same quality they bring to the job: they believe in my message, it's become our message.

My goal is, and always has been that The Women's Code will become a global movement that stands on it's own. Where women use this new code to overcome the challenges of the Triple Paradox (that you will read about in the book) and adapt the Core Code of Conduct (also explained in the book) to help each other to become happier and more fulfilled.

Imagine loving your life and everyone in it. Now that is the kind of happy I wish for you.

Warmly,

Your Balance Coach,

*Beate*

# NOTES

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3. Cain, Susan. *The Power of the Introvert in a World That Can't Stop Talking*. New York: Random House, Inc., 2013.