

THE HEROINE'S JOURNEY

MAKING MONEY DOING WHAT YOU LOVE

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PETER DE KUSTER

ARE YOU MAKING MONEY DOING WHAT YOU LOVE?

Attention all artists, musicians, filmmakers, designers, actors, bloggers, and anyone working in the creative economy – even if your chosen profession is not the most traditional one, cultivating and growing a successful, financially rewarding career is still your goal.

In *The Heroine's Journey*, Peter de Kuster provides you with stories of creative heroines in world cities on overcoming some of the specific challenges faced by right-brainers who want a career that is both satisfying and successful.

Creative professionals, entrepreneurs, freelancers, those thinking about changing careers midstream, and even creative people working in corporate environments need a set of skills that will turn their passion into a viable career.

THESE SKILLS ARE:

- How to choose the career that best suits your talents.
- Setting realistic goals using right-brain techniques.
- How to avoid the pitfalls that ruin a creative career.
- How to schmooze your way to success.
- How to create a business plan when you are the business.
- How to be disciplined when you are your own boss.

When you find an outlet for your creativity in the form of a career, you'll discover a freedom in your working life that you can live with for the long term. You can follow your passion, build a brilliant career, and have financial security – if you know which skills to use. Let Peter de Kuster be your travel guide.



'OUR HEROINES!'
- PETER DE KUSTER -



'TRAVEL IN A WORLD CITY AND MEET YOUR HEROES
AND HEROINES, WHO MAKE THEIR MONEY DOING WHAT THEY LOVE.
THEY WILL INSPIRE YOU TO CREATE YOUR OWN LEGEND.'

PETER DE KUSTER
FOUNDER OF THE HERO'S JOURNEY

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MARLEEN LANSBERGEN - ROTTERDAM



'My greatest passion is coaching people to look at life from a different perspective, focussing on what really matters and helping them to get where they want to be in life.'
- Marleen Lansbergen, Rotterdam -

INTRODUCTION

There is no such thing as a Santa Claus – and there’s certainly no such thing as the perfect career. That’s what many people really think, and it’s sad, because there are plenty of rewarding, challenging and fulfilling career opportunities that allow creative people to use their gifts and be rewarded handsomely for their efforts. Those who settle for less than the best, simply haven’t found the right job – yet.

‘WHEN IT COMES TO A CREATIVE CAREER, YOU CAN HAVE IT ALL -
IF YOU KNOW HOW.’

The fact is that most people hate their jobs. They would rather be doing something else – anything else. It doesn’t have to be that way. What if I told you that you would never have to work another day in your life? Would you be interested?

When you find the right fit in a career, it no longer feels like work. You wake up every day excited about how you earn your living. This perfect harmonizing of your talents, skills, personality and work style creates a passion and a desire, as well as a feeling of contentment that is worth more than gold.

‘IT CAN BE YOURS IF YOU READ THIS TRAVEL GUIDE.’

The challenge of this journey is, that the creative business is very different from other businesses. To get ahead, you sometimes have to zigzag to the top. Let the stories of creative heroes and heroines show you when to zig and when to zag, to make the most of the opportunities out there.

Using a map you embark on a journey, an adventure in search of yourself. The thing is, there isn’t a golden (or orange) egg waiting for you, when you get to the spot marked ‘X’ on the map. The buried treasure is within you. The pursuit of the gold (or the goal) is the reward. Because, when it comes to a career, there is no ‘there’ there. It is all a quest. Enjoying the quest is what success is all about. This is the age of opportunity for the creative person. Innovation and ideas are gold. Ridicule and red tape are being replaced with respect and rewards for the clever and creative person. The business environment is changing, and changing for the better – for you. Are you ready for these exciting times ahead?

This travel guide will put you in a position to prosper. What parents, teachers and bosses might see as problems (sloppiness, habitual tardiness, short attention span, non-conformism), can actually be hidden assets in the search for work in a rewarding, interesting and creative career.

‘My idea of perfect happiness is enjoying the moment without limiting beliefs.’
- Marleen Lansbergen, Rotterdam -



Photography: Jac Weerts

Even so, it’s not exactly easy to build a career in the creative business world. You have to be able to deal with rejection. It is a part of everyday life for the creative person. There is also that funny feeling that you don’t quite fit in – and you don’t.

An unconventional person with unconventional ideas, you are often seen as immature, temperamental, moody, difficult, distracted, irresponsible, and irrational. The truth is, you can be your wonderful self and still get ahead in the business world. This travel guide will help you manage your career using a whole-brain approach that takes advantage of the way you are, without forgetting the way the world works.

THE HEROINE'S JOURNEY

It's time to move on, move up, and move out with a new mission. *The Heroine's Journey* is about taking charge of your destiny so that no idiot can control your fate.

Most books are very thorough, when it comes to identifying and informing you about the problems and pitfalls of a creative career. However, what they lack is the - 'What the hell am I supposed to do about it?' - part. I decided to make *The Heroine's Journey* travel guides about real life heroines of past and present; with concrete tips, anecdotes and lessons to be learned from them.

New creative careers and enterprises are popping up all the time. There has never been a better time to strike out on your own. This is your time to shine as a creative person. The future looks bright. Many of the current trends favour your preferred mode of operation – self-reliance, zigzagging to the top, rapid change, multi-tasking, chaos, adaptability, intuition, training and retraining.

This travel guide will show you how to find your career niche, and then how to earn a living doing what you love. You will learn how to overcome the challenges the creative right-brainer faces, and how to make your nature and your creativity work for you. You'll learn how to market yourself even in a crowded marketplace, survive and thrive in the battlefield that is entrepreneurship. How to be your own boss and work for others, take the 'free' out of 'freelance', rise to the top without stepping on too many toes, and use your natural abilities to find a perfect pitch and harmony in your work world.

In reality, *The Heroine's Journey* is about your life. There is a direct, undeniable correlation between your career and your life. It's less about what you do for a living than what you can live with doing. Finding fun and fulfilment at work spills over into the rest of your life. Without it, your health will suffer, your creativity will suffer, your performance will suffer – and so will everyone around you. You don't need to live that way.

If you are thinking about giving up on a creative career and getting a 'real' job, stop right there. When you settle for less than what's best for you, you instantly get less than you settled for. Don't sell yourself short. The regret will eat you up inside. Don't miss your chance – it may be right around the corner. Instead, get going and go for it – be bold. Use the strategies of our heroes and heroines to give you an advantage.

Don't let others push boulders in your path and fill your head with facts like 'most businesses fail in the first year', 'It's too competitive out there', 'there are no (dancing) jobs', 'you don't have enough experience or talent' or 'you have no agent'. It's bad enough that these insecure and misinformed people are telling you why you can't succeed. It's worse if you believe them. Don't let anyone talk your dreams down.



'I'm happy with the person I am at this point in my life.'
- Marleen Lansbergen, Rotterdam -

This travel guide is for creative people in all walks of life – carpenter or composer, dancer or painter, poet or musician, philosopher or travel guide, magician or designer, architect or writer, actor or account manager. It isn't meant to apply to just the glamour jobs; regardless what kind of form your creativity takes on, you can apply these stories.

For everyone who tells you: 'You can't make a living doing that!', there are hundreds and thousands of examples of creative heroes and heroines, in every city of the world, who found a way to turn something they thought was fun and would even do for free, into a fulfilling life and career.

As your travel guide, I will help you to take your powerful creative energy and to harness it. And, you will beat the odds, making a living doing what you love to do. Your life will become a Heroine's Journey story.

YOUR QUEST

Few people know what they want when they grow up, and even fewer creative people want to grow up. Maybe you won't discover your true calling until you test drive several dream jobs and work with some role models. Isn't it better to test drive them, using that incredible imagination of yours than to waste years on a dead-end-job? One of the key things you'll work on here is defining what you want to do (not for the rest of your life, but what you want to do now) and eliminating the careers that aren't a fit.

The choices that lead to a life of creative expression and financial security are here for the making. The catch is, that creative careers are often unconventional and in some cases completely uncharted. The challenge is that there are a million different things you could do.

The key to success in any career is clarity. Becoming clear about who you are and what you love is the first part of this travel guide. Then, how to get what you want is covered in great detail. It's hard work, but this is your chance to re-invent yourself. Don't let it pass you by.

Photography: Jac Weerts



'I have mainly focussed on coaching in education and health care so far.'
- Marleen Lansbergen, Rotterdam -



'I would advise everyone to find a coach at a certain point in his/her life. Take a moment to reflect on life.'
- Marleen Lansbergen, Rotterdam -

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WHAT IS MY GREATEST PASSION?

Coaching people to look at life from a different perspective, focussing on what really matters and helping them to get where they want to be in life. I also get a lot of satisfaction from acting and singing and I especially enjoy dancing to 70s, 80s and 90s music.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

Enjoying the moment without limiting beliefs. Preferably with good friends and family. In the near future I also hope to meet a nice man I can laugh and share these moments of happiness with.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

Having genuine and authentic communication with the people I coach and work with. And the unexpected beautiful moments that arise from this.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

My perfectionism. This can prevent me from just doing something.

ON WHAT OCCASION WOULD I LIE?

I would lie if I would say that I have absolutely no more problems with my own limiting beliefs and patterns. I would advise everyone to find a coach at a certain point in his/her life. Take a moment to reflect on life. This is very important to me as a coach and person and I pay attention to this in peer review meetings.

WHAT IS THE INFLUENCE OF ROLE MODELS IN MY WORK AND IN MY LIFE?

Two people were very important to me during my career in education. The first one was Ria Kruidenier. She was one of my teachers. The second one was my former head teacher: Wouter Tuyn. They encouraged me to go my own way.

WHEN AND WHERE WAS I THE HAPPIEST IN MY WORK?

In Rotterdam. After the last session of a coaching series I unexpectedly received a token of appreciation and gratitude from a client. At that moment I felt meaningful, my coaching had helped her achieve her goals.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

Like everyone else, I am still developing myself. I'm happy with the person I am at this point in my life. But I would like to be more open and self-assured. I'm already able to distinguish myself more. You can see a good example of this on my website.

WHAT IS THE GREATEST ACHIEVEMENT IN MY WORK?

To make a difference in someone's life by just being myself and using my coaching skills.

SHOULD I REINCARNATE, WHAT WOULD BE MY PROFESSION?

I would like to be an actress or singer. I only sing and act in my spare time now. I would also like to make television programs in which I interview people and get to know the story of their lives. I would like this to happen in this life. If not, I hope it will happen in a next life.

WHAT ARE THE BEST PLACES TO GET IDEAS IN MY CITY?

At home on my balcony enjoying the sun, or when riding my bicycle through Rotterdam. But also while brushing my teeth.

WHAT ARE MY FAVOURITE RESTAURANTS AND CAFES IN MY CITY?

De Tuin van de Vier Windstreken, because of its beautiful location on the Kralingse Plas. Floor, Dudok or NRCafé for a cup of tea with a delicious slice of cake.

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

My parents. They always support me in everything.

WHOM WOULD YOU LIKE TO WORK WITH IN THE FUTURE?

I have mainly focussed on coaching in education and health care so far. It's also interesting to coach in other branches. Not knowing a certain branch can be an advantage for me as a coach. I can see situations from another perspective and ask essential questions. This might be a real opportunity for organisations to grow and develop together with their employees. I have not yet decided which organisation this could be, but I would like it to have elements that appeal to me such as education, theatre, music or television.

CHAPTER 1

'The trait I most deplore in myself is the abuse of self-judgment.'
- Danna Lewis, San Francisco -



Photography: Irina Bourova

THE CREATIVE HEROINE

DANNA LEWIS - SAN FRANCISCO



THE CREATIVE HEROINE

For a creative heroine, success can be tremendous. Not just in money, but in creative freedom. Look at the list of the highest-paid actors and entrepreneurs – they are all people who don't fit any mould, but they're also people who used that fact to their benefit.

You can do it too, in your own way, on your own time, reaching your own goals. Unwire yourself from the myths about creative people. Don't be afraid to look at your strengths and weaknesses. Face the fact that traditional business management, which is left-brain, logical and linear (not to mention rigid, boring, and counterproductive), doesn't work for you. It isn't much fun and if it isn't at least a little bit of fun, you're not going to do it.

It's that simple. If it's not fast, fun, flexible and easy, you are less likely to embrace it. Be willing to work within a system – as long as it's one that you create and one that works with you, as well as for you.

Creative people have an insatiable hunger to achieve, create, accomplish. They want to be recognized and heard, receive applause and take home awards. They desire change, to create a body of work, to earn and to make deals. Many people who don't know what they want actually want too much, too fast.

The key to success is, learning how to focus on what's most important. It's counterproductive trying to do too many things at once – nor is it good to focus on only one area of your life or work. One way to whittle it down (focus) and spread it around (multi-focus) is, to choose a top goal for each aspect of your life.

Take a good, hard look at who you are, what's your story and what you want out of life. Sometimes, having everything to be just okay, having an adequate job and a moderate life is the biggest tragedy of all.

'My greatest passion is to be the luscious leader of creating my life and living in a way that is joyful for me and is a contribution to the world.'
- Danna Lewis, San Francisco -

Take the time to find yourself, so you can live your life without getting lost and make good decisions, which will lead you to the success and the happiness you desire.

We are all born with creativity. What happens to us from kindergarten to college shapes how much of that creativity stays with us. Some, despite the best efforts of the school system and the corporate system to stamp out the creative spirit, slip through the cracks, creativity intact. You are still not safe. Ninety-eight percent of the people in the world are living the left-brained life. Society tends to reward the left brain (structure, status quo) and reprimand the right brain (chaos, creativity, innovation).

You can stunt your creative spirit with disuse. You cannot lose a talent, but your skills can certainly atrophy. Almost any job can be done creatively. Entrepreneurs must be creative to survive. Managing people can be done in a creative manner. Marketing, communication and sales, certainly involve a degree in creativity. Even distribution and finance can be a right-brained affair. What makes any career interesting, exciting and vital is the creative approach you take towards it.

People, who ignore their creative gifts in their careers, are frustrated and unhappy by midlife (or much sooner). Happiness comes from finding your greatest gifts and abilities and then developing, and using them, in the work you do.

Creativity and creative careers involve a whole-brain approach, an interaction between the left hemisphere of your brain (the detail-oriented accountant side) and the right hemisphere (the big picture, artistic side). The right brain comes up with the ideas, and the left-brain implements them. Too much right brain and nothing gets done; too much left brain and life is dull and uninspiring.

As a right-brainer you are absolutely unique (and wonderful). There has never been anyone like you and there will never be again. Ponder that for a moment. Beneath all the self-doubt, guilt, fear, remorse, and distorted stories is a gem of a person who, more than anything, deserves to be happy, successful and fulfilled. To have a career that is challenging and rewarding. A career that fits like a glove and is such a joy that you would do it for free. But, is so valuable to others that you are well paid for it. And why not? You have found your place in the universe; you are making a contribution with your talent and creativity.

Once you understand yourself and what work you enjoy doing, you can work with your natural abilities and tendencies, rather than against them. It makes life much easier. This is something that is unique to you. It is what will work best for you. So, don't just breeze past the questions in this travel guide. Make the time to really give some thought to who you are, what you want to do, and what the best way would be to do it. I have always said that to find yourself you need to go on a journey. You need time for reflection, away from the hustle and bustle of your busy life, to open yourself up to new possibilities.



'Anyone that knows that anything is possible, that they can choose different and create beyond this reality...whatever that is for them or their business. Let's go!'
- Danna Lewis, San Francisco -



I am **DANNA LEWIS**

WHAT IS MY GREATEST PASSION?

To be the luscious leader of creating my life and living in a way that is joyful for me and is a contribution to the world.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

Similar to my belief about consciousness, happiness for me includes everything, with the philosophy that questions empower me, choice always creates more awareness and energies are constantly shifting. It's truly about the bigger picture while not buying into what isn't relevant for you and appreciating all the little pleasures that show up throughout the day.

WHAT IS MY GREATEST FEAR?

That I'll forget that fear isn't real and that in any given moment I can look right at it and acknowledge it for the distraction from choosing to expand an area of my life or living. And in those times I do buy into it? I call someone that I know has my back and we energetically clear the limiting belief.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

Being the energy that shifts realities and inspires people to choose more. I love when a session, a facilitation, an activity or any other moment with a client clears a limitation and opens up a door to a different possibility for them.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

The abuse of self-judgment. And in loving-kindness I'm able to call myself out on it with more ease and grace these days so how does it get any better than that?

WHAT IS MY GREATEST EXTRAVAGANCE?

Sadness and lethargy. It truly is an extravagance to choose to contract my energies into the space of sadness and lethargy when I've come to know my truest energies as lightness, joy, ease and gratitude.

ON WHAT OCCASION WOULD I LIE?

When it is a greater kindness to someone than telling the truth. There is a kindness in sharing and giving to people what they can hear and receive.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

There are people that jump out at me with things they've created, a contribution they are or an energy they be in the world that inspire me to keep choosing the inspired actions that I know will create what's possible for my business and for me to contribute to the world.

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

The amount of 'at the desk' work I have versus the in-person, speaking, facilitating, creating, hands on bodies healing work I do.

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WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

Right now sitting at my computer completing this interview while also pondering my next client meetings and sessions the investor relations cocktail party I'm attending tonight and the 'delicious we' time I'll have with my boyfriend later. It's all about gratitude with the present moment and enthusiasm for what's coming that creates the happiest work moments for me.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

Patience. Although people are always telling me I'm patient, I find myself expecting things to actualize at the speed of space sometimes. It's like sex, quickies can certainly be fun and there's a whole lot of joyful bliss in 'slowing down' and enjoying the entire experience!

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

After 20 years working and climbing the executive ladder in the corporate world, throwing myself off the cliff into the land of business owner / entrepreneur.

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

Seriously, I live in San Francisco, there's inspiration in every view and every turn of the corner and the nature loving, water view requiring part of me can be on the bridge and into Marin county in five minutes.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

I am a total foodie and am beyond buzzed with delight at dining in SF and Marin (Spruce, Absinthe, Mezes, Kokkari, Nopa, A16, Tacolicious, Sushi Ran, Left Bank, Picco to name a few). And then there's the amazingness that my executive chef boyfriend cooks up, let's just say I'm really spoiled in this area!

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

I have a few close friends and my boyfriend who truly have my back, cheer me on, adore, appreciate and inspire me to choose and create more. The founders and worldwide coordinator of Access Consciousness® are true inspirations to me as well and are a contribution to my life that is empowering me to constantly push the edges of my receiving.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

Anyone that knows that anything is possible, that they can choose different and create beyond this reality...whatever that is for them or their business. Let's go!

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

Publishing my book and always, always being on the creative edge of creating a delicious relationship with my wonderful man.

CHAPTER 2

'I love to bring people back to their inner strength and I enjoy our mutual journey towards it.'
- Helma Koorevaar, 's-Heerenberg -



Photography: Cees Kelder | CK-Photo

THE GREAT TRAITS OF CREATIVE HEROINES

HELMA KOOREVAAR - 'S-HEERENBERG



THE GREAT TRAITS OF CREATIVE HEROINES

While nobody uses only their right brain or left brain, most people who are creative tend to rely heavily on their right brains – the source of their creativity. Because of that, many of the following statements will apply to you.

Even whole-brainers (those who operate equally from both hemispheres) will recognize themselves in it, but are often tempered by the logical, stabilizing influence of the left brain.

The right-brainer is able to compare and combine two things that are not usually related. The creative mind is not limited by normal boundaries, and therefore, can see relationships that aren't obvious to others. The right-brainer sees abstract concepts and then is able to express them in concrete terms.

The right-brainer has a strong appreciation for art. The assumption is, that creative people always 'create' art. That is not the case. There are careers for people who appreciate the arts.

Right-brainers tend to have rich and vivid memories. Right-brainers are able to remember faces and places, but aren't so keen on names and titles. They retain images better than words. They remember themes and scenes from movies, but not the names of the actors or the director. The right brain remembers feelings – good and bad.

Creative people have the pioneering spirit that it takes to do things differently, regardless of the grief that they may take from (and give to) others. They are eager to go where nobody has gone before. The great unknown is more interesting and inspiring than the safe and secure. It is intoxicating to be involved with an idea on the ground level. The early stages of the creative process are magical, where anything is possible and reality is way off in the distance. (Then, the left brain enters the story and ruins all the fun.)

'My idea of perfect happiness is feeling connected with people and nature,
living in the here and now. And, sharing the things I learned on my exploring.'
- Helma Koorevaar, 's-Heerenberg -



Photography: Ceas Kelder | OK-Photo

'I'd like to have the Nucleus method tested as a preventive healthcare method.'
- Helma Koorevaar, 's-Heerenberg -

Right-brainers appreciate nature and have the ability to find beauty everywhere. Creative people desperately need to stop and smell the flowers. Or hear the sounds of the sirens. To keep in touch with life and beauty, their super sensitive senses trigger their creativity. Creative people respond to their surroundings. It is a blessing and a curse to be tuned in.

Being creative sometimes means, being lonely in a crowd. When I start talking about intuition and inspiration, with other than creative people, they stare at me.

Right-brainers welcome challenges. They are able to see the big picture and tackle problems on a total story scale. They use intuition, rather than facts and figures, to find new and better solutions. Although right-brainers may be in touch with trends, they're more likely to start trends. They are leaders, not followers. They are flexible. Passionate. When it comes to getting their ideas come true, they are relentless.

Right-brainers are open-minded and less prone to prejudice. People who are creative often have high ethical and moral standards. Gray matter thinkers, in a black and white world, often see more than one right answer and maybe even more than one question.

THE WEAK TRAITS ARE NOT SO WEAK

Right-brainers feel things more deeply than most other people do. That's why they create. To express what they are feeling through their work. Right-brainers are impulsive. That 'live for today' attitude and 'being in the moment' works for the storyteller within them. But, to succeed, they've got to give some thought to the future. There can be long-term consequences, when they play now and pay later.

Divergent thinkers often go off on tangents, and are frequently seen as scatter-brained. It's hard to concentrate, when you're not inspired or interested. It takes discipline to get started and stick with the business side of creative business. People who are creative can work harder than anybody if they find something that they love to do. They just have a hard time learning to love math, taxes, regular business hours, and client follow up.

Leaping ahead, seeing the big picture, those who are creative lose those people who want to take it step by step and see things in black and white. Sometimes, it makes them angry. Right-brainers spend a lot of time dealing (or not dealing) with frustration.

For right-brainers, all play has a purpose – it's fun. This attitude makes them seem immature. Left-brainers like rules, a purpose and a plan, even for play – and worse, they need a reason to do it. Right-brainers tend to be sloppy. Not disorganized, just not organized in a way an uptight left-brained person would like them to be. Many people who are creative feel neatness is a waste of time.

Right-brainers are particularly vulnerable to the 'they are going to find me out any minute' syndrome. They may be confident about their work, but not about them-selves. Insecurity often rules them. Alcoholism, drug addiction, depression – all are very real dangers for the right-brainer.

Although right-brainers aren't necessarily self-destructive, they are prone to overindulgence, which can lead to the same thing. Right-brainers' high ideals make them inflexible. People who are creative often expose a dark side to the world. Right-brainers procrastinate. Right-brainers don't like to be told how to do it.

'AS YOU CAN SEE, FOR EVERY SO-CALLED NEGATIVE TRAIT,
THERE'S A POSITIVE SIDE TO IT AS WELL.'

I am HELMA KOOREVAAR

WHAT IS MY GREATEST PASSION?

Making discoveries every day and therewith being helpful to others. I love to bring people back to their inner strength and I enjoy our mutual journey towards it.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

Feeling connected with people and nature, living in the here and now. And, sharing the things I learned on my exploring.

WHAT IS MY GREATEST FEAR?

That something bad happens to the people I love. Where you pay attention to will grow, so I choose to live in trust and faith.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

The experience that people regain their strength, grow in balance and reach their goals.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

The habit to collect things, especially paper. There are so many articles I still want to read up on.

WHAT IS MY GREATEST EXTRAVAGANCE?

Due to my enthusiasm and eagerness to learn, biting off more than I can chew.

ON WHAT OCCASION WOULD I LIE?

I feel that I will not easily lie on purpose. Maybe only if it could save someone's life.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

My parents because of their unconditional love and their trustworthiness. My husband for his wisdom that gives me peace and my children for being a clear mirror.

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

Marketing: To pay too much attention to it in order to advertise the coaching method I teach.

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

After years of practice, I discovered how effective and long lasting this coach method was. Even physical problems dissolved like headaches and back pains.

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

De fact that I have educated a group of coaches and therapists and that they highly appreciated the education and were eager to learn this new coaching method and applied this in their own profession.

NUCLEUS COACH - TRAUMA THERAPIST - EDUCATOR TO COACH
OR THERAPIST - COMMUNICATION TRAINER
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IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

Less reacting from my emotional mindset/ego and more from within my (conscious) "being".

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

It took me 40 years to discover that the method is my passion. Furthermore, I can combine this with my family. Next time around go from here straight off.

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

Leaving my doorstep right into the forest, to go for a stroll or just dig in my veggie garden.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

As a volunteer within the movie selection committee I work at the Barghse Huus in 's-Heerenberg. This is where I also enjoy a nice glass of good wine and interesting conversations.

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

A good friend is my partner in crime as it comes to ventilate my latest idea. During a jolly good chat the idea lands and gets worked out into details.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

I enjoy the experience of walking alongside people who I'm on the same page with, on a similar course, and to have a sort of crosspollination.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

I'd like to have the Nucleus method tested as a preventive healthcare method. In my opinion the Nucleus method is very appropriated to stay in balance and even prevent a lot of common illnesses. And I am working with painting and explaining dreams; maybe I will combine this in my work.

CHAPTER 3

'My greatest passion lies in motivating!'
- Deirdre Bouwman, Amsterdam -



Photography: Femmy Weijs

MOTIVATED TO BE A CREATIVE HEROINE

DEIRDRE BOUWMAN - AMSTERDAM



'My biggest fan is my daughter Lotus.'
- Deirdre Bouwman, Amsterdam -

MOTIVATED TO BE A CREATIVE HEROINE

You must be self-motivated to make it. In any career you are the boss. If you don't feel like working for weeks at a stretch, nobody will shoot you. But, there is always a price.

The creative person works well in a relaxed environment. That could be a casual corporate structure, a close-knit company, or off alone. Freedom, individuality and being able to be yourself are serious issues for you, wherever you choose to work.

Being a creative heroine is not limited to seeing things differently. It often manifests itself in style of dress or hair. Or, in the hours we keep. Many people who are creative are slightly different in basic rituals of daily life: you get hungry at different times, your sleep patterns may be different, you get bursts of energy at times when the average person is ready for a siesta. It pays to tune in to your body.

The more you can adapt your work environment and time table to your innate physical preferences, the more comfortable you will be. You'll find you have boundless energy when you're on a roll.

It's amazing the number of hours you can spend, the attention to detail you can muster, and the ideas you can come up with when interested. Conversely, if you aren't interested, it's almost impossible for you to focus, and you feel as if you are unplugged from your energy power.

Those who are creative are in constant need for input and stimulation. That is why a travelling lifestyle appeals to a right-brainer. It involves experimentation, meetings, multiple places, people, experiences they love, stimulation, visual input and variety.

The creative heroine values learning and growth, as well as flexibility, freedom, self-expression and passion in work.

It is important to understand what motivates you. What your concept of success is. You may be much happier, when you work with and for the people you love, the materials and places you love, and the reward is exciting.

THE CREATIVE LIFE

Judgmental people may complain about your short attention span, calling you scatter-brained, lazy, a slob, self-centred, cynical, impatient, and so on. It takes a toll on even the most secure, and some start believing in it. Don't let that be you. Fight back. Remember that you're special – one of 2 percent of the adult population. Remember that you see a bigger world than they do, and move on.

Being an unconventional person, in a conventional world, is a small price to pay for the joy of being a creative person. Wear it as a badge of honour. You are one of the chosen ones. Innovators, throughout time, have become under constant attack from critics. What it boils down to is fear and jealousy. They will never have what you have. They will never be what you can be.

There are a lot of risks involved with following a creative career path. Rewards don't come without risks, and it's fortunate that the right-brainer is built to be able to withstand the pressures. You have the option to sit at home and watch others living their dreams on TV. It's not a hard choice, but it's one you have to make.

To make it in the creative arts, you must have that fire in your belly, that burning desire to succeed. You must believe that no matter what the odds, no matter what others say, you will persevere. You will do what it takes. You will learn to do the business stuff, the networking, the bookkeeping and the planning. You will bounce back from rejection, depression, and obsession.

Because of disappointments, highs and lows and critics everywhere not everything will feel like a masterpiece (or will even be well received). In a way, that's good. You'll keep trying to improve.

LEFT-BRAINER

- To do list
- Rule maker
- Life is a bitch
- Do it right now
- One-Track-Mind
- Make it profitable
- Better safe than sorry

RIGHT-BRAINER

- To be list
- Rule breaker
- Life is a journey
- Do it right
- Variety is the spice of life
- Make it beautiful
- Playing it safe is sorry



'I would like to meet and interview more women who managed to transform their past of sexual abuse into a present and future with purpose, strength and love.'
- Deirdre Bouwman, Amsterdam -

I am DEIRDRE BOUWMAN

(CAREER) COACH SPECIALIZING IN SEXUAL ABUSE - LIFE STYLIST
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WHAT IS MY GREATEST PASSION?

My greatest passion lies in motivating!

WHAT IS MY IDEA OF ULTIMATE HAPPINESS?

A leisurely breakfast with Lotus (daughter) and William (partner) warm pastries, fresh juice and cappuccino, in pajamas, and with the sun shining in through the window, with soft lounge music playing in the background.

WHAT IS MY GREATEST FEAR?

Although all my experiences have made me a richer and wiser woman, I would want to spare my daughter of some of those.

WHAT I LIKE MOST ABOUT MY JOB?

To witness the process by which my client enters tight-down in complex mind matters to see her leave, after the final session, with an expanded consciousness and a firm confidence in herself, her path and Life.

WHAT IS MY LEAST ATTRACTIVE FEATURE?

My fury, on the other hand my fury is the flame in my passion!

WHAT IS MY BIGGEST PITFALL?

Yet again my fury...

WHEN WOULD I LIE?

The times I lied, I paid a high price. I now choose to always speak the truth and accept the challenge that sometimes comes with that.

WHAT ROLE MODEL HAS HAD THE GREATEST INFLUENCE ON ME?

Byron Katie. In addition, there have been many who, through books and presentations, have reminded me how to see clearly.

WHAT I LIKE THE LEAST ABOUT MY JOB?

Financial administration.

WHEN AND WHERE I WAS MOST HAPPY WITH MY WORK?

Presently.

WHAT IS THE PLACE WHERE I GET THE BEST IDEAS IN MY CITY?

In my bathroom - every night, and in my kitchen and my inspiration also flows nicely while I jog through the park in Amsterdam Noord.

WHAT WOULD I LIKE TO CHANGE ABOUT MYSELF?

Nothing, perfection lies in the imperfection.

WHAT IS MY GREATEST PROFESSIONAL ACHIEVEMENT?

That even my most confused clients depart, after their final session, with an open loving heart and a healthy focus on work and love.

WHAT PROFESSION WOULD I HAVE IN MY NEXT LIFE?

What I do now, complemented by Ayurvedic nutrition knowledge.

WHAT IS MY FAVORITE PLACE TO EAT AND DRINK IN MY CITY?

Breakfast: with Lotus in the public library of Amsterdam, to then read for her in the children's section, sitting together on a big red chair.

Afternoon: carrot cake with cappuccino in EYE in Amsterdam Noord.

Evening: the small dishes at THT in Amsterdam Noord.

* And just on a simple weekday freshly baked oven pizza of € 2.50 at the Food Market in Amsterdam Noord

WHO IS MY BIGGEST FAN, SPONSOR OR PARTNER IN CRIME?

My biggest fan is my daughter Lotus. I'm my own biggest sponsor! Partner in crime ... crime was before, now we keep it "virtuous" with a regular sauna date: Daniëla, my friend.

WHO WOULD I LIKE TO WORK WITH IN THE FUTURE?

I would like to meet and interview more women who managed to transform their past of sexual abuse into a present and future with purpose, strength and love.

WHICH PROJECT IN THE NEAR FUTURE, I LOOK FORWARD TO?

In July I'm going on a 9-day intern with Byron Katie and "The School". Plus a co-production I am working on, to develop a 3-step workshop for secondary schools on sexual development/risks.

CHAPTER 4

'Lord Baden Powell says: "The most worth-while thing is to try to put happiness into the lives of others". This is my greatest passion.'
- Giorgia Franceschini, Milan -



Photography: Sergio Rampoldi

YOUR HEROINE'S JOURNEY

GIORGIA FRANCESCHINI - MILAN



YOUR HEROINE'S JOURNEY!

Life is not an accident or a coincidence. Through careful choices and persistent planning, you can control what happens to you. That sounds boring, doesn't it? It's not. We are talking about your future. Your heroine's journey! The best way to deal with the future is to invent it. Create your own life story – your own legend.

If you live your life wandering around aimlessly, you're likely to end up in a sort of hell. If you live your life bouncing around, reacting to events and circumstances, you're giving up control over where you will go next. This is a hell of a way to live – it's stressful and frustrating, and not creative at all.

I believe that each of us comes pre-packaged with a reason for being; a heroine's journey, a mission, a purpose. Unfortunately, there is no operating manual or helpline, to make it easy to figure out what that purpose is. However, once you figure out what your heroine's journey story is, life is sooo much easier and better. It means that you are living on purpose. This translates in doing the right work, in the right environment, with the right people and using your talents and abilities in a way that benefits others, as well as yourself.

This purpose covers every aspect of your life, including having people to love and who care about you (but that's another travel guide).

You need a powerful story as a compass to navigate by, to aim for (your heroine's journey). A storyline, a travel map, so you can plot out the best (and even most scenic route, if that turns you on) to get where you're going (your goals). You can get blown off course and explore new cities, meet interesting people, but you always have that heroine's journey story to guide you back. That's what your heroine's journey does for you.

When you aren't sure about what you should be doing with your life, it can feel like you're in free fall. For some, the rush of hurtling to the ground is exhilarating. Some don't even seem to realize that they don't have anything (a parachute), to stop them from hitting the ground.

'I am currently studying "Age Management". I will soon begin to hold conferences where HR Directors and other guests in the field, can discuss how to face this topic going forward.'

- Giorgia Franceschini, Milan -

'I may not be perfect, but I wouldn't want to change anything about myself.'
- Giorgia Franceschini, Milan -



In the beginning, it can be exciting to go through life without a plan, a purpose, and a story. Many romantic tales have been spun about the vagabond life. Just remember that these stories are written by people, who disciplined themselves just enough to put pen to paper, and enough to sell their stories or art.

Being in control of your story means knowing what you want and working towards it. It means waking up every morning saying: 'I've got the best job in the world. I absolutely love what I do.' If you can say that, everything else in your life will fall into place.

Some people know early on what they want. They're the lucky ones. Most of us struggle for a while before we find our niche. That's okay. Enjoy the journey. Consider it a voyage of discovery with treasures on your way. Self-knowledge is a wonderful thing.

HOW TO FIND YOURSELF WHEN YOU DIDN'T KNOW YOU WERE LOST

Before you can figure out your niche in the creative scheme of things, you need to understand yourself, your strengths and weaknesses, your true desires and your personal definition of success. The following questions are designed to make you THINK about yourself from various angles. Answer them quickly. Put down the first thing that pops into your head (before your left brain has a chance to butt in). Don't analyze either the questions or the answers. Be honest – nobody has to see this but you.



'My greatest achievement is when my coachees or clients reach their goals.'
- Giorgia Franceschini, Milan -

PERSONAL

- What is your favourite time of year?
- What is your favourite hobby?
- What is your favourite getaway spot? When was the last time you went there?
- What social settings bring out the best in you? Worst in you?
- What is your best personality trait? Worst? How would your spouse/partner/best friend answer that?
- What would you like to change most about your personality?
- Are you a country person or a city person? Would you prefer a laid-back lifestyle or one that is frantic and fast-paced?
- Are you more comfortable competing against others or against yourself?
- Which is more you: safe and secure or reckless and risky?
- Which would you rather be: healthy and wealthy or healthy and wise?

'I love working with different people and I feel good when I can be of help to others.'

- Giorgia Franceschini, Milan -



Photography: Sergio Rampoldi

PROFESSIONAL

- Do you want more or less travel in your work?
- Where would you like to go? Would you travel by land, air, or by sea?
- Would you like to do more or less public speaking in your work?
- How much money, as an annual salary, would make you feel successful?
- Do you prefer to work with your hands or your mind? Indoors or outdoors? With people or with things?
- Which is more challenging: dealing with difficult people or difficult problems?
- What bores you?
- What would you eliminate from your present job, right now, if you could?
- Do you like to be in charge? Or, do you prefer to be the power behind the throne?
- What do you like best about your work?
- If you could have anyone's job in the world, whose would it be?
- What is the most undesirable job you can think of?
- When do you prefer to work: morning, noon, or night? When would you rather not work? What days would you like to have off? What would be an ideal work schedule for you?
- What would you like to bring to work that you can't? Kid? Dog? Movie?
- Do you prefer to work alone or in a group? How much time of your day would you like to spend dealing with people, and how much time would you like to be left alone?
- How many projects can you handle at once?
- Do you prefer stretches where you work like crazy and then take a break, or do you like to pace yourself and limit your projects?



'I would like to work with Luca and Nina, my business partners in The Coaching Pros.'
- Giorgia Franceschini, Milan -

- Do you prefer to deal in concepts or projects? Which is more satisfying, the process or the product?
- What is the best description for the environment you would prefer to work in: at home, in a lab, in a book church, in a studio, outside, in an office, on the road, on a set, in a studio, in a tall building, in front of an office, or some other location or setting? Big city/small town, or small city/big town?
- List jobs you think you would enjoy doing.
- List jobs you think you could not and/or would not do.
- What skills do you like to use the most?
- What task or talent comes easily to you?
- Name something that is always a struggle to do.
- What type of people do you enjoy working with the most?
- Do you prefer to work at a fast pace or to pace yourself?
- Do you like every day to be different, or do you prefer to slip into a consistent and comfortable routine?
- What motivates you more, money or a mission?

YOUR STORY

You have a life story (if you pay attention to it). Take a look at the story of your life thus far.

- Write your life story from beginning to end (As if you are very old and have already achieved all the things you want. Or, when you hear that you will die today, with an 80% certainty and regret what you haven't experienced).
- What is something that makes you say to yourself (and others): 'I'll never do that again!'
- Make a list of five heroic stories and five tragic stories from your past. Which was easier to complete?
- Look at your past life and ask yourself these questions. What do I wish I had done, but didn't do? What have I always wanted to do, but never got around doing them, yet?
- What are your most powerful memories from your childhood, teenage years and adulthood? Take a close look at these three memories. What do they have in common? What were the circumstances, the people involved, the tasks you were performing, the setting and the time of year?
- List your most rewarding life experiences (paid and unpaid). Are you still engaging in these activities? If not, why not? How can you bring these things back into your life?
- It is important to appreciate all the things that you have and all the things that you are. The more you appreciate all the things you have going for you, the more you love life. Make a list of all the things you are grateful for in your life. Start small: your health, a place to live, a car, money in the bank, people who love you.
- Tell a story about yourself on a perfect day. Put in as much detail as you can. Spend some time and thought on this one. Then pin it to where you see it often. This is where you want to live your future life. This is the story about where you are going.
- Tell a snapshot story of your life today. Do you like what you do for a living? Are you happy? Are you using your talents? Are you able to create? Do you enjoy waking up on weekly mornings? Is it good to be home?
- Do you have enough money? Do you have a goal for the future?

I am **GIORGIA FRANCESCHINI**

WHAT IS MY GREATEST PASSION?

Lord Baden Powell says: "The most worth-while thing is to try to put happiness into the lives of others". This is my greatest passion.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

A sunny day with my son and my husband, possibly in nature.

WHAT IS MY GREATEST FEAR?

My greatest fear is that my dear ones become ill or die.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

I love working with different people and I feel good when I can be of help to others.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

I can be a little bit too touchy.

WHAT IS MY GREATEST EXTRAVAGANCE?

Overall, I am not a very extravagant person, but occasionally I buy extravagant shoes!

ON WHAT OCCASION WOULD I LIE?

I guess that telling the truth is always the best decision. Sometimes, however, I "leave out" some parts, especially if I think that it would be better than telling "the whole truth".

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

When I meet new people, especially if they are coaches or trainers like me, I study their approach, what makes them special and then I ask myself which of these characteristics can I adopt in my own work or life.

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

I am almost always happy when I work and especially when my work has been particularly useful. I remember having met a person I coached after 6 months. We had worked on improving his leadership skills. I barely recognized him. He had a new position and his career was progressing rapidly. The change was huge, tangible and it had really made an impact on his life.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

I may not be perfect, but I wouldn't want to change anything about myself.

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

My greatest achievement is when my coachees or clients reach their goals.

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WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

Sometimes working freelance can be lonely. I have chosen to work with two business partners. This way I have a sort of mirror or sounding board, as well as a joint company!

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

Great question! I don't know exactly what I would want to be, but I would want it to be a very satisfying profession!

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

I don't have one specific "favorite location". Just driving around, alone, in my car inspires me.

WHAT IS MY FAVORITE PLACE TO EAT AND DRINK, IN MY CITY?

My home is my favorite place to eat and drink, even if I like trying new places. As you may have understood, I work with people all day long. My way of relaxing and recharging my batteries is staying by myself, in a quiet place. What better place than home to do that?

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

I think that would be my mother: she really believes in me and backs me up on all my decisions.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

With Luca and Nina, my business partners in The Coaching Pros. We believe that your working environment should be a positive one, where you feel happy, at ease and can grow. We share the same vision: through our coaching and training we help companies become a great place to stay.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

I am currently studying "Age Management". I will soon begin to hold conferences where HR Directors and other guests in the field, can discuss how to face this topic going forward. Age Management will soon become a pressing issue within organizations.

CHAPTER 5

'I am passionate about beauty in the broadest sense of the word.'
- Susana Fuentes, Madrid -



Photography: Miriam Franco

WHAT'S YOUR STORY?

SUSANA FUENTES - MADRID



'I take pleasure in looking at a beautiful building, a beautiful dress, a beautiful face...'
- Susana Fuentes, Madrid -

WHAT'S YOUR STORY?

When I ask most people what their story is, what they passionately pursue, they stammer: 'Who, me?'

'YEAH, YOU!'

Do you have any passions? You do? You have concrete pursuits attached to them? Just give me one passion you have, with a pursuit for this year. What's your story?

When I ask successful creative heroines to tell me one of their pursuits, they will say something like: 'I will earn 100.000 euro, with my writing, by the end of the year.'

This pursuit is stated in the positive (I will), is very specific (100.000 euro with my writing) and includes a deadline (by the end of the year). Bravo! Having a specific pursuit, with a deadline is the key to success.

You can make excuses or shorten quests, as being too rigid and linear for the creative person. Having specific, meaningful pursuits of passions doesn't mean having a rigid story that leaves no room to roam. It simply means that, right now, this is what you want.

Don't worry about limiting yourself. You can adjust as you go. It does mean that you're in control of your life, have thought about what the real issues are for you, and have a perspective on new possibilities that develop.

Bottom line: Unless you know exactly what you want in life and you can articulate it (on demand, in case we meet), you are just fooling around. You aren't serious about success and, frankly, you'll probably never achieve it.

Having a clear story about your pursuits empowers you. Having a clear picture of what you want drowns out the negatives and attracts the positive things, ideas, and people to help you reach them. A clear story creates focus and clarity, so you're not wasting your energy on dead-end jobs.

WHAT HAPPENS WITHOUT A GOOD STORY?

Many creative people have no idea who they are, what they want out of life, where they are going, or what their passion is. Afraid to limit their options, their lives become a series of compromises and unplanned events. They are spinning out of control and feel powerless to stop it. They have zigzagged their way through life, trying this and that – As a phantom.

LACK OF DIRECTIONS

If you don't know what you want, you can waste a lot of time and energy going in the wrong direction. In the meantime, your career and personal life can get way off course.

FORCED COMPROMISES

You wake up one day and realize your life has been a series of compromises, a series of unplanned events. As a result, you are stuck in a job that you don't really like or that you aren't suited for – afraid to change.

BOREDOM

Not having a powerful story in life, a passion, a purpose for your talents and creativity, is the one thing most lacking in many lives. Without it life can become dull, empty, and uninspiring.

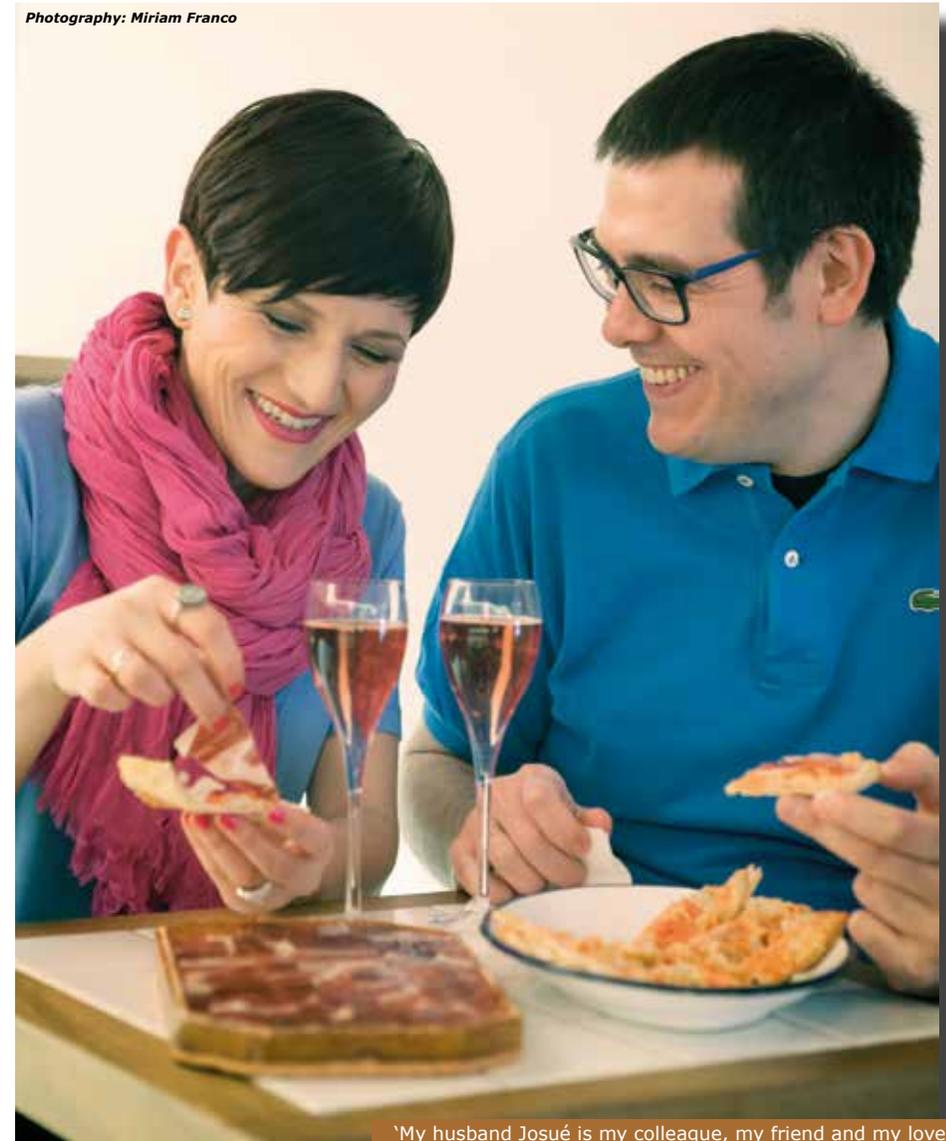
POWERLESS / CYNICISM

I have heard people describe their lives, as if they were passengers in a car, watching life passing by, while looking out of the window. They feel powerless, and blame everyone and everything for their lack of success, time, happiness, finances or whatever. They blame the government, the economy, reviewers, traffic, competition, and so on. Until you take responsibility for your own success, happiness and time, you remain a victim.

VALUE CONFLICT

When your values and your achievements don't align, at best you end up with hollow victories. At worst, you become depressed, angry or resentful. If you value integrity, you can't afford to lie and cheat to get what you want. If you say you want to start a business, but you squander your start-up capital, it might be time to look at your values again. Maybe, you're just giving lip service to a value you thought you should have. Or maybe, your self-destructive behaviour has deeper roots.

Photography: Miriam Franco



'My husband Josué is my colleague, my friend and my love.'
- Susana Fuentes, Madrid -

REGRET

Do you go zigzagging through life, jumping at any opportunity that sounds interesting or fun? After years of doing this, you're likely to realize that you have nothing to show for the past decade. This will leave you unhappy, unfulfilled, and unsuccessful – because you tried to live without goals.

WITH A GOOD STORY ...

With a good story, you get a bird's-eye view of your life. An overview. Think of being in a balloon overlooking the world, soaring over the scenery, looking down. Everything seems so small, so clear. You get above the trivial details, about the self-doubt.

This kind of perspective allows you to do the right thing, at the right time, for the right reason in the right way.

SYNCHRONICITY

When you tell yourself a powerful story and pick a course of action, unexpected things start to go your way. Unseen forces in the universe begin to say: 'Yes!' People and resources come into your life to help. Or, you see them sharply now. It all starts with a clear story about what you want, your goals, your quest – one that you can understand and one that you can communicate to others. This works better if you have a real passion for your story. People pick up on your passion, your commitment. They want to contribute, to be part of your story, your excitement, so they offer money, time and their connections.

Photography: Miriam Franco



'I would like to create a program with a group of experts in marketing and/or communication.'

- Susana Fuentes, Madrid -

Photography: Miriam Franco



'I am a very sensitive person so I worry about every living being that is suffering.'

- Susana Fuentes, Madrid -

YOUR STORY WORKS FOR YOU

When you have a great story, your mind goes of searching for information and opportunities that can help. You will see your story reflected in the world outside. Why haven't you noticed this before now? Your brain, screens out information to avoid overload, which is essential to your survival and success. When you know what your story is, your mind works to incorporate that into what it lets into your consciousness. This can change your life very quickly. You may get lightning ideas, seemingly out of the blue. In reality, the brain is processing all kinds of input from the outside, mixing it with your goals or purpose and ... Eureka!

YOU WILL BE HAPPIER

Your stories allow you to really live. You can enjoy the now, and still look at the future. People, who are living their dreams, wake up in the morning, excited and full of anticipation. Don't you want to live like that? You can't wait to start the day, you're constantly stimulated, curious, and eager to interact with others, passionate about what you are doing, and you're working toward real fulfillment.

Your ability to have fun and enjoy life is tied into the stories you tell yourself and then others. When you know what you want, what you value and what makes you happy, it's easier to make decisions, which reduce stress. The directionless life is not the happiest to look back on.

MOTIVATION

We all need a great story that moves us, that we enjoy doing, and that we are good at. We need to feel useful. We need to help others, or belong to a cause larger than ourselves. We know we could help make this a better world, if only on a small scale. In this world of rapid change, people have a deep need to control their own fate; to tell great stories about yourself is the way to do it.

I am SUSANA FUENTES

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SUSI EFE, IMAGEN PARA EL ÉXITO

WHAT IS MY GREATEST PASSION?

I am passionate about beauty in the broadest sense of the word. I take pleasure in looking at a beautiful building, a beautiful dress, a beautiful face... that is why I love to help women to enhance their own beauty.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

I am convinced that happiness is a decision and I think that it has to do with enjoying everyday things.

WHAT IS MY GREATEST FEAR?

The death of my loved ones, specially if they had to go through a painful illness.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

I love dealing with my clients. All of them are amazing women with amazing lives. I am proud to be one of their trusted professionals and I love helping them to make the most of their image.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

Perfectionism and self-criticism.

WHAT IS MY GREATEST EXTRAVAGANCE?

Before starting to create new contents (an article, a program, etc) I also need to create an inspiring environment with scented candles, flowers and good music.

ON WHAT OCCASION WOULD I LIE?

Whenever that lie could benefit me or my loved ones without being detrimental for another person.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

Christine Kane. She is my mentor in business and in life. She showed me how to live on purpose. Her career and her personal history were and still are truly inspiring.

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

The fashion industry. It is very frustrating to realise that my clients cannot follow my advice because they cannot find those colours or those designs that suit them.

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

I feel immensely happy each time one of my dear clients sends me her testimonial and a photograph with her 'new' image.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

I am a very sensitive person so I worry about every living being that is suffering. I would like to remain impassive in those situations that don't concern me but I cannot.

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

To make a living doing exactly what I want to do and being who I want to be.

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

I love my profession but I would also like being journalist or actress.

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

Whenever I need some inspiration I take a long walk and my favourite places are Paseo de la Castellana, Paseo de Recoletos and Paseo del Prado.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

There is a lovely bar called 'Bocadillo de Jamón y Champán' where - as its name suggests - you can enjoy an Ibérico ham sandwich and a glass of excellent champagne. It is the perfect place to take a break when you go shopping.

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

My husband Josué. He not only deals with social media and web design, but also supports me in every project I undertake. He is my colleague, my friend and my love.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

I would like to create a program with a group of experts in marketing and/or communication.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

This summer I am going to work on two new projects. The first one is a new website for professional men and women and the second one is a very innovative image program that I cannot reveal for the moment.

CHAPTER 6

'My greatest passion is sharing in the celebration of life with the world through my artistry.'
- Rasa Vitalia, San Francisco -



Photography: Bonnie Rae Mills

FOR LOVE AND MONEY

RASA VITALIA - SAN FRANCISCO



FOR LOVE AND MONEY

I believe that when we do what we love – meaning we enjoy it and are good at it – the money will eventually flow, as long as we believe we deserve it and we ask for it and willing to accept it. But, creative right-brained people are usually not driven by money. They don't manage it very well and have some funny stories about it.

For instance, there are artists (Bohemians), who believe that they must starve to create real art and that they can't have a juicy income and remain honest and true to their vision. That, somehow accepting money for one's art is selling out and giving up some of one's independence.

Let's face it; money does buy freedom (as does a total disregard of it, I guess). I have had money and struggled. Money did not make me happy; it just created a whole new set of challenges. When I was broke, I found out that wasn't the answer either. The solution is to have inner happiness, so that you can enjoy your riches.

'Perfect happiness is when someone shares the experience of love and happiness with others, giving of oneself.'
- Rasa Vitalia, San Francisco -

'My greatest extravagance is my art.'
- Rasa Vitalia, San Francisco -



Photography: Arun Subramanian | www.arun-subramanian.com

If you're unwilling to live on the street (or with your mother), you need to consider money somewhere in your story. How to make money doing what I love? You can do that, by answering the following questions:

- What specific annual income do you need to live abundantly, not just comfortably?
- What are your minimum monthly financial needs?
- How much money would it take, to make you feel successful?
- What are you doing to pay off your debt?
- Where can you cut back?
- What are some other sources of income?
- What about part-time work?
- What are you unwilling to do for money?
- What negative stories do you tell yourself about money which holds you back?
- How does it feel to be broke?
- How does it feel to be able to buy the things you want, when you want them, and still have some left over for a rainy day?
- How much money (exactly) would you need, to be able to pursue your dream?

WHAT'S YOUR HEROINE'S JOURNEY?

Your heroine's journey, should you choose to accept it, is the overriding story of which to base your life and career on. This gives your life clarity and focus, without stifling or restricting you.

A heroine's journey story is told to inspire you, not to impress others. It reflects your inner desires and values, as well as the directions for your life. It's a power tool and should not be rushed. It may be best to start by writing everything you want to be, want to do, desire to have and how you will serve others. Then, cut out the repetition and keep cutting it down, until it is no more than two sentences long.

'MEMORIZE THIS STORY, INTERNALIZE THIS STORY
AND LIVE THIS STORY.'

Your heroine's journey should include an inner goal, what it will take to please you, your deepest desires and dreams. You'll also want to include an outer goal, which is how you will serve others. This 'outer' goal is important, because it will usually point out how you'll make money by reaching your inner goal.



Photography: Kris Davidson

'I truly believe that I will bring bliss and healing to the world
through dance, art, and music as it is a universal language and experience.'
- Rasa Vitalia, San Francisco -

Your heroine's journey story does not need to include your desire to have a Porsche, a beach house in the South of France or the best tables at the Plaza, however...

Fill in the blanks: I would like to work in ... doing ... and to be known for?

This will help you focus on what's best for you. Not what's okay, good, or better, but what's BEST. This will keep you focused from day to day and year by year.

Having a hard time developing a heroine's journey story? How about just a theme for the year? Make this your year to do something special.

Okay, I'm assuming you have come up with a heroine's journey story or a theme. That's your goal. Now write it down.

Think about it. How badly do you really want this? Be careful what you wish for. Why do you want it? If you can establish the motive, than the means and opportunity fall into place.

'NARROW IT DOWN. BE SPECIFIC.'

Photography: Tom XA



'My role models are artists and entertainers who have a strong work ethic and believe in themselves despite the odds.'
- Rasa Vitalia, San Francisco -

Be honest. How many stories can you spin at once, before it all comes crashing down? Most people who are creative can and want to do many things. Perhaps you can do it all at once. More likely you can do some now, some later. If you want to be the best in one thing, you have to focus on that one thing and let the other stuff go. What's your style? What are you willing to give up, at least for a little while?

TRAGIC STORIES, TRAGIC STORIES, TRAGIC STORIES ...

Self-limiting stories hold back many creative heroines from reaching their goals.

Many people for instance, a great many indeed, have the dream of writing a book. I hear it all the time. Undiscovered writers. Yet, only a fraction of them, ever do it. It remains the elusive goal. I think it's more a case of wanting to have written, rather than do the writing. Unless you have a ghost-writer, a book will not write itself.

Besides. For most people, the goal is to sell a book. To sell a book, you first must write it (or at least a proposal). Commit it to paper, page by page. Well, that's the part that can be work. It's tough enough with a positive story...

OUT OF FOCUS

Many creative, inventive and imaginative people have struggled with an inability to focus, at one time or another. The most successful have used this 'fault' to their benefit.

On the other hand, you can learn to overcome your inability to focus when it is important or when things challenge and interest you.

Focusing is not an easy thing to do. At any given moment, you have an infinite number of choices. The trick is to base your choices on your passion, where your focus is optimal.

YOU CAN BETTER FOCUS ON USING THESE TECHNIQUES:

- Keep your story in front of your face.
- Make a storyboard.
- Make a game of it.
- Think of a positive story.
- Find a story partner.
- Talk to other people about your stories.
- Surround yourself with other people who are working towards goals.

EXCUSES FOR NOT HAVING A 'HEROINE'S JOURNEY' STORY AND WHY THEY ARE BOGUS

If you haven't already taken the steps outlined in this journey, you may recognize yourself in one of the follow excuses. As creative people, we can come up with some pretty clever rationalizations for not having written stories with missions, quests and goals. And they're all bogus.

I ALREADY HAVE GOALS. FAIR ENOUGH.

Are they written down? Can you spell them out? True great stories with quests – the kind that work anyway – are written down. As a result, they can be reviewed, revamped and recalled, inspiring your everyday actions and decisions.

EVERY JANUARY, I SET NEW YEAR'S RESOLUTIONS AND BY FEBRUARY, I'M BACK TO MY OLD WAYS. SETTING GOALS DOESN'T WORK.

There is a big difference between the heroine's journey goals and resolutions. One works and the other does not. Resolutions are often unrealistic and impulsive. You are initially excited about them, but there is no real commitment, so you're quickly discouraged and distracted. Written stories, on the other hand, involve some real soul searching. When you're doing what you really want to do, you're likely to follow through. One day, your statutes will be found in the Vatican Museums!

MY 'HEROINE'S JOURNEY' STORY? THAT'S A BIG STEP FOR ME.

Those excuses reflect to closely held fears; Fear of failure, fear of success, fear of change and fear of commitment. If you let fear get in the way, you'll always play it safe, never write a book, open that business or take your paintings to the art gallery show. That can lead to feelings of anger, frustration, depression and lack of motivation. The answer is to take smaller steps. Telling yourself a great story, about how you don't mean to make sweeping changes that you're not prepared for. You don't necessarily have to quit your job, you just need to take the first steps toward achieving what you want, or you'll never get anywhere.

WRITTEN GOALS WILL MAKE ME BORING, PREDICTABLE AND STIFLE MY CREATIVITY.

Okay, write them in pencil. Change or refine them as often as you like, but get them down on paper first. Otherwise, you're likely to be bored, frustrated and stifled – the very things you want to avoid. You don't have to set your goals in concrete. But, if they're in sand, the tide can come and wash them away. Setting real goals involves self-knowledge, and self-knowledge alone can help you chart a better course.

'I am happiest in my work when I am performing for a cheerful and supportive audience - and we dance!'
- Rasa Vitalia, San Francisco -



Photography: Bonnie Rae Mills

I'M TOO BUSY LIVING MY LIFE, MAN. BESIDES, YOU DON'T KNOW WHAT'S GOING TO HAPPEN IN THE FUTURE.

Live for today, we can all die tomorrow right? Wrong. You'll live a lot longer. That gives you a lot of life to live – with or without a great story you tell yourself, about yourself. Having a written story gives peace of mind, clarity of thought, and hope for the future. It motivates you, guiding your daily decisions so you can make the most of that unforeseeable future.

I HAVE NO TIME TO WRITE MY STORY.

Make it a priority. Do what you can now, no matter how little it is. You'll be surprised at how little steps can add up. Being too busy can be a symptom that you're afraid to slow down and really take a look at yourself and make decisions about what to do when you grow up. Your life is frittered away on endless details and mindless errands.

SETTING GOALS IS OVERWHELMING, COMPLICATED AND TOO MUCH WORK!

This excuse really boils down to not knowing how to set goals. Read this travel guide and you'll start to learn a lot about yourself, which makes telling your great story easier.

I am RASA VITALIA

HOT DANCE, MUSIC, & VOCAL ARTIST PERFORMANCE -
VISUAL ARTIST & ENTERTAINER
RASAVITALIA.COM | RASA@RASAVITALIA.COM

WHAT IS MY GREATEST PASSION?

My greatest passion is sharing in the celebration of life with the world through my artistry.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

Perfect happiness is when someone shares the experience of love and happiness with others, giving of oneself. When I put on a show, I nurture and direct the energy of joy throughout the event. I get people to dance and share in the excitement with me and we reach an experience of pure unity and celebration. My hope is that this joy is present for not only a night, but has an effect for the world for a lifetime.

WHAT IS MY GREATEST FEAR?

To not have the chance to reach my full potential and make my dreams come true.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

Every smile, every laugh, every fear released when we experience joy as someone breaks loose and loses themselves on the dance floor. Connecting with the power of love.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

I can be very trusting and sometimes impatient. I just wish for a better world, right now!

WHAT IS MY GREATEST EXTRAVAGANCE?

My greatest extravagance is my art. I truly believe that I will bring bliss and healing to the world through dance, art, and music as it is a universal language and experience. I invest a lot of my time and energy into this dream. But I also love love love... chocolate.

ON WHAT OCCASION WOULD I LIE?

I wouldn't unless it was to spare someone from feelings of unnecessary suffering or protect them from harm.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

My role models are artists and entertainers who have a strong work ethic and believe in themselves despite the odds. They diligently continue to work towards success with or without support. They bring joy to the world. They unify people. They share love and celebration of life to the masses. They also have something deep and meaningful and have the courage and power to express this love with the world. They are strong. They love challenges and take risks in honor of their dreams. One of my role models, Lance Diamond, an exciting entertainer who brings so much joy to his audiences, recently passed. In his honor, I choose to continue to live the dream and share joy in all of my shows.

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

That it is a bit sporadic. Some more consistency would be welcome.

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

I am happiest in my work when I am performing for a cheerful and supportive audience - and we dance! When the audience gives me back energy, it's the greatest.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

We are all works in progress, haha.

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

The greatest achievement in my work is my creation of my first song and release of my first official music video.

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

Exactly as I am now: Dancer, Vocalist, Music Composer, Performer, Entertainer, and Visual Artist. Ok...maybe a chocolate maker.

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

San Francisco is a unique place in which you can get the best of both worlds- the big city influence with beautiful nature vistas. There are too many to list...but I do really love Ocean Beach at sunset and Land's End Trail.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

A very special Indian cuisine Restaurant called Roti, in the West Portal. Not only is the food really good, healthy, and organic, but more importantly, I always feel special when I visit.

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

My partner at home and a few close family of friends. You know who you are.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

Madonna, Lady Gaga, Beyonce, MIA, Bruno Mars, and a few hot dance Djs to remix my work.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

I am looking forward to working on my next song and planning my next international tour. Last year I went to New York, Boston, Philadelphia, Buffalo, Toronto, Chicago, Detroit, and Santa Cruz. I would like to return to these cities this year and add a few more. I am slowly putting the pieces together for an international tour. I cannot wait to meet everyone! Don't let anyone dull your sparkle. Let's dance! Love, Rasa Vitalia.

CHAPTER 7

'I enjoy my work as a child therapist and author of children's picture books.'
- Ilona Lammertink, Tilburg -



Photography: Peter Pijman

THE MYTHS ABOUT CREATIVE HEROINES

ILONA LAMMERTINK - TILBURG



'The features I most like about my job is the huge variation of my occupation.'
- Iona Lammertink, Tilburg -

THE MYTHS ABOUT CREATIVE HEROINES

There are times in your life, when everything seems chaotic. You are in the full crisis mode, unsure of what to do next, unsure about everything really. What you think you need, is a vacation to escape your challenges or at least to sort things out.

The truth is, you need to get a handle on your life and get control again, to make some sense out of the uncertainty. You don't need a vacation; you need a heroine's journey story. This will help you make it through the turbulence and come out on the other side, less stressed and stronger for it.

Even the most right-brainer needs some structure in his live. Yet, creative people resist traditional planning because they think it is too structured, too limiting. It doesn't have to be. In this travel guide you clarified your heroine's journey story. Once you have a great story, you need a plot to help you reach it. The plot is more like a map. It has footprints to show you which steps to take and landmarks, which tells you when you are veering off course. And finally, a list of recommended provisions for this trip and the names of some guides or role models, who can help you get where you're going, quickly.

The starting point of your story is here and now. The goal of your heroine's journey is to earn a living from what you love doing.

Once you get there, anywhere in the world, you can do a whole lot of sightseeing at the Guggenheim Museum or the Rijksmuseum, wander around and have a good time. From your new vantage point you may decide to set out for someplace new. Each time, the steps are the same: choose a destination, work out how to get there, and go.

THE GREAT MYTHS

It helps to expose and explore some of the myths surrounding creative heroines, before you go any further.

MYTH:

Your career is your life.

REALITY:

The creative person changes careers, five to seven times, before they die on their job with their heels on. It's okay to be a job hopper in the creative arts. In fact, it's more like a project-to-project kind of jumping around. Even if you think you want to stick with one job or one company your whole life (Are you sure you are a right brainer?): it isn't possible anymore. End of story.

MYTH:

Work is a necessary evil.

REALITY:

When you find work you love doing, you'll never work another day in your life. Anyway, It won't feel like work. That is total actualization.

MYTH:

Follow the path of the hot careers and you will be successful.

REALITY:

Don't limit yourself to what is hot or popular. Follow your passion, your curiosity.

MYTH:

Once I make it, I am set for life.

REALITY:

A creative career is like a ride on a gigantic roller coaster. There is a slow and steady climb (which isn't much fun) as you pay your dues, work hard and make connections. Once you get on the top, you have just about a second to enjoy the view before you go plummeting to the bottom, ten times faster than the climb. Sometimes, that fast drop is your choice, sometimes it isn't. The momentum of it carries you back up the next. The point is, that creative heroines don't go on a steady uphill climb. But, unlike other professions, they offer a lot of thrills too.

MYTH:

I want my first job to launch the rest of my life.

'My mind is always busy and bubbling with ideas.'
- Iлона Lammertink, Tilburg -



Photography: Peter Pijman

REALITY:

If you're waiting for a job to start your life, stop waiting. First, you need a life; A sense of who you are and what you want to be. Then, you go looking for a job. Most people make a more lasting commitment to their second career, because by then, they have had time to figure out what they really want to be.

MYTH:

Changing your career will make everything okay.

REALITY:

While there is no doubt the right career makes life much, much better, it won't make you better. A career change is external. If you're unhappy where you are now, take the time to discover why, before you leap into another situation.

'Comforting children in my practice, resulted in the inspiration to write my books.'
- Iona Lammertink, Tilburg -



MYTH:
The most talented people get ahead.

REALITY:
Talent can only take you so far. Having a vision, a quest, a great story and the willingness to treat your career as a business – that's what gets you ahead.

MYTH:
Do what you love and the money will follow.

REALITY:
If it were that simple, don't you think everyone would be making it big time? The real message behind this myth is, that it is much more pleasurable to do what you love for a living. As a result of those factors, the money finds you. Hopefully before you are dead.

MYTH:
You have to be famous, to earn a fortune.

REALITY:
Anyone who has had any degree of fame will tell you it doesn't pay the bills. Being respected by your peers and adored by your audience is awesome, but there are plenty of people you've never heard of, who are quietly making millions. Fame is not the goal; it is a by-product of doing good work.

MYTH:
The more you make, the happier you'll be.

REALITY:
The more you make, the more you make. Money creates its own opportunities and challenges. Happiness depends on the way you earn your money.

MYTH:
You cannot start at the top.

REALITY:
Well. Actually, you can. Start your own business, and you will be owner, boss, CEO.

MYTH:
There is no such thing as job security any more for creative heroines.

REALITY:
Your job security is your talent and skills. Build on each experience, develop new skills and make key contacts along the way. Be willing to change, adapt, learn and reinvent yourself. Be a problem-solver and self-starter, innovative and productive. You will not only survive – you'll thrive.

MYTH:
It's too late to start over.

REALITY:
It's never too late to look for, and pursue, your passion. 'Over the hill' just means that there is another hill waiting for you to climb.

MYTH:
Everyone is out to steal my ideas.

REALITY:
Very few people have the intent, ability, follow through or malice, to steal your ideas. Don't let fear hold you back. Do what you can to protect yourself and your ideas, and then go out and spread your story. Make something happen.

MYTH:
When you figure out what your dream is, everyone will help you.

REALITY:
The sad thing is, that more people try to sabotage you than support you. Their insecurities and envy are their problem, not yours.

MYTH:
If you're all over the place, you've got a better chance of catching a big break.

REALITY:
Lack of focus is one of the biggest problems creative heroines have. In fact, I would say that focus is the difference between flourishing and floundering.

MYTH:

Only anal-retentive left-brainers try to plan out their lives and careers.

REALITY:

Even creative people need a heroine's journey story – the art of a loose plot with a tight vision quest, which will last throughout the ages.

MYTH:

Some people seem to get all the lucky breaks.

REALITY:

You make your own luck. Behind all those 'lucky breaks' is a lot of legwork, preparation and planning. Being in the right place at the right time means putting yourself in a position to be at the right place (get out there) being prepared when opportunities arise – and having the guts to grab your chance when it comes. Opportunities are everywhere, but without a clear story of what you want, you may be passing up many 'lucky breaks' of your own.

MYTH:

Entrepreneurs are born, not made.

REALITY:

It's true, not everyone is cut out to make it on his or her own. It takes a certain type to be in business. But, creative people have many of the traits necessary to be successful business people. They also have some traits (like an allergic reaction to detail work), which must be overcome.

MYTH:

They are simply not enough opportunities to make money with my passion.

REALITY:

You only need one. Don't have a defeatist story, or you're already defeated. Somebody is going to get a book deal or record contract, or sell his or her software idea. Why couldn't it be you?

MYTH:

The only real artists are starving artists. At least, they have some sense of integrity.

REALITY:

Some creative enterprises simply do not pay well; no matter how many dues you pay. But, making money with your creative endeavours does not mean you're a sell-out. It means you're smart enough to find a market for what you do.



'I am blessed and privileged to have many dear fans and "partners in crime".'
- Iiona Lammertink, Tilburg -

I am ILONA LAMMERTINK

WHAT IS MY GREATEST PASSION?

My greatest passion is "to live life", together with my family, our dachshunds, my friends, and my colleagues. I have many areas of interests and hobbies. I enjoy my work as a child therapist and author of children's picture books.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

To me, ultimate happiness means the general well being for my loved ones and myself, and colouring my day using the palette crossing my path at that very moment.

WHAT IS MY GREATEST FEAR?

My biggest fear is suffering from illness or being involved in an accident, which could result in total mental or physical isolation.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

The features I most like about my job is the huge variation of my occupation. Comforting children in my practice, resulted in the inspiration to write my books.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

My least attractive quality is impatience, and perhaps, pertness.

WHAT IS MY GREATEST EXTRAVAGANCE?

I spend a lot of money and effort towards my hobbies: painting, sculpting, travelling and photography.

ON WHAT OCCASION WOULD I LIE?

Under what circumstances would I lie? If I am convinced that to achieve the best resolution for a specific case would cause me to lie, then I would.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

I consider my father as a role model because he not only worked hard, and managed people, but also, he was creative, articulate, and showed great social conscience. With this in mind, I try to find the balance between personal circumstances, work, and relaxation.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

What I would change is the vehemence and certainty I show in some situations...

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

My greatest professional achievement is the creation of 'Bunnys and Bubbles' a series of children's picture books published in the Dutch language by Clavis. Parts of which have been translated and issued into English, German, Japanese, Chinese, Korean and Greek.

INTEGRATIVE CHILD AND ADOLESCENT THERAPIST - COACH FOR CHILDREN AND ADOLESCENTS - MEDIATOR FOR CHILDREN INVOLVED IN A DIVORCE OF THEIR PARENTS - AUTHOR OF CHILDREN'S PICTURE BOOKS
HAKUNA-MATATA PRACTICE FOR INTEGRATIVE CHILD AND ADOLESCENT THERAPY
WWW.HAKUNA-MATATA.TK | ILONA.LAMMERTINK@GMAIL.COM

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

I was happiest when the postman home-delivered a copy of my first children's picture book, I was delighted! There it was! My self-created story, printed in a beautifully coloured edition. It also gives me a great feeling of satisfaction, knowing after treatment, my little clients will be able to continue their lives by themselves, without any further assistance.

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

The administrative burden of managing a private practice and working as a free-lance professional is really not my piece of cake.

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

In my next life, I would like to be a veterinarian or owner of a beautiful ecological centre for wild life. Similar to the ones I have seen in the Pantanal in Brazil or Africa (Tanzania).

WHAT IS MY MOST INSPIRATIONAL LOCATION?

I find most of my inspiration in the small village, Grou, in Friesland. It is our second holiday home. Here, I am able to recharge my battery, and find the inspiration and creativity to translate the many ideas in my head into scripts for children's picture books.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

Villa Pastorie, in my hometown Tilburg, is a nice place to spend some time and have a snack and a drink. It offers a casual, friendly environment to enjoy lazy summer nights at the waterside.

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

I am blessed and privileged to have many dear fans and "partners in crime". Collected around me are my partner, children, relatives, and friends. Everyone's uniqueness contributes to my existence.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

In the future, I would like to work with anyone who can strengthen my passions in my work and hobbies. Individuals who can inspire me even more to discover myself, and allow me to grow.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

My mind is always busy and bubbling with ideas. There are a number of new manuscripts at my publisher's, which will appear in the future. But, as always, I am open to unexpected challenges...

CHAPTER 8

'People need to learn how to heal themselves, as we are meant to do since the beginning of time.'
- Karin Visser, Willemstad -



Photography: Ellis Haan

LIFE IS A PITCH!

KARIN VISSER - WILLEMSTAD



LIFE IS A PITCH!

In the world of creative's it's all about the pitch. Many creative careers are dependent on being a good pitch person. It's part salesmanship, part stage performance and part public speaking skills, mixed in with a bit of magic. In some fields, being able to pitch is a matter of career life or death.

It's much easier when you know they need what you've got and how you can help them get what they want. Start by asking: 'Who needs what I have? How badly to they want it?' – The more you know about and are aware of the answers to these two questions, the less pressure will be on you, and the easier it becomes to pitch yourself.

'HOW TO SELL WITHOUT SELLING YOUR SOUL.'

Selling your talent is tough. It may even be distasteful, especially if you don't believe in yourself. Many people who are creative defend their inability to sell as an unwillingness to sell out. Get off your high horse. I am not the devil, because I believe you have to get your story out.

As a creative heroine you are always pitching your story, wherever you are, whomever you're talking to. You pitch your parents so they'll get off your back and stop talking about that other career. You pitch people you want to work for, and those you want to work for you. Your style is a pitch of its own, a demonstration of your uniqueness.

To get paid, to make a living, you have to sell. You don't have to lie, cheat, deceive, or wear a suit. To sell effectively, you must help people, heal them, entertain them and meet their needs. These are good things.

Don't treat selling as if it were beneath you. If you don't think you can do it, you can't. The sooner you accept that you have to do it, the better. Everyone sells something: stories, ideas, talent, skills, products, dreams, energy, and creativity. If you have something to offer, and you want to earn money for it, you sell. That doesn't mean you can't have fun with it.

'Role models are important for everyone. If someone acts from their unique and natural self, that person can be a true guide.'
- Karin Visser, Willemstad -

TRY TO KNOW THE STORY OF YOUR CLIENT.

People like to do business with those who know what the hell they are talking about. Fill out *The Heroine's Journey* questionnaire in this book with your clients! They will test you for sure. You need them to say 'yes' to your plan, tape, project, and promotion. You must motivate them. Find out what it will take to get them to say yes.

DON'T GET DISCOURAGED AFTER THE FIRST 'NO'.

PEOPLE WANT WHAT THEY CAN'T HAVE.

Sold out. Standing room only. Only available for a limited amount of time. I'm fully booked throughout this month, but I think I could squeeze you in the first week of next month; the principle of scarcity.

SHUT UP AND LISTEN.

Ask questions and let them do the talking. Don't ever ask a question to which they can answer: 'No!'

Photography: Claudia Becker



'My passion is to make people sparkle with joy and health.'
- Karin Visser, Willemstad -

TRUST YOUR GUT.

Use your intuition to judge the situation, and react.

PEOPLE BUY FROM FRIENDS. ESPECIALLY WOMEN.

So, make more friends, treat people like your friends. Borrow other people's friends. Keep in touch with friends. Get referrals, testimonials and leads – and work them.

BE PASSIONATE.

Being pumped will influence people more than what you actually buy.

DON'T BE DULL!

Don't be desperate. Interject some humour, an anecdote, a personal story, an example. Entertain. Personalize it with your wit. Relax and have some fun.

BE READY TO PITCH ON A MOMENT'S NOTICE.

Have your verbal story ready to go. It should be so well rehearsed that it doesn't sound rehearsed.

ALWAYS HAVE SOMETHING TO ILLUSTRATE YOUR STORY WITH.

A demo, book, portfolio, picture. Carry them with you at all times.

SINCERITY SELLS.

Don't be a phony. Be yourself. Always be sincere.

PERSISTENCE PAYS OFF.

NO MATTER WHAT YOU ARE SELLING, STRESS THE BENEFITS.

People are influenced by WIIFM (what's in it for me); Tap into that. What is their dream, their desire? Sell them on it.

DON'T BE A WHINER.

Shut up and do what needs to be done. Be a problem solver not a problem child.

BE RELIABLE, SO THEY WILL WANT TO HIRE YOU AGAIN. NEVER MISS A DEADLINE.

If they say no, ask for a referral of someone else who might like what you have to offer.

DON'T TAKE IT PERSONAL.

If you don't get it, who did? Why? What did they do? What do they have that I don't? How can I improve?

DON'T HANDICAP YOURSELF BY SAYING: 'I'M NOT A SALESPERSON.'

You can be whatever you want to be. Recognize a poor fit when you see one and back down gracefully. Give them an easy exit, and they may recommend you to someone else.

SIMPLIFY YOUR STORY SO THAT IT IS CRYSTAL CLEAR.

In general, you'll have about 30 seconds of someone's attention before they lose interest.

ENERGY AND ENTHUSIASM ARE CATCHING.

You'll be more likely to make someone else excited, if you're excited first. (This works in many areas of life, not just in your career).

PRACTICE AND BE READY.

For objections and negatives. Treat it like a game.

PUT YOURSELF IN THEIR SHOES.

What would it take to get me to buy, if I were them?

IF SELLING YOURSELF IS A PROBLEM, GET AN AGENT.

An agent serves as a buffer. They cover their fees by getting you more money than you get on your own. Some will work for you on a contingency basis.

BE A DOER, NOT JUST A SAYER.

I believe we are judged by what we say, but, more important, by what we say we will do. Be known as someone whose word is gold, who gets things done.

PROMISES, PROMISES, PROMISES ...

There are two rules to keep in mind in your business career. First, when you give your word, always keep it. Secondly, don't give your word; or, not lightly anyway. Don't say you'll take care of it when it's one of the million things you already have to do. It's far better to under-promise and over-deliver. If you stick with this simple rule, you'll come out ahead, and still have time for a life.

PROTECT YOUR REPUTATION WITH YOUR LIFE.

Don't put your name on anything you don't believe in.

DO NOT PASS THE BUCK.

Never say: 'That's not my job.' Or, 'That's not my fault.'

END WITH A CALL TO ACTION.



Photography: Claudia Becker

'I love to see people change from a tired and worried person to a fresh and awake human being.'

- Karin Visser, Willemstad -

I am **KARIN VISSER**

ENERGY KINESIOLOGIST - TRAINER - COACH
KANZO | WWW.KANZO.NL | KARIN@KANZO.NL

WHAT IS MY GREATEST PASSION?

From the moment I start my treatment with a client, I am completely focused and dedicated to balancing the energies of their body. I love to see people change from a tired and worried person to a fresh and awake human being. My passion is to make people sparkle with joy and health.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

Playing with shells and stones and making natural art on the beach together with my sweet partner Demy and enjoying the sun, the sound of the waves and the Curacao wind. With at the end of the day a good wine and watching the sunset.

WHAT IS MY GREATEST FEAR?

To lose the ability to smile and be thankful. Everything will turn grey and dull, that is not what life is about. It destroys the meaning of Life!

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

People need to learn how to heal themselves, as we are meant to do since the beginning of time. If I see someone heal herself, because I could give her the tools, which is the best thing ever.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

O my goodness, what a difficult question. All my traits make me 'me'. So if I find myself complaining about a trait, I change it or accept it! But if I have to name something I wish to change, it would be the amount of times my drama queen pops up lately. She is sometimes uncontrollable!

WHAT IS MY GREATEST EXTRAVAGANCE?

The decision to move to Curacao! I am here since September last year and the step to go felt at that time logic and easy. But being here, struggling to make a living makes me realize: moving to another country is quite an extravagant choice!

ON WHAT OCCASION WOULD I LIE?

That is easy! In all the occasions I can spare someone unnecessary negative emotions without consequences in the near future. Why be honest always, while you sense someone is not ready to hear it (yet)?

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

That is a recognizable one for a lot of us: the administrative bit. I really tried for years to make it more fun, but I still don't like it.

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

There was a young woman who walked around for years with a big secret, it was devouring her. The moment she found the courage and told me what it was during a treatment, I felt an enormous balloon of gratitude bursting from my heart.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

Role models are important for everyone. If someone acts from their unique and natural self, that person can be a true guide. But I must say that the influence of my parents, my Teacher, Donna Eden and my closest friends have been huge. They helped me form my personality, my wishes and my Life.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

Not a single thing. I am so happy with who and what I am, I celebrate 'me' as often as I can. This is not meant as an arrogant statement. I have worked hard to get here. And I wish that everyone sees how beautiful and ingenious they are. We are human beings! How incredible is that!

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

Having the opportunity to work with so many people and they all feel better after working with their own body and energies, and me!

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

Although I wish to reincarnate on a star (who wouldn't!), I would love to be a dolphin trainer or a successful novelist if I would reincarnate here.

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

Boca Simon. It is a tiny bay where the waves are wilder and where beautiful stones and shells are thrown at the beach. There are often no people at all, so I can enjoy nature on my own. My best ideas reach me when I am in that place. It is special.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

Rozendaels, a small pitoresk outdoor bistro, where I had my Christmas dinner last year; a delicious tenderloin with coquilles, perfect red wine and a city garden scenery. Lovely...

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

Demy, my partner. He encourages me to be what I can be. He sees my fullest potential. He makes me feel like I am the most important person in the lives of many. That feels pretty awesome.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

With Demy, as you can imagine. We are together now for only half a year, but I am quite sure we will be a successful team making people healthy and fit. He loves to be a playful leader and I love to be an inspiration in health.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

Today I had an appointment with Optima, an health and safety agency, here in Willemstad. We are going to develop a health plan for employers and employees that include all aspects of health. Which is pretty important here, because many people are overweight on this lovely island.

CHAPTER 9

'My greatest passion is when people take their full potential and shine; that is so touching.'
- Lieke Thijssen, Bilthoven -



Photography: Marie Cecile Thijs

BE YOUR OWN HEROINE

LIEKE THIJSSSEN - BILTHOVEN

'Happiness can be in every moment, if you are open to it and know how to enjoy.'
- Lieke Thijssen, Bilthoven -



BE YOUR OWN HEROINE

What many people see as faults and flaws in the right-brained person, are assets when it comes to working for yourself. Things like intuition, imagination and innovation are exactly the things needed. Don't fault yourself for not fitting into the nine-to-five world. Be glad that you have what it takes to work 'outside-the-box'.

Most creative people, who are self-employed, work over sixty hours a week. Why would anyone want to work long hours? It's because they don't want to do anything else. Your work is like your child, you want to take care of it, nurture it, grow it, and despite all the diapers you have to change (and what's in them), you love it.

Maybe you shouldn't marry your work, but it becomes a very tempting mistress. You have the freedom to make your own hours, pick and choose which projects you will work on (and which clients you will work with). You don't have some idiot telling you what to do all the time. You can make as much, or as little as you want. The only glass ceiling is the amount of work you are willing to do.

There's more. You control your own destiny. The rewards, which come from all that hard work, belong to you. You own your ideas. There is an unlimited income potential. It's both challenging and constantly changing; it's hard work, but you feel as if you are hardly working, because it is a labour of love. You set the priorities – you can work less and have more free time, or work more and make more money. You set the hours.

Working for yourself is great. Half of all marriages succeed. So, do half of all businesses. When the love is there!

CREATIVE HEROINES IN BUSINESS

There are several misconceptions about creative people who may keep you from becoming self-employed. Although, there may be very good reasons why you should not attempt self-employment, these are not among them.

ORGANIZED MEANS:

Sterile, cold, dull, rigid, or inflexible. Wrong! It means being able to find what you need when you need it.

YOU WOULD BE SO HAPPY IF YOU COULD PLAY ALL DAY LONG.

So, the creative person likes a good time more than the next woman or man, is that such a crime of passion? The creative often considers work as play, and I personally think, that's the best way to live.

YOU CAN QUICKLY COME UP WITH IDEAS.

The creative process is a heroine's journey. The constant pressure, to come up with inspiration on demand, can be wearing. You need time to conceptualize, to let ideas grow, to do your best work. Time management can help give you that time, even when nobody else will.

YOU DON'T CARE ABOUT BUSINESS.

Just because you are creative, doesn't mean you don't yearn for success, for recognition, for financial security. And you actually have a natural gift in this direction if you learn to recognize and use it.

THERE'S ONLY ONE WAY TO BE ORGANIZED.

You can't handle that kind of regimented, structured and right angle style of time management. This is half-right. You probably can't and definitely shouldn't try to regiment your lifestyle, killing your creativity in the process. But, there are many ways to be organized and you're creative enough to find one that will work for you.

YOU WORK BETTER UNDER PRESSURE.

What does that have to do with anything, except eventual heart failure, ulcers, or stroke? It is okay to turn up the heat from time to time, if you do so on your own terms, keep it under your control.

'My greatest fans are my two sons; my greatest sponsor is my husband.'
- Lieke Thijssen, Bilthoven -



Photography: Sonia de Cuba

YOU WERE BORN DISORGANIZED.

Born with some sort of cleaning disability. That's 'ridicule'. You can organize yourself; it's just that nobody else can organize you. As long as you can function and those around you don't want to kill you, what's the problem?

YOU'RE DEFENSIVE ABOUT YOUR WAY OF DOING SOMETHING.

This one may not be so far off the mark. You've probably had to defend yourself, most of your life. It might help you, to be able to prove that you know what you're doing.

PEOPLE, WHO ARE CREATIVE, ARE LIKE CHILDREN.

Wrong. You may have a childlike quality, but you are not childish.

'You could call Karin my partner in crime...'
- Lieke Thijssen, Bilthoven -



Photography: Brigitta van Kanten

YOU'RE ANTISOCIAL.

You do need your space at times. Working in hotels or nice cafés works great for you.

YOU'RE A BIT CRAZY.

Foe? No! Maybe, just a bit off centre. Don't keep trying to judge yourself by irrelevant standards. It's a colossal waste of time.

YOU'RE STUBBORN.

Single-minded. Hah! You're more likely to have ten or twenty things going on in that incredible brain of yours. And there's nothing wrong with being incredible, when you know you're right.

YOU'RE DISTRACTED, ABSENT MINDED AND FORGETFUL.

If you have ten things going in your mind at once, it's understandable that you lose one, every now and then. If you're totally involved in a project, it's not surprising that everything else falls by the wayside. I call it focus.

DO WHAT YOU LOVE

The key to success for creative heroines is doing what you love. Turn a hobby into a business venture. Opportunities exist in the following career paths – and so many more. Even still to be invented – by you probably.

Photographer, designer, travel guide, fashion guru, writer, musician, artist, advertising man or woman, jewellery designer, editor, wedding planner, consultant, movie director, dancer, the list is rapidly becoming endless.

The key is to turn your talents and interests into a business, something you wouldn't mind working (or playing) on for fifty, sixty and sometimes seventy hours a week.

Photography: Brigitta van Kanten



'In my work, besides the famous names in the field
of leadership, I am inspired by artist duo Kortekaas.'
- Lieke Thijssen, Bilthoven -

THINK BIG, START GREAT

Nearly everyone has a great idea for a business. So, what stops them from taking the plunge? They think you need hundreds of thousands of Euros in start up money. Many creative heroines of the world did it, without any money.

'WHEN YOU START SMALL, YOUR MISTAKES WILL BE SMALLER TOO.'

If you take it slow, you're not likely to burn your business down. And if you keep your 'must haves' down to 'needs' and 'can affords', you're more likely to survive any bad initial investments. You will make mistakes. Don't waste a lot of time worrying about it. Spend that time learning from your mistakes, and you're way ahead of the game.

'THERE ARE OTHER ADVANTAGES TO STARTING SMALL.'

Your business can be more flexible and offer a higher-touch kind of service in this high-tech world. Starting small also means that you need less capital. With a lower overhead, you keep more of what you make. Chances are that when you start small you will have to play all the business roles and learn to do it all. This will serve you well as you grow bigger and start to delegate.

Photography: Brigitta van Kanten



'There are many people and resources that inspire me.'
- Lieke Thijssen, Bilthoven -

THE LEAN YEARS MAKE YOU MORE CREATIVE

The lesson that I've learned over the years is that lack of money makes you hungry and a lack of resources makes you more creative. The point is: you have to have a powerful story to tell yourself – your Heroine's Journey story.

You have to believe in yourself. Hang in there and things will turn around. Stay positive and work hard. Have a goal and hang on to it, knowing that you will come out on the other side, stronger and better for taking on the struggle. You're making an investment in yourself and the future.

Photography: Brigitta van Kanten



'I am a leader and a linker.'
- Lieke Thijssen, Bilthoven -

BUSINESS STORIES AND BUSINESS PLANS

Every book I have ever read, on being self-employed, includes a chapter on business plans. Do you need one? My answer: 'No!'

What you need is a great business story! How do you like this answer?

The power of your business story moves you and moves other people (partners, employees, clients). Keep it short. The point here is, you will most likely run your business 'improvise'. So, keep it fairly flexible and use your intuition, rather than a bunch of numbers. I know this goes against conventional left-brain wisdom. But, I say: 'Write a great business story of one page, backed up with a plot of two pages, more of a global view than a street map of your business.'

I think that the two page heroine's journey story is short enough that you will actually look at it now and again, after you write it and tell it again and again to partners and clients. I also believe, that spending two or three months writing a business plan is a waste of time, when you could be out doing business with clients.

'HERE ARE THE DO'S AND DON'TS FOR STARTING UP A BUSINESS.'

Don't waste your time (and money) making everything perfect, before you begin. You are as ready as you'll ever be. Your idea of what you are and what you need is going to change with experience, so, don't lock yourself too tight at the start. Make it up as you go on your heroine's journey.

DON'T BE AFRAID TO SPREAD YOUR STORY.

Yes, people will copy you and steal your ideas. Let them spread your story, in a manner, that makes your business story stronger.

DON'T LEAP BEFORE YOU THINK.

Partnerships are like marriages. Some last until death do them part; in others, the partners end up wanting to kill each other. The creative person should consider carefully before committing to a partnership. If the partners bring individual talents and skills that don't conflict, it can work.

DO BE AWARE OF WHAT WORKS AND WHAT DOESN'T.

You'll have some ideas, or explore some marketing areas that just don't work financially, no matter how brilliant they seem at first. Drop the things that don't bring in the revenue. Cut your losses.

Photography: Brigitta van Kanten



'Happiness is not a destination, it's a way of living'.
- Lieve Thijssen, Bilthoven -

DO COME UP WITH A GOOD NAME.

Brainstorm it, with as many people as you can. Try to keep it short – one or two syllables. Try to connect it with your business story, in as many ways as possible.

DO BE YOUR OWN NICHE.

Be your product or service – be your story. Live your story. Believe your story. Nothing sells like authenticity, like sincerity.

Creative heroines have often created multiple profit centres – multiple streams of income. Rather than focusing on a single source of income, the lesson is to develop several. This covers you during seasonal slumps, tough times and boredom (you can switch off from business to business or client to client). It also helps you spread the risk.

The miracle is to build your businesses, so that they support one another. You sell the same travel story in different markets, or different stories to the same market. You can sell books, give seminars based on your books or license others to do your seminars and market different products and services based on your books. Publicity from one promotes another.

'BUILD ONE MIRACLE VENTURE AT A TIME, GET IT UP AND RUNNING AND THEN MOVE ON. BECOME A LEGEND IN TIME!'



Photography: Brigitta van Kantem

'My greatest achievement is establishing a home for leaders; the Leadership House.'
- Lieke Thijssen, Bilthoven -

'In building my business and the presentation of myself, I discover my talent and passion in the field of aesthetics.'
- Lieke Thijssen, Bilthoven -



Photography: Sonia de Cuba

I am

LIEKE THIJSSSEN

FOUNDER AND DIRECTOR LEIDERSCHAPSHUIS - BUSINESS WITH A SOUL -

LEADERSHIP AND ORGANIZATIONAL DEVELOPMENT -

AUTHOR 'OP KARAKTER NAAR DE TOP!'

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WHAT IS MY GREATEST PASSION?

My greatest passion is when people show themselves in their full potential and bring their talent into the spotlights. Take their full potential and shine; that is so touching.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

On the wall in my office there is a painting with the words 'Happiness is not a destination, it's a way of living'. That is how I feel about it: happiness can be in every moment, if you are open to it and know how to enjoy. I am at my best when I fully live my life in all areas. Then I experience a flow where everything is possible and can be.

WHAT IS MY GREATEST FEAR?

My biggest fear is that I cannot keep doing what I stand for and what I believe in. I need the space and attention to flourish, as I also offer to others.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

The growth of people, if people come into their core and their power, which brings movement from heart and soul. When individuals take their full potential, as they passed their patterns of adaptation, withholding, etc. and start being their true, authentic selves. That gives them power, and you will see the results in their teams and organization grow. It is grateful to witness that.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

My perfectionism along with my enthusiasm and energy sometimes bothers me. I see opportunities everywhere, I am tenacious, persistent and combined with perfectionism this is a powerful but also tiring quality.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

There are many people and resources that inspire me. In my work, besides the famous names in the field of leadership, I am inspired by artist duo Kortekaas. Their humanity and project for growth are fully in line with my vision. I have a sketch of Kortekaas that portrayed for me the leadership of the human scale, with soul and professionalism. The logo of my company is derived from this.

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

When I place myself with my talent entirely in the light and started the Leadership House. Full of courage, I started pioneering and I transformed a beautiful house on an estate into a home for leaders. Here I offer leaders and professionals a platform for leadership development of the 21st century. I'll bring practicality with a soul! My dream was growing organic and as in a flow.

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

Establishing a home for leaders; the Leadership House. As a network and place for meeting, reflection, learning and dialogue about leadership and leadership challenges. With courage and love, I followed my entrepreneurial dream. Setbacks on my way there have not deterred me, rather strengthened to shape my dream and continue.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

I would choose more by heart and do things that make sense for my own development and happiness. I want to decide more based on my sense than to listen to everyone. That drowns my own sound.

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

I am a leader and a linker. I have trouble with people who are not sincere and open in their behaviour. Where people are equal, they are doing something with the dignity of the other. This, unfortunately, I sometimes encounter in working with others.

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

In building my business and the presentation of myself, I discover my talent and passion in the field of aesthetics. Make the world better and get the best out of people, create nice spots and good atmospheres are key words that would come back in the next life.

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

The place where my Leadership House is located. In the sun on the terrace or behind the large window where a beautiful light is coming in, I enjoy peace and nature. That inspires me. Also a walk out in the woods or on the heath has that effect. Rest and earth, oxygen and light provide creative ideas. It bustles than: I have plenty of dreams to life.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

The Leadership House! Tea is served, white wine is sparkling in tall glasses and there are delicious snacks. I enjoy being with a group of leaders, professionals or friends together after an inspiring story or good experience in working together. To meet while enjoying this glorious. Food for thought!

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

My greatest fans are my two sons; my greatest sponsor is my husband. Together with Karin Raes, I have done research and written the book 'Op karakter naar de top! The success of diversity and leadership revealed'. On this topic I give lectures and advice to organizations. You could call Karin my partner in crime; such an extensive research and writing a book together was a challenge!

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

I would like to put together a diverse team of leaders, artists, experts and professionals, men and women, different generations to shape together what leadership is needed for organizations, teams and individuals to help them to stay vital and sustainable.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

A 'Leadership laboratory' with customers, experts and colleagues as a think tank or inspiration circle that examines, develops and implement new forms of leadership, to meet the needs of an innovative and sustainable society.

CHAPTER 10

'Role models are for me a real source of inspiration and aspiration.'
- Audrey Michèle, Tel Aviv -



Photography: Annaelle Akoka

MEET YOUR OWN HEROES

AUDREY MICHÈLE - TEL AVIV



MEET YOUR OWN HEROES

Having to do everything yourself, limits your growth and your career. Control freaks struggle. If you plan to write, design, direct, produce, act, edit and publish everything, you miss out and you burn out. Even the most creative person can only be in so many places at once. More important, you can only be an expert in so many different things. Spread yourself thin, and things start falling through the cracks.

'MEET YOUR OWN HEROES!'

The difference between successful creative heroes and unsuccessful creative heroes comes down to this: being in the company of other creative heroes.

It is wonderful, intoxicating and addicting to find people, who believe in you and want to see you do well. It is the antidote for your inner critic. Sometimes you can't see how special your work and your talents are, and you need people like the role models to support you.

'YOU NEED THEIR FEEDBACK.'

When your heroes believe in you, they can push you beyond what you think is possible. Creative heroes help each other. There is an energy produced by creative heroes that you can tap into, without taken away by anyone.

Try to be around as many positive, creative people as possible, no matter in what field. You'll feel energized. Hanging out with others, in your own field, can be helpful too. You may get their overflow business, learn new techniques, find others to take care of your overflow or share responsibilities of a big job.

'I love to see people realise that they have all the tools they need to change, it's when the magic happens!'
- Audrey Michèle, Tel Aviv -

Mentors have been there, done that. Their experience can take years of your learning curve. They can teach. Point out the pitfalls. Attach yourself to their network. They encourage and support you when things are tough.

A mentor will not only point you in the right direction. They can help you see the light at the end of the tunnel, or open up windows of possibilities you never imagined before.

Look for a mentor who has something in common with you. And when you find a mentor, you do have to do your part. A mentor will help, guide and encourage. You must do two things:

DO THE WORK.

A mentor's reward is seeing you succeed. Don't make yours feel, that his or her time and energy, have been wasted on you.

SHUT UP AND LISTEN.

Take notes. Accept your mentor's criticism and suggestions and try to use them, even if you don't always agree (and you won't always agree). A mentor is not God, but just someone who's already gotten where you want to go.

Photography: Annaelle Akoka



'My most inspirational location is the beach.'
- Audrey Michèle, Tel Aviv -

CREATIVE HEROES AND THEIR MENTORS

Throughout history, creative people have relied on and benefited from having a mentor. Here are some past and present creative heroes and their mentors:

STUDENT

Aristotle
Monet
Leonardo da Vinci
Dante
Woody Allen
Peter de Kuster

MENTOR

Plato
Manet
Verrochio
Virgil
Hemingway
Joseph Campbell

The bottom line is: as long as you keep your eyes, ears and mind open, as long as you're willing and able to learn from mistakes – yours and others – you're using the 'mentorship-heroes-demo's-role models-test drive your dream job' concept to your advantage. There really is no downside.

Photography: Annaelle Akoka



'I am so happy to be living in a warm and dry country where I can enjoy from it!'
- Audrey Michèle, Tel Aviv -

'I hope to reach such a level in my profession that I will gain enough credibility and respect from people doing the same so we can join forces.'
- Audrey Michèle, Tel Aviv -



Photography: Annaelle Akoka

ROLE MODELS

Whom do you admire the most? What do they have that you don't? How did they get it? What steps did they take? Can you contact them? Can you ask them to make a test drive in your dream job with them as your mentor? You'll be surprised at how accessible many people are, and how receptive they can be. What would you ask them if you could?

If you can't reach them, you can still pattern yourself after them. I have done just that for my entire career. Joseph Campbell, Tom Peters, Benedikt Taschen and Richard Branson are my heroes and role models. I love to read how people got where they are.

Learning from others' success, helps you to follow, to pursue and to formulate your own hero's journey story. Success does leave clues. Read a biography as if it is the Bible. Highlight passages that inspire you. If they can do it, so can you. These are ordinary people who have done extraordinary things.

One warning: don't lose your uniqueness and don't compare yourself to your heroes. Don't get down on yourself because you didn't make it the same month and year they did. Your success is your own, with your own story, timing and happy ending. You may discover that you don't want what your mentor achieved after all. That might even be the most valuable lesson you learned from them.



'My idea of perfect happiness is when you are fully happy with and grateful for what you've got, beginning with yourself.'
- Audrey Michèle, Tel Aviv -

I am

AUDREY MICHÈLE

LIFE COACH & SPIRITUAL HIGH END RETREAT PROGRAMMER

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WHAT IS MY GREATEST PASSION?

I love to see people realise that they have all the tools they need to change, it's when the magic happens! That is probably why "change" is a passion, because it's like magic: when you learned the tricks you can master your own life.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

It is when you are fully happy with and grateful for what you've got, beginning with yourself. It starts when you finally succeed to let go what isn't serving you, it can be beliefs and attitudes, a job you are not happy with or even people that are poisoning your energy with theirs.

WHAT IS MY GREATEST FEAR?

I learned to trust life, to have faith, even in the hardest times which, I think, are there to teach us more. I don't have fears for myself, my greatest fear would be for humanity, but it's also for it that I have my greatest hope.

WHAT IS THE BEST THING THAT I LOVE ABOUT MY WORK?

My presence as a Life Coach gets all its meaning when I help people to realise that they can take total control of their life. It's hard work to get there and that's exactly what I want to facilitate as a Spiritual Retreat Programmer.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

I let myself distract very easily by what is not important and therefore I'm losing the focus on what is really important, it's annoying me. When I think about it, this is following me since the school banks! I'm working on it!

WHAT IS MY GREATEST EXTRAVAGANCE?

My perseverance! It's a great quality too, but I still found it hard to create the right balance in my life when I get passionate about something and decide to go for it, I am unstoppable but I can lose myself in it, spending all my me-time achieving my goal.

ON WHAT OCCASION WOULD I LIE?

I just lied to my daughter of 2 yo "There is no more chocolate, you finished it!". That is the only occasion I can found! I never liked to lie. I think that a lie makes life even more complicated than telling an ugly and/or painful truth.

WHAT IS THE INFLUENCE OF ROLE MODELS IN MY WORK AND IN MY LIFE?

Role models are for me a real source of inspiration and aspiration. And I think that inspiration is a key factor in taking action and move forward.

WHAT IS THE THING THAT I DISLIKE THE MOST IN MY WORK?

Nothing. If I would dislike something I would found a solution to make it pass and I know I would only learn from it.

WHEN AND WHERE WAS I THE HAPPIEST IN MY WORK?

My first work experience, Management Trainee at Ormit in The Netherlands, being coached 2 years long at the beginning of my twenties, it's when I learned about coaching, human nature and myself. This despite the fact it was the saddest period of my life, losing my father to cancer.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

Myself is changing all the time and that's the magic of learning from life. I wouldn't change a thing about that!

WHAT IS THE GREATEST ACHIEVEMENT IN MY WORK?

Each time I touch someone deeply by being their coach or mentor. Making them happier and prouder of themselves makes me feel happy and proud of doing what I am doing.

SHOULD I REINCARNATE, WHAT WOULD BE MY PROFESSION?

What ever would be allowing the full expression of myself in its best way to serve people in that life, before having to found out that it's not a profession created by a system to serve that system.

WHAT IS THE MOST INSPIRATIONAL LOCATION, IN MY CITY?

The beach! I am so happy to be living in a warm and dry country where I can enjoy from it! Although I think I'm not doing that enough...

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

My husband! He is ready to do whatever needs to be done to support me in developing my company and myself. The way he shows his trust in me makes me feel empowered to go for it. I am so grateful!

WHOM WOULD YOU LIKE TO WORK WITH IN THE FUTURE?

I hope to reach such a level in my profession that I will gain enough credibility and respect from people doing the same so we can join forces. For example, integrating the Living with Intent of Mallika Chopra to my Spiritual Wealth & Richness Retreat would be fabulous!

WHAT PROJECT, IN THE NEAR FUTURE, AM I LOOKING FORWARD TO WORK ON?

My first retreat! The Spiritual Wealth & Richness Retreat will be the first of a serie of high-end retreats in paradisiac places that offer the best to pamper the Self, give it a real treat while working on deeply and spiritually reconnect with that Self.

EPILOGUE

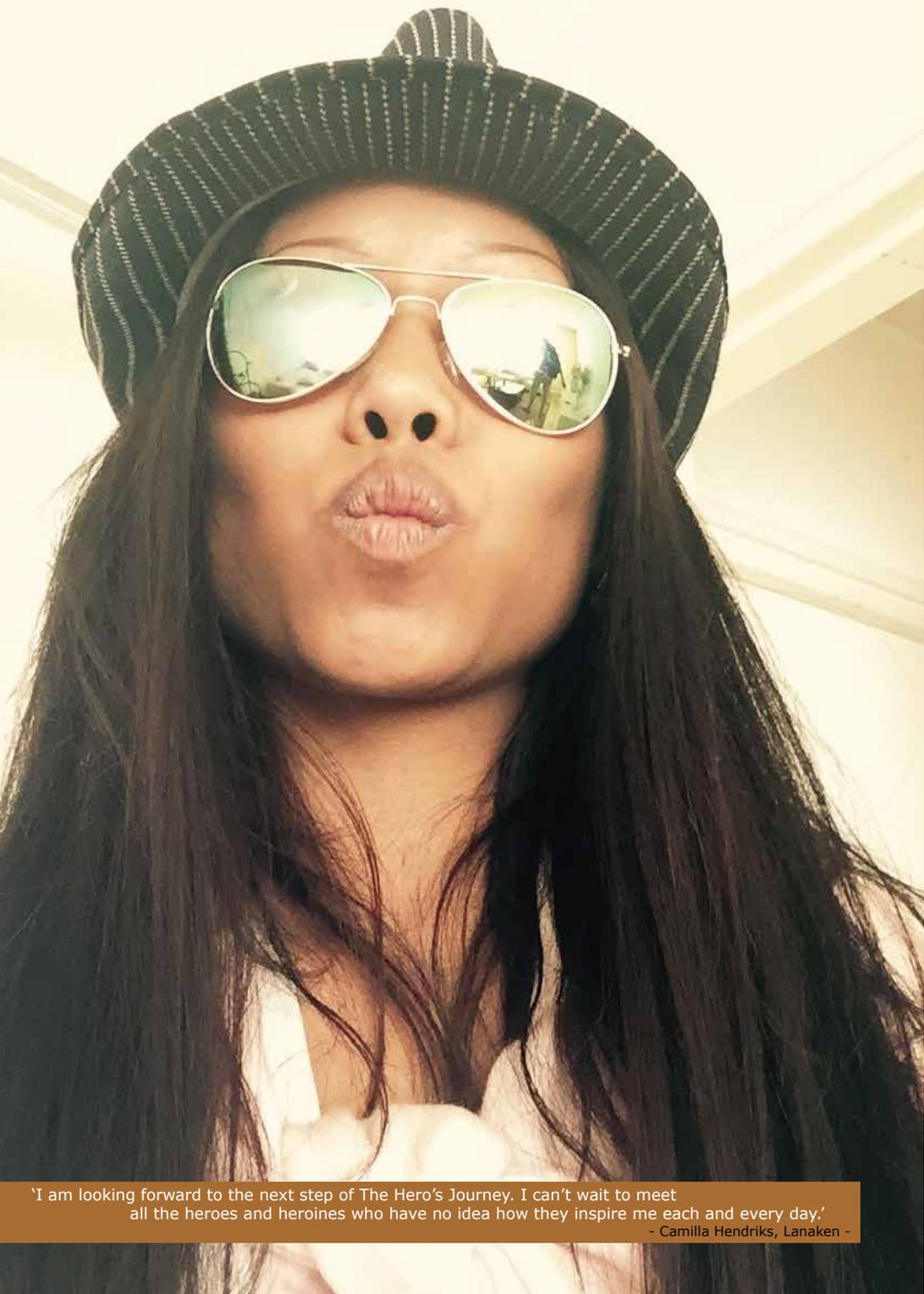
'Follow your instinct and trust yourself, even if the odds are against you.'
- Camilla Hendriks, Lanaken -



Photography: Camilla Hendriks

THE POWER OF YOUR STORY

CAMILLA HENDRIKS - LANAKEN



'I am looking forward to the next step of The Hero's Journey. I can't wait to meet all the heroes and heroines who have no idea how they inspire me each and every day.'
- Camilla Hendriks, Lanaken -

THE POWER OF YOUR STORY

Do you ever feel as though your life is like being in a tragic story? Your business is not moving along as you hoped. Stay away from the tragedy. Use the power of your story. The story you tell yourself, about yourself and your business.

If you have tried all the traditional advice and you still can't find clients, you lose confidence and you become insecure about whether this is the right path for you. Don't tell yourself you're tragic, even if you feel like your business is sinking fast. Hang in there! If you feel like grabbing a life vest and want to get a 'real job' - don't. That would be the greatest tragedy of all.

This is the moment of truth. This choice to tell yourself, every minute of your day, a tragic story of your life and business, or a hero's journey story. The story you tell yourself is crucial. Anywhere in the world, you can find the stories of creative heroes and heroines who came before you, and all faced their own moments of truth. Like you are now. The designers, artists, writers, explorers, travellers... all of them told themselves a story, which made them stronger.

So, get yourself in movement and continue your Hero's Journey; here, but also in other places. Let the stories of the creative heroes and heroines fuel you. Go ahead. Get mad. Life isn't fair. I know. And you aren't the only one out there who has faced these choices. Be inspired by the heroes of past and present, who have made it through the storms of life. Battered, but intact. They told themselves the story that they would survive and would live happily ever after. You can do it too.

What makes stories of creative heroes tragic? The "if they find me out" story. Feeling like a fraud is one way to capsize a creative career. You must tell yourself the story that you deserve good things and enjoy them when they arrive in your hero's journey. "The greater the artist, the greater the doubt", said Robert Hughes. It doesn't have to be that way.

Tell yourself a better story. Maybe you're on course in your hero's journey, but moving a little slower than you'd like. Maybe you should change course and head for a different destination. It isn't easy, but you must change to grow. You can do it. You must do it.

Everything will be fine. Cut out the tragic and 'what-if-ing' and get on with the work. Everything will be fine. It almost always is. Read the stories of the creative heroes and heroines. Take your time to do so. Don't believe me. Believe them. Tell yourself a great story that energizes you every day. Make plans. And start putting your plans into action. Pay attention to where you are now in your hero's journey and where you want to go. That's what makes great stories.

KILL THE INNER CRITIC

Wherever you are in your hero's journey for creating the career (and life) you want, you must tell yourself an empowering story:

TRUST YOURSELF.

It's not called self-confidence for nothing.

FULL (STORY) STEAM AHEAD.

GET RID OF YOUR TRAGIC STORY.

You, and you alone are in charge of the story you tell yourself about yourself, in your head. This is one area where you are the CEO. The hero.

THE POWER OF YOUR STORY.

Prosperous people have powerful stories. It's really that simple. It does take time, to undo the negative stories you have had, all your life. But, the past is the past, and all you can concern yourself with now, is your present story. From this time forward, make an effort to see yourself as successful. Tell yourself happy stories.

TELL YOURSELF HAPPY STORIES.

The right-brainer loves to grapple with tragic stories, and sometimes sees things that need to be better, when good isn't good enough. You don't have to save the world, in one day. You're the only one who wants, or expects, you to be perfect. Know your limits. You aren't Valentino (or, are you?).

The hero's journey is one of constant challenges and you will have to deal with hazards like setbacks, rejections and mistakes (all in one day); this comes with being self-employed. The secret is how to deal with these challenges – and learning to love dealing with them.

'TURN YOUR HERO'S JOURNEY STORY INTO A LOVE STORY ABOUT MAKING YOUR MONEY DOING WHAT YOU LOVE MOST (OR, SECOND MOST).'

YOUR STORY OF BEING A HEROINE

Tell yourself your best story, about yourself. If, all you can focus on are negative outcomes, your possibilities shrink and eventually you will need to seek professional help.

The story you tell yourself about yourself, tragic or happy, manifests itself in your external world.

If you believe you're worthy of good things, you'll take a chance. If you are not willing to take a chance, you're not going anywhere. End of story.

When you undervalue yourself and your work in the story you tell yourself, so do others. So, when you lower your prices, you cheat yourself. The more people pay, the more they appreciate your work. You deserve to be paid well for your work. You deserve nice things. You must tell yourself this story and believe it. Because if you don't you will never have money – and when you do, you blow it away – your hero's journey story. 'My work is great. I deserve good things to happen to me. I deserve to be paid well for my work!' You feel better?

Envy is another story killer. Comparing yourself to others is unhealthy and ultimately meaningless. The best thing (and sometimes the most tragic thing) about being human is your uniqueness. Learn from mistakes of others, but don't make the mistake thinking that they are better or worse than you are. They are different. You are different. Exploit that fact and be happy about it.



Photography: Camilla Hendriks

'My children mean everything to me!'
- Camilla Hendriks, Lanaken -

PUT YOUR MONEY WHERE YOUR STORY IS

Another story killer is, the false story that there is too much competition, not enough money to go around, and no room at the top. Baloney! Use that imagination of yours. Find a niche. Fill a need. Create a space for your work. That's how you will succeed. It's a big world out there, with plenty of room for everyone. You just need to mark out some territory for yourself.

Get to know yourself, and the story you tell yourself, better. Enlist help. Look back at the story of your past – your past's accomplishments and your biography.

Spend some time reviewing your success. Many of us work so hard that we don't work on our inner story – our inner muscles.

'FIND PEOPLE WHO BELIEVE IN YOU.'

Nothing happens until you take a chance. There is no success, without risk. There is no happiness, without risk, because you will not get into the zone. You will not get into the flow, without risk. You simply can't play it safe, and expect to have excellent experiences.

**'AS A CREATIVE ENTREPRENEURIAL HERO, YOU MUST
BE WILLING TO TAKE RISKS. JUST NOT RECKLESS RISKS.'**

But, be a daring hero. Do, what others are afraid of doing and you will succeed, where others have failed.

The theme of the hero's journey story is that the saying 'the stronger your story, the higher the reward', is true. When it comes to creative careers, big success comes to the bold; those who went for it, when they had the chance. It may not seem sensible to those around you, but it is what you must do if you want to live a life without regret.



'Live life to the fullest and be the version of yourself that you can be, each and every day.'
- Camilla Hendriks, Lanaken -

I am CAMILLA HENDRIKS

ENTREPRENEUR - GRAPHIC DESIGNER - MARKETING & COMMUNICATION

THE HERO'S JOURNEY | C.R.A.HENDRIKS@GMAIL.COM

WHAT IS MY GREATEST PASSION?

Life! Living life to the fullest and to get to be the best version of yourself each and every day.

WHAT IS MY IDEA OF PERFECT HAPPINESS?

A world in which tolerance is actually tolerance, love is unconditional love.... Everybody just be the change they want to see in the world instead of waiting for others to do that for them.

WHAT IS MY GREATEST FEAR?

Letting down my children. Not being the influence in their lives that make them the best versions of themselves.

WHAT DO I LOVE ABOUT MY WORK?

The versatility, the inspiration and strength I get from it and the feeling of not working.

WHAT IS THE TRAIT THAT I MOST DEPLORE IN MYSELF?

I might be a little bit too generous. Most of the time, I'm the one suffering the negative consequences.

WHAT IS MY GREATEST EXTRAVAGANCE?

My 'me-time.' I need some time alone every day to mentally recuperate. Friends and family are often not very understanding of my need to withdraw.

ON WHAT OCCASION WOULD I LIE?

I am a terrible liar. It just wouldn't work for me at all.

WHAT IS THE INFLUENCE OF ROLE MODELS, IN MY WORK AND IN MY LIFE?

My dad has been the greatest influence in my life, through every aspect of it. He is my rock and my den of wisdom. Next to that, my children who inspire me to be my best every single day.

WHAT DO I DISLIKE MOST ABOUT MY WORK?

Sometimes, being left alone with your creativity and the responsibility, it can be a bit lonely.

SHOULD I REINCARNATE, WHAT WOULD MY PROFESSION BE?

A chef, for sure. At least, something that has to do with food.

IF I COULD, WHAT WOULD I CHANGE ABOUT MYSELF?

I would like to be less emotional. I can get really caught up in emotions of myself, others and have a too big sense of understanding for way too much situations. At least, that's what I think. But, it doesn't necessarily mean that I will react in a proper manner.

WHAT IS MY GREATEST ACHIEVEMENT IN WORK?

A great client portfolio within the first 2 months of starting my business. I was very proud about how my hard work was giving more result than I could ever bargain for.

WHEN AND WHERE WAS I THE HAPPIEST, IN MY WORK?

Now! I think that it's because I'm more in balance and at peace with being a working mom.

WHAT IS MY MOST INSPIRATIONAL LOCATION, IN MY CITY?

I'd have to say that it's probably at home.

WHAT IS MY FAVOURITE PLACE TO EAT AND DRINK, IN MY CITY?

Again, I would have to say at home. I love to cook and make a feast out of it.

WHO IS YOUR GREATEST FAN, SPONSOR OR PARTNER IN CRIME?

My children! They support me, inspire me, love me and share this life with me.

WHOM WOULD I LIKE TO WORK WITH IN THE FUTURE?

I would like to work with anyone that is truly passionate about his passion. Seeing and hearing someone being tremendously enthusiastic about it gives me hope and courage.

WHAT PROJECT, IN THE NEARBY FUTURE, AM I LOOKING FORWARD TO WORK ON?

I am looking forward to the next step of The Hero's Journey. I can't wait to meet all the heroes and heroines who have no idea how they inspire me each and every day.

THE HEROINE'S JOURNEY

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