

INKUBATOR

JULY 2026

SAMARA BETH

CEO | 10X Certified
Business Coach | Visibility
Strategist | Founder of the
W.I.N.N.I.N.G. Framework™

WRITING
THAT
CREATES
CHANGE

EMPOWERHER
2026

EMPOWERMENT, VISIBILITY, AND THE POWER
OF CONNECTION

SEE FEATURED ARTICLES INSIDE

STORIES
THAT
LEAVE A
MARK

SEE FEATURED ARTICLES INSIDE

WORDS THAT MATTER

INKUBATOR



ADRIANA LUNA

Editor-in-Chief, Designer
and Co-Founder



HANNA OLIVAS

Managing Editor &
Co-Founder

ADVERTISING OPPORTUNITIES

Info@SheRisesStudios.com

INKUBATOR
JULY 2026



SHE RISES
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CONTACT US

editorial@sherisesstudios.com

WWW.SHERISESSTUDIOS.COM



LETTER FROM THE EDITORS

Dear Reader,

Every published book begins with a single idea. Every successful author starts with the courage to write the first sentence. Behind every unforgettable story is someone who chose to believe their voice mattered. That belief is what Inkubator Magazine exists to celebrate.

We are honored to feature Samara Beth on the cover of our July 2026 edition. As an international bestselling author, CEO, speaker, and creator of the W.I.N.N.I.N.G. Framework™, Samara has dedicated her career to helping entrepreneurs, authors, and leaders build unforgettable brands and lasting legacies. Her passion for storytelling, visibility, and personal transformation reflects the heart of this magazine.

Inside this issue, you'll find publishing insights, author success stories, writing inspiration, marketing strategies, and expert guidance designed to help you move from manuscript to marketplace. Whether you're writing your very first book or expanding your publishing empire, we hope these pages encourage you to continue sharing your story with confidence.

Thank you for being part of a community where stories begin, authors are born, and voices rise to make a lasting impact.

Adriana Luna & Hanna Olivas
Editors of INKUBATOR Magazine

JOIN THE SHE RISES STUDIOS COMMUNITY



Daily motivation, expert insights, and sisterhood support come together in one empowering space. Connect, empower, and thrive—whether you're an entrepreneur, professional, or simply seeking inspiration, this is your place to grow!

You don't have to do it alone—let's rise together!



SAMARA BETH:

**THE ART OF REINVENTION AND
BUILDING BRANDS THAT LAST**

By She Rises Studios Editorial Team

For many entrepreneurs, success is measured by revenue, recognition, or the businesses they build. For **Samara Beth**, success has always meant something much deeper. It is measured by resilience, authenticity, and the ability to transform life's greatest challenges into opportunities that serve others.

With more than three decades of experience in event production, branding, public relations, and business transformation, Samara has established herself as a trusted advisor for entrepreneurs, authors, coaches, and organizations looking to build brands with lasting influence. Her career has taken her from producing award winning events to coaching business leaders, authoring books, and developing a branding methodology that has helped countless professionals step into greater visibility with confidence.

What makes her journey remarkable is not simply the breadth of her experience, but the philosophy that emerged through some of the most difficult seasons of her life.

After spending twelve years building her internationally award winning events company, Celebrations By Samara, she faced an unexpected turning point when the COVID pandemic brought the events industry to a halt. Like countless business owners around the world, she was forced to make the heartbreaking decision to close the company she had invested years of passion and dedication into building.

For many, such a loss could have marked the end of a career. For Samara, it became the beginning of a new chapter.

She often reflects on what she calls the **Bamboo Theory**, a philosophy inspired by one of nature's strongest plants. Bamboo survives not because it refuses to move, but because it bends with the storm instead of resisting it. That lesson resonated deeply with her own life. Long before the pandemic, she had already experienced continual change while moving through thirteen states, two countries, and thirty-one homes mostly from being a US Navy and expat spouse. Adaptability had quietly become one of her greatest strengths.

The closure of her business was another opportunity to bend instead of break.

That season of reinvention ultimately became the foundation for the **W.I.N.N.I.N.G. Framework**, Samara's signature branding methodology designed to help entrepreneurs and organizations move from being overlooked to becoming unforgettable. Rather than developing the framework in a classroom or corporate boardroom, she built it through lived experience.

Each step of the framework guides individuals through discovering their identity, strengthening their influence, establishing narrative authority, increasing visibility, becoming recognized for a clear message, expanding through meaningful relationships, and ultimately leaving a legacy that extends beyond personal success.

At its core, the framework reflects one of Samara's strongest beliefs. A memorable brand is never built solely through marketing tactics or polished messaging. It is built by aligning personal values, lived experiences, and authentic leadership.

That philosophy also shaped the way she approached writing.

While *WIN Your Brand* could easily have been a book filled with branding strategies and practical business advice, Samara intentionally chose to pair every lesson with her own personal story. She believes readers are not inspired by expertise alone. They are inspired by people who are willing to share both the victories and the setbacks that shaped their wisdom.

Throughout the book, she openly discusses rebuilding after losing her company, redefining her identity after decades of constant relocation, and finding purpose beyond professional titles. Those moments of vulnerability allow readers to see that branding is not about creating a perfect image. It is about creating genuine trust.

For Samara, trust is built through the combination of credibility, confidence, and congruence. While credentials may establish expertise, congruence demonstrates that someone's life genuinely reflects the message they teach. When readers see that alignment, they stop viewing an author as someone standing on a pedestal and begin seeing someone whose journey they can genuinely relate to.

Her perspective on publishing reflects that same long term approach.

Many aspiring authors celebrate publication as the finish line. Samara encourages them to see it as the starting point. A book, in her view, is not the destination. It is the doorway to greater opportunities.

Authors who establish themselves as recognized authorities understand that visibility requires consistency long after launch day. Speaking engagements, podcast interviews, strategic partnerships, and meaningful content all become extensions of the message first introduced in the pages of a book. Rather than allowing a manuscript to sit quietly on a shelf, successful authors continually transform their ideas into conversations that reach new audiences.

Her years of producing live events have also shaped the way she teaches authors to connect with readers.

Every successful event is carefully designed from beginning to end. Guests begin forming impressions the moment they receive an invitation, and those impressions continue long after the event concludes. Samara believes books should create the same kind of intentional journey.

The cover serves as the invitation. The opening chapter welcomes readers into the experience. Yet the relationship should continue well beyond the final page.



Whether through newsletters, online communities, workshops, retreats, or live events, authors have the opportunity to build a tribe that continues growing long after someone finishes reading.

To her, that ongoing relationship is where meaningful influence truly begins.

In today's digital landscape, where personal branding can sometimes feel performative or overly curated, Samara remains committed to authenticity above all else.

She encourages entrepreneurs to resist the temptation to imitate successful personalities or follow generic formulas. Instead, she asks them to examine the experiences, values, and beliefs that only they possess. Those personal truths become the foundation of a brand that no competitor can replicate.

Consistency is equally important. Every touchpoint, whether through a website, social media platform, speaking engagement, or everyday conversation, should communicate the same clear message. When every interaction reflects the same identity and values, trust naturally follows.

Throughout her career, Samara has worked with Fortune 100 companies, Fortune 500 organizations, and emerging entrepreneurs.

Despite their differences in size and resources, she has noticed remarkably similar challenges.

Many organizations rely too heavily on credentials while failing to communicate a memorable message. Others invest heavily in one successful launch before disappearing from public view for months. Still others unintentionally create confusion by presenting different versions of themselves across multiple platforms.

Her advice remains refreshingly practical. Build one clear message. Create systems that maintain consistent visibility. Ensure every aspect of the brand reflects the same authentic identity.

As the founder of Samara Beth & Co., a Grant Cardone 10X Certified Business Coach, and the author of ten books, Samara continues to refine both her leadership and her teaching. Interestingly, she credits writing with making her a stronger leader. The discipline of putting ideas onto paper forces clarity, removes vague language, and strengthens every concept before it reaches clients.

She also encourages entrepreneurs to think beyond simply writing a book. A book can become the foundation for workbooks, coaching programs, masterminds, workshops, and summits that extend its impact while creating meaningful transformation for readers.



Looking toward the future, Samara's greatest ambition is not centered on awards or recognition. Instead, it is rooted in legacy.

The final stage of her W.I.N.N.I.N.G. Framework is called **Give Legacy**, a reminder that true success is measured by what is passed on to others. She hopes future generations, including her own children, will understand that reinvention is never evidence of failure. It is often the clearest expression of courage.

Her life's work encourages entrepreneurs, authors, and leaders to stop hiding behind perfection and instead embrace the stories that shaped them. She wants people to understand that they do not need to wait until they feel completely ready before stepping into their purpose. Their experiences already hold value, and their stories already possess the power to inspire.

Perhaps that is the greatest lesson Samara Beth offers. Strong brands are not built by avoiding life's storms.

They are built by facing those storms with resilience, remaining true to one's values, and choosing, again and again, to bend without breaking. In doing so, they become more than memorable. They become unforgettable.

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BREATH EXPANSION

THE INVISIBLE FOUNDATION OF STAGE CHARISMA

BY SYLVIA BECKER-HILL



Do you remember that moment you stepped to the microphone—your chest tightening, your mouth suddenly dry, and your own voice echoing back, thinner and higher than usual?

Every woman who has ever spoken from the heart in front of others knows this intimate betrayal of the body.

The truth is: it's not nerves gone rogue—it's breath gone missing.

When the breath collapses, so does presence.

And when it expands, a subtle magic happens: your body remembers safety, your mind slows down, and your voice begins to carry authority without effort. This is the essence of **Breath Expansion**, the first Petal of Stage Charisma™.

The Science Behind Breath & the Diaphragm

Our diaphragm is an elegant dome-shaped muscle—quietly ruling our inner world. When it contracts, it descends, creating negative pressure and drawing life into our lungs; when it relaxes, it lifts, allowing the exhale.

Shallow breathing keeps us locked in the chest and shoulders, a signal to the nervous system that danger is near. Deep, diaphragmatic breathing, by contrast, activates the vagus nerve and shifts us from the stress-driven *fight or flight* mode into calm parasympathetic balance.

Scientific studies show that steady belly breathing increases **heart-rate variability** (the measure of resilience), **lowers cortisol**, and supports emotional regulation and cognitive clarity. In other words, it's biology's oldest and most reliable confidence trick.

Breath Through Time and Culture

Across civilizations, breath has always meant more than air.

THE FRAMEWORK

13 Petals of Stage Charisma™



In Sanskrit, *prāṇa* is life force. In Daoist China, *qī* is cosmic energy. In ancient Greece, *pneuma* was both breath and spirit.

Every tradition found its own rhythm to court this invisible power.

Indian **pranayama** teaches how breath can stretch awareness—through controlled retention, gentle resistance, or rapid cleansing bursts like **Kundalini's breath of fire**. In Sufi *dhikr*, breath and mantra weave ecstasy. In Daoist practice, the "microcosmic orbit" guides breath to circulate inner energy.

Whether priest, yogi, or warrior—each learned that control of breath meant mastery of self.

From Breath to Presence: Rodenburg's Three Circles

Modern voice pedagogy mirrors these ancient truths.

The great British acting coach **Patsy Rodenburg** describes **Three Circles of Energy**:

- **Circle 1** pulls inward—nervous, self-conscious.
- **Circle 3** pushes outward—performative, over-forced.
- **Circle 2**, the golden zone, radiates calm authority and real connection.

To stay in that second circle, the breath must be alive, responsive, and generous—never held hostage by fear or effort. That's where charisma begins: in the gentle pulse between inhale and exhale.

The She Speaks LIFE Difference

At **She Speaks LIFE**, Breath Expansion isn't an abstract idea—it's embodied.

Our transformational speaker program guides women through breath-based and body-focused exercises that become daily rituals—strengthening health, confidence, and emotional stability.

Each Petal builds on the next, but Breath Expansion is the root from which all others grow: voice liberation, presence grounding, emotional expressiveness, even business success.

We don't just *teach* how to breathe—we retrain how to *be* breathed by life again.

Because when your breath expands, your story expands.

And when your story expands, the world listens differently.

So, if you feel that quiet stirring in your chest — the one that whispers *it's time to be fully heard* — take a deep breath and say yes to your own expansion.

Scan the QR code to apply for **She Speaks LIFE**, our transformational speaker program where your breath, body, and brilliance become one powerful voice the world will never forget.



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**10,000
WOMEN**

**SHE RISES
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HOW CHIMAMANDA NGOZI ADICHIE IS USING STORYTELLING TO SHAPE CONVERSATIONS ABOUT IDENTITY, CULTURE, AND CONNECTION

By She Rises Studios Editorial Team

Words have the power to do more than tell stories. They can challenge assumptions, preserve histories, inspire movements, and create deeper understanding between people from different backgrounds. Throughout history, authors have used their voices to influence culture and encourage meaningful conversations about the world around them. Few writers represent this power of storytelling more profoundly than Chimamanda Ngozi Adichie. Through her novels, essays, and public conversations, she has become a globally recognized literary voice whose work explores identity, culture, gender, belonging, and the complexities of the human experience. Her journey reflects the theme of *Words That Matter: Writing That Creates Change*, demonstrating how purposeful storytelling can inspire awareness and transform perspectives.

Born in Nigeria and now recognized as one of the most influential contemporary writers, Adichie has built a career around telling stories that highlight experiences often overlooked in mainstream conversations. Her writing explores the connections between personal identity and larger social issues, reminding readers that every individual story carries meaning. Through her work, she has shown that literature is not only a form of entertainment—it is a way to understand people, cultures, and the world more deeply.

Her impact aligns closely with the theme of *Stories That Change Perspectives*. Powerful stories have the ability to challenge what people think they know and encourage them to see experiences from different viewpoints. Adichie's writing has introduced readers around the world to complex characters and narratives that explore migration, family, tradition, race, gender, and cultural identity. By creating stories rooted in authenticity, she has helped audiences develop greater empathy and appreciation for perspectives different from their own.

One of the defining elements of Adichie's work is her commitment to writing with purpose. The theme of *Writing With Purpose* highlights how the most influential authors create with intention, using their words to communicate ideas that extend beyond the page. Adichie has consistently used storytelling as a tool for reflection and dialogue, addressing important questions about equality, identity, and society.

Her work encourages readers not only to experience a story but also to think critically about the world they live in.

Her ability to spark global conversations demonstrates the lasting influence of meaningful writing. Some books entertain for a moment, while others continue to influence readers long after they are finished. Adichie's works have become part of larger discussions about culture, feminism, and representation because they connect personal experiences with universal human emotions. Her stories remind readers that while backgrounds may differ, themes of love, ambition, family, and belonging are shared across humanity.

This impact reflects the theme of *Books That Spark Movements*. Throughout history, literature has played a significant role in shaping social conversations and inspiring change. Adichie's writing has encouraged readers to question traditional ideas, examine their own perspectives, and engage in conversations about important issues. Her influence extends beyond bookstores and classrooms, reaching communities and audiences around the world.

Beyond writing books, Adichie has also built a powerful platform as a speaker and cultural commentator. The modern author is no longer limited to the role of publishing stories. Today's influential writers are educators, advocates, entrepreneurs, and community builders. Adichie represents this evolution by using interviews, speeches, and public appearances to expand the reach of her ideas and connect with audiences beyond her literary work.

Her career reflects the theme of *Building an Author Brand Beyond the Book*. A writer's influence today extends beyond the manuscript. Authors have opportunities to create communities, participate in global conversations, and use their platforms to share knowledge and inspire action. Adichie's ability to communicate powerful ideas across different formats has strengthened her role as a thought leader whose influence reaches far beyond traditional publishing.

Another important aspect of her work is the way she preserves cultural narratives. Storytelling has always been a way for communities to protect their histories, celebrate their identities, and pass knowledge from one generation to another.



© THE GUARDIAN

Adichie's writing highlights the importance of allowing diverse voices to be heard and ensuring that different experiences become part of the global literary conversation.

The theme of *From Manuscript to Meaningful Impact* is evident throughout her journey. Behind every influential book is an idea, a purpose, and a desire to create connection. Adichie has transformed personal observations and cultural experiences into stories that have reached millions of readers worldwide. Her work demonstrates how a single voice can create conversations that continue across generations.

Perhaps the most powerful lesson from Adichie's career is that words carry responsibility. Writers have the ability to influence how people understand themselves and others. When used thoughtfully, storytelling can break down barriers, encourage compassion, and create space for important conversations.

Chimamanda Ngozi Adichie's journey serves as a powerful example of how literature can become a force for change. Through courage, creativity, and intentional storytelling, she has shown that books can do more than capture imagination—they can expand understanding and inspire action.

As the world continues to evolve, her work reminds us that stories remain one of humanity's greatest tools for connection. The words that matter most are those that help people see differently, think deeply, and recognize the shared experiences that unite us all.

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THE SHE RISES STUDIOS PODCAST



Each episode of the She Rises Studios Podcast delivers real stories, expert insights, and actionable strategies to help you step into your power and create the life you desire. This isn't just a podcast—it's your roadmap to confidence, success, and purpose.

Through powerful interviews with trailblazing entrepreneurs, thought leaders, and inspiring women, we dive deep into conversations that spark growth, fuel ambition, and ignite your potential. If you're ready to rise higher and live boldly, you're in the right place.



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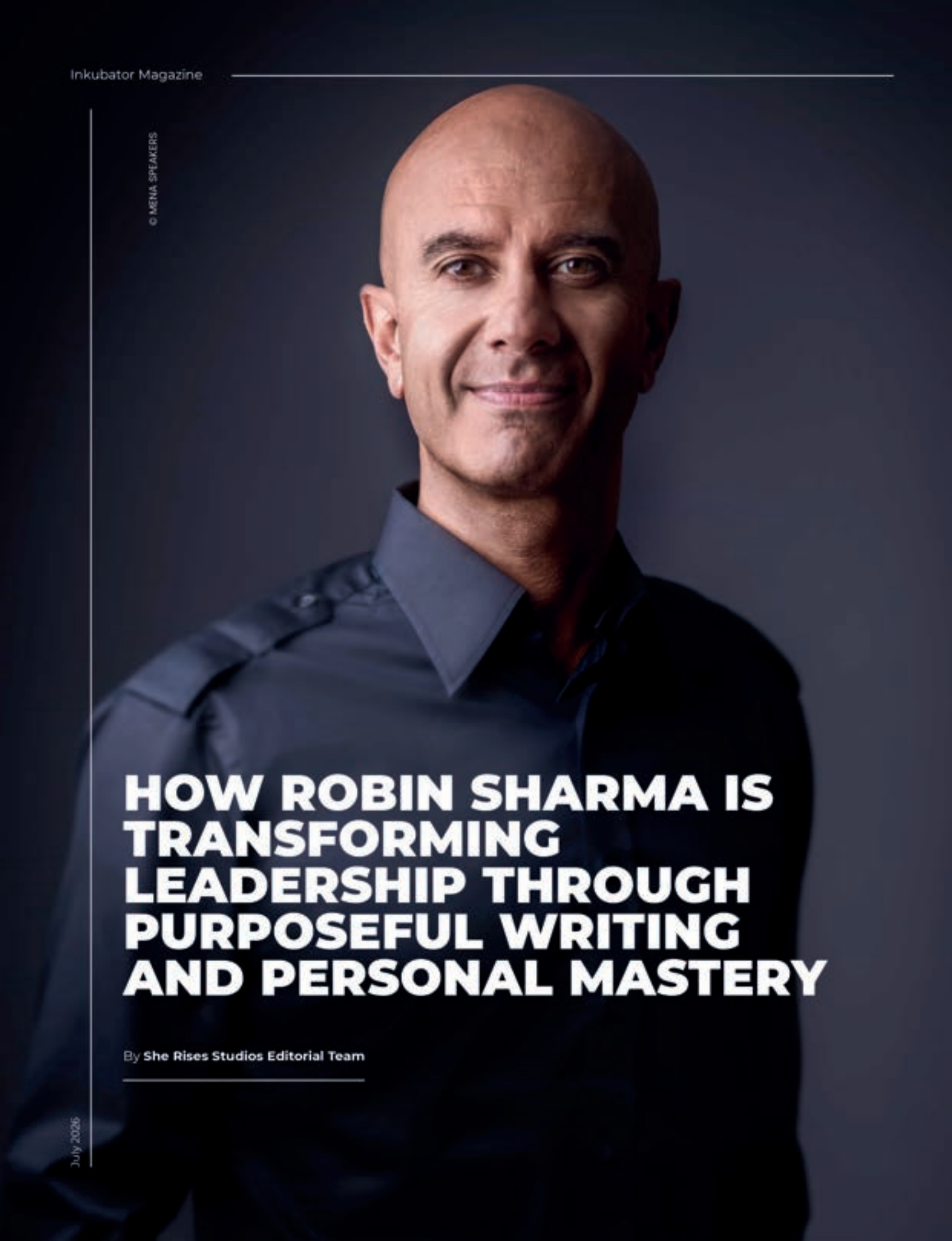


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A portrait of Robin Sharma, a bald man with a slight smile, wearing a dark blue button-down shirt. The background is a dark, solid color.

HOW ROBIN SHARMA IS TRANSFORMING LEADERSHIP THROUGH PURPOSEFUL WRITING AND PERSONAL MASTERY

By **She Rises Studios Editorial Team**

The most powerful books are often the ones that inspire readers to look inward, challenge their beliefs, and create meaningful change in their lives. Throughout history, authors have shaped the way people think about success, leadership, and personal growth by sharing ideas that extend far beyond the written page. Robin Sharma has become one of the world's most influential voices in this space, using storytelling and practical wisdom to help millions of people pursue excellence, develop leadership skills, and create more meaningful lives. His journey reflects the theme of *Words That Matter: Writing That Creates Change*, demonstrating how intentional writing can become a catalyst for transformation.

Sharma's career has been built on a simple but powerful belief: everyone has the potential to lead. Rather than limiting leadership to titles, positions, or professional achievements, he has encouraged individuals to recognize leadership as a personal responsibility. Through his books, speeches, and educational programs, he has inspired readers to develop discipline, strengthen their mindset, and take ownership of their growth.

This philosophy connects deeply with the theme of *Writing With Purpose*. The most impactful authors create work that serves a larger mission, using their words to educate, motivate, and inspire action. Sharma's writing focuses on helping people unlock their potential by providing practical lessons on productivity, confidence, resilience, and personal mastery. His books are designed not only to be read but to be applied in everyday life.

One of the defining elements of Sharma's influence is his ability to make personal development accessible to a global audience. His ideas combine timeless principles of leadership with modern challenges faced by individuals in business, relationships, and personal growth. By presenting complex concepts through engaging stories and practical frameworks, he has helped readers around the world discover new ways to approach success.

His work strongly reflects the theme of *Stories That Change Perspectives*. Great storytelling has the ability to shift how people view themselves and their possibilities. Sharma's books encourage readers to move beyond limitations, question old habits, and recognize the potential within themselves. His messages often focus on the idea that meaningful success begins with internal transformation.

This approach has allowed his writing to resonate with entrepreneurs, executives, students, and individuals seeking personal growth. Rather than focusing only on external achievements, Sharma emphasizes the importance of character, purpose, and consistent improvement. His work reminds readers that lasting success is built through daily choices and intentional actions.

The theme of *Books That Spark Movements* is also evident throughout Sharma's career. Some books create impact by introducing new ideas that influence how people think and behave. Sharma's writings have contributed to global conversations about leadership, productivity, and personal excellence. His teachings have inspired individuals to create better habits, pursue their goals with greater focus, and become more intentional leaders.

Beyond publishing, Sharma has expanded his influence through speaking engagements, leadership programs, and digital platforms.

The modern author is no longer limited to the role of writer. Today's most influential authors are educators, mentors, and community builders who use multiple platforms to share their ideas. Sharma represents this evolution by creating opportunities for audiences to continue learning and growing beyond his books.

This reflects the theme of *Building an Author Brand Beyond the Book*. A successful author builds more than a collection of published works—they build trust, connection, and a community around shared values. Sharma's audience follows his work not only because of his books but because of the consistent message behind them: that individuals can create meaningful change by developing themselves and serving others.

Another important aspect of Sharma's influence is his focus on personal mastery. In a world where success is often measured by external achievements, his writing encourages people to consider deeper questions about purpose and fulfillment. He challenges readers to think about the type of leader they want to become and the legacy they want to create.

The theme of *From Manuscript to Meaningful Impact* captures the journey of Sharma's work. Every book begins as an idea, but its true value comes from the lives it influences. Through decades of writing, he has transformed concepts about leadership and personal growth into lessons that continue to guide people across cultures and generations.

Perhaps the greatest strength of Robin Sharma's writing is his ability to inspire action. His words encourage readers to move from intention to implementation, reminding them that transformation requires commitment, consistency, and courage. His work demonstrates that personal growth is not a destination but an ongoing journey.

Robin Sharma's journey serves as a powerful example of how writing can create lasting change. Through books centered on leadership, purpose, and self-improvement, he has helped millions of people rethink success and discover their own potential.

As the world continues to evolve, his message remains relevant: the most meaningful achievements begin with the choices individuals make every day. Through purposeful storytelling and timeless wisdom, Robin Sharma continues to prove that words have the power to shape leaders, inspire growth, and create a better future.

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Brunch & Boss Up™ is not your average talk show—it's a bold, live YouTube experience filmed at high-energy brunch events across the U.S. Designed for the modern entrepreneur, each episode brings together a rotating cast of inspiring business owners, thought leaders, and creatives for real, unfiltered conversations in front of a live audience.

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Brunch & Boss Up™ is a bold new live YouTube show filmed at high-energy brunch events across the U.S.—where entrepreneurs, creatives, and change-makers come together to eat, laugh, connect, and rise.

Hosted by Hanna Olivas and Adriana Luna, founders of She Rises Studios and FENIX TV, the show is a natural extension of their mission to empower women globally through storytelling, media, and community. Together, they create spaces where women feel seen, heard, and inspired to lead boldly.

Each episode is filmed in front of a live audience and features a rotating lineup of powerhouse guests who bring their stories, insights, and unfiltered truths to the table. It's where personality meets purpose, and where mimosas meet the mic.

From hilarious games and real conversations to unexpected breakthroughs, Brunch & Boss Up™ is equal parts fun, fierce, and uplifting.

Think Red Table Talk meets UpDating—with a shot of a mimosa and a whole lot of hustle.



Hosted by dynamic duo Hanna Olivas and Adriana Luna, the show brings their signature energy and heart to every city it touches. Each event is designed to celebrate connection, elevate voices, and create space for meaningful growth and collaboration.

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HOW MALCOLM GLADWELL IS TURNING COMPLEX IDEAS INTO STORIES THAT CHANGE THE WAY PEOPLE THINK

By She Rises Studios Editorial Team

The most influential writers have the ability to take complicated ideas and make them understandable, relatable, and meaningful. Through storytelling, research, and curiosity, great authors help readers see the world from new perspectives and question the assumptions that shape everyday life. Malcolm Gladwell has built his career around this powerful approach, transforming research from psychology, sociology, business, and human behavior into compelling narratives that inspire deeper thinking. His work reflects the theme of Words That Matter: Writing That Creates Change, demonstrating how storytelling can influence decisions, challenge perspectives, and reshape the way people understand the world.

Throughout his career, Gladwell has become recognized for his ability to explore complex topics through accessible storytelling. Rather than presenting information as simple facts or statistics, he examines the deeper human stories behind ideas. His writing encourages readers to look beyond surface-level explanations and consider the hidden factors that influence behavior, success, and society.

This approach strongly aligns with the theme of Stories That Change Perspectives. The most powerful stories do not simply provide information—they transform how audiences interpret the world around them. Gladwell's books invite readers to reconsider common beliefs about achievement, decision-making, communication, and human potential. By presenting research through engaging examples and real-life narratives, he encourages people to think differently about familiar topics.

One of the defining qualities of Gladwell's work is his ability to connect ideas across disciplines. His writing often combines insights from science, history, culture, and human behavior to create a broader understanding of why people act the way they do. This ability to connect seemingly unrelated concepts has made his work influential among readers, leaders, entrepreneurs, and educators.

His career reflects the importance of Writing With Purpose. Successful authors often begin with a question they want to explore, and Gladwell's writing is driven by curiosity and a desire to uncover deeper explanations. His work challenges readers to examine the forces shaping their decisions and consider perspectives they may not have previously encountered.

Rather than simply telling readers what to think, Gladwell encourages them to ask better questions. This approach has helped make his books valuable tools for reflection and discussion. His storytelling demonstrates that writing can be both informative and transformative when it encourages audiences to engage with ideas in new ways.

The theme of Books That Spark Movements is evident in the influence of Gladwell's work. While his books may not always advocate for a specific cause, they create movement through ideas. His writing has sparked conversations about leadership, innovation, social behavior, and the factors that influence success. Readers often leave his books with new frameworks for understanding challenges and opportunities in their personal and professional lives.

Gladwell's impact also highlights the evolving role of the modern author. Today's influential writers often extend their work beyond traditional publishing through podcasts, speaking engagements, interviews, and digital platforms. Gladwell has embraced this expanded role, continuing conversations around his ideas through multiple forms of media. His ability to communicate across platforms has strengthened his influence as a storyteller and thought leader.

This reflects the theme of Building an Author Brand Beyond the Book. A successful author's influence is no longer limited to printed pages. Writers today build communities around ideas, creating ongoing conversations with audiences who are interested in learning and exploring new perspectives. Gladwell's work demonstrates how an author can become a trusted voice in broader cultural discussions.

Another important element of Gladwell's writing is his focus on human behavior. Many of his stories explore why people make certain choices and how external influences shape individual outcomes. This focus creates a connection between research and everyday life, allowing readers to see themselves reflected in larger social patterns.

His work also demonstrates the power of storytelling as an educational tool. Facts and research can be valuable, but stories often make information more memorable and emotionally meaningful. Gladwell's ability to combine evidence with narrative shows how writers can make complex subjects accessible to diverse audiences.



The theme of *From Manuscript to Meaningful Impact* captures the lasting influence of his career. Every book begins as research and ideas, but its true impact comes from how readers use those ideas to understand themselves and their surroundings. Gladwell's writing has encouraged millions of people to rethink assumptions and approach problems with greater curiosity.

Perhaps the most significant lesson from Gladwell's work is that understanding the world requires looking deeper. Many situations are more complicated than they first appear, and meaningful insights often come from examining the details others overlook. His storytelling reminds readers that curiosity is one of the most powerful tools for learning and growth.

Malcolm Gladwell's journey serves as a powerful example of how words can influence thought and create lasting conversations.

Through research-driven storytelling, he has transformed complex ideas into narratives that educate, challenge, and inspire.

As society continues to face increasingly complex challenges, his work reinforces the importance of thoughtful communication. The writers who create the greatest impact are those who help people see differently, ask better questions, and discover new possibilities. Through his words, Malcolm Gladwell continues to demonstrate that storytelling is not only a way to share ideas—it is a way to change how people understand the world.

www.sherisstudios.com

A portrait of a young woman with dark, curly hair, smiling warmly at the camera. She is wearing a light blue collared shirt under a grey blazer. The background is a soft-focus green, suggesting an outdoor setting with foliage. The text is overlaid on the lower half of the image.

**EVERYONE IS BUILDING
THE INTELLIGENCE
LAYER THE FITNESS
INDUSTRY HAS BEEN
MISSING**

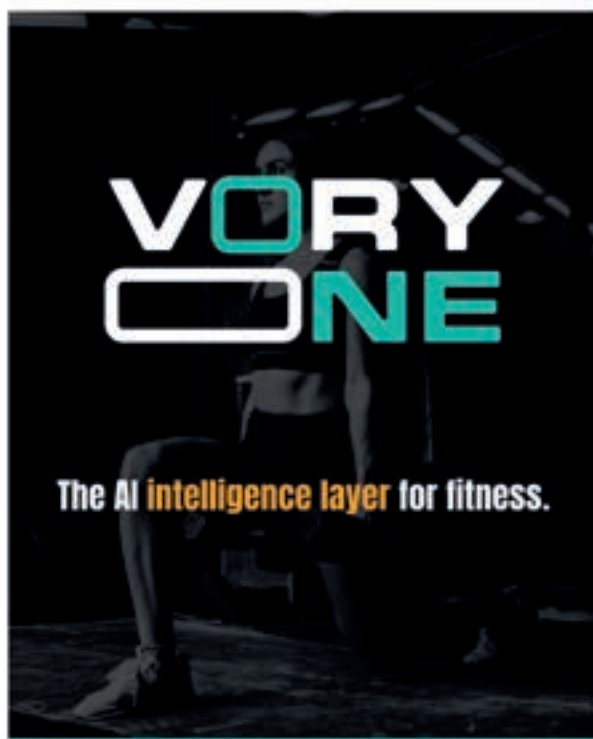
By **Adriana García Martín**

Most AI companies are racing to build horizontal tools that try to do everything for everyone. Vory One is taking the opposite approach.

Vory One is a sports-native AI company building vertical intelligence for the fitness and performance industry. The platform is designed specifically for coaches, gyms, and training platforms. It is not a generic AI tool that happens to work in fitness, but a system that genuinely understands how training is actually programmed, adapted, and delivered.

We started from a problem most people outside the industry would never notice. Coaches spend hours every week writing programming. They are accounting for athlete goals, fatigue, equipment, progression, and periodization. Hours that pull them away from the actual work. The work only humans can do which is being present with the people they are trying to help. Some gyms are even paying for programming and adapting it weekly because it is not made for their athletes, goals or equipment. We are building Vory One to give that time back. Not by replacing the coach, but by handling the intelligence layer underneath so the human can focus on the human. It is like giving them superpowers.

What makes Vory One different is where it was built from. We come from different worlds such as data, engineering, and years on the gym floor as a CrossFit coach and professional athlete. That combination means we did not have to guess what coaches feel. We lived it. And that closeness to the problem shaped every decision about how the product works.



Generic AI can generate a workout. But great programming requires much more than that. It requires understanding coaching intent, athlete levels, periodization, equipment constraints, class structure, scaling, fatigue, recovery, and the difference between what looks good on paper and what actually works on the gym floor. That is the gap we are building around.

The vision is bigger than one tool. We are building toward becoming the intelligence layer that powers the future of fitness programming helping coaches, gyms, apps, and training platforms deliver more personalized, higher-quality training at scale. Vertical AI, built for a world where generic is not good enough.

The platform is still in active development, but the team has already shipped its first product. We have shipped the Vory Timer, a CrossFit and workout interval timer for iOS. Deliberate. Simple. Proof that we understand what the market actually needs before building everything else around it. We identified there is not a good timer out there so we built our own. Improving the fitness space and giving useful tools to the fitness space is our main goal.

We believe the fitness industry is one of the most expertise-driven industries in the world and one of the least served by technology that truly understands it. That is the gap Vory One exists to close. And we are building it from the inside out.

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www.linkedin.com/in/adrianagarciamartin12



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The Healing of Her: Stories, Recipes & Rituals for Real-Life Wellness is a heartfelt anthology that explores what true wellness looks like beyond appearances, embracing healing through honesty, nourishment, and self-compassion. Through inspiring personal stories, comforting recipes, and meaningful rituals, each contributor shares the experiences that helped her reconnect with herself and find strength in everyday moments. The book celebrates healing as a deeply personal journey, offering practical and soulful inspiration for creating a life rooted in balance, resilience, and authenticity. This anthology encourages readers to slow down, honor where they are, and discover that lasting wellness begins by gently coming home to yourself.

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STUDIOS



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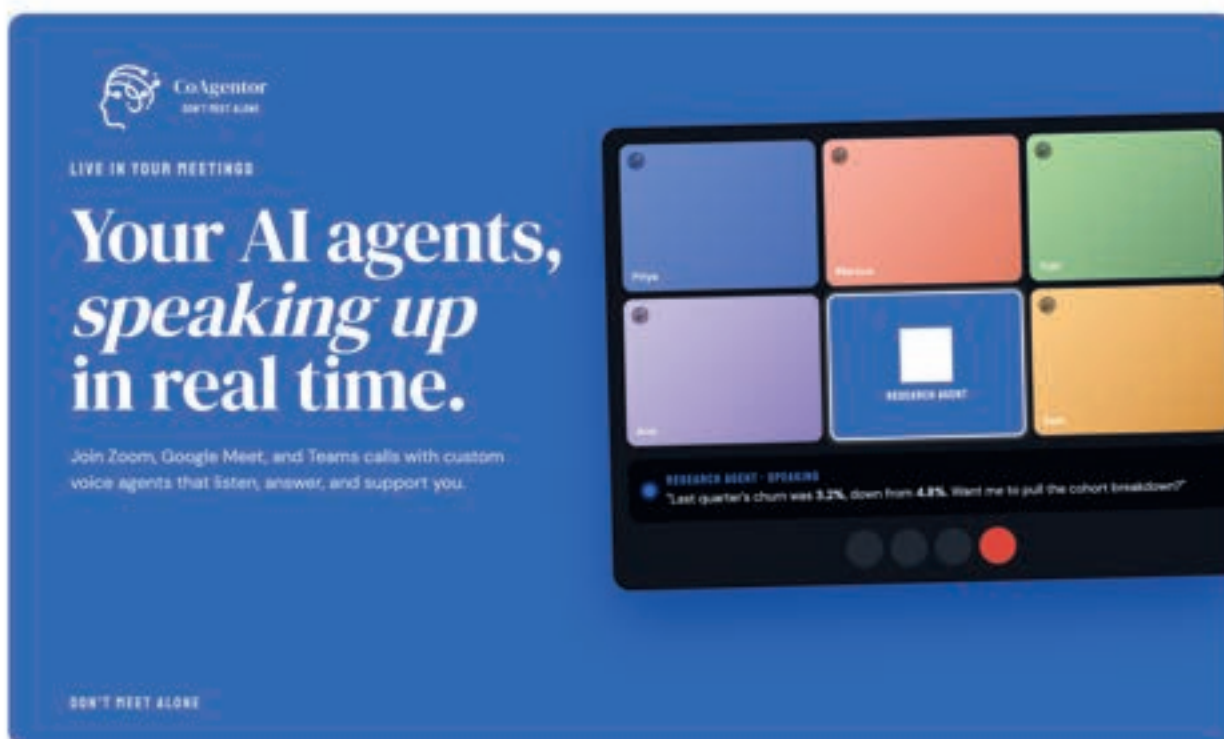
The Untold Story: The Quiet Battles That Made Her Unbreakable is a powerful memoir that reveals the unseen struggles, quiet resilience, and defining moments that shaped one woman's journey.

Through raw honesty and deeply personal reflections, it explores the courage to persevere through life's hardest seasons and the strength that is often built away from the spotlight. Paired with a compelling companion docuseries, it offers an inspiring reminder that even the battles no one sees can become the foundation for an unbreakable life. This memoir encourages readers to honor their own journey and discover that the stories we are brave enough to own have the power to transform not only ourselves but others as well.

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THE HARDEST PART WAS TEACHING IT WHEN TO STAY QUIET

By **Josh Torrey**
Founder, CoAgentor



Every AI meeting tool I had ever used delivered its insights too late... after the meeting.

The AI notetaker category is full of capable software: Gong, Otter, Fireflies, Granola: they transcribe the call, summarise it, score it, and hand you a tidy report once the deal is already won or lost. They are forensic by design. I kept circling the same question... if the analysis is actually that good, why is it only ever allowed to share its insights after the conversation has ended?

That question led to CoAgentor.

The bet behind my idea is simple to state and has been uncomfortable to build. The moment of leverage in any meeting is during the conversation, not in the recap you read the next morning.

The pricing objection lands at minute fourteen. A competitor gets mentioned at minute twenty. The customer's asking about a feature, the one your rep forgot, and it surfaces and disappears in seconds. A summary written afterwards can describe those moments and help with followup. It cannot change the outcome live.

So I built CoAgentor as an AI Meeting Agent that joins and answers during the call.

CoAgentor allows users to configure and invite AI agents directly into Google Meet, Zoom, and Microsoft Teams meetings. They listen in real time. When something relevant comes up to their specified triggers, it pulls the data context from your connected tools, HubSpot, Notion, Google Drive, Confluence, Jira, GitHub, and surfaces it at the exact moment it matters rather than three days later.

That was the easy half. The hard half, the part that took the longest by far, was teaching it when to stay quiet.

An AI that talks during your meeting is, by default, a liability. Nobody wants a model interrupting a delicate negotiation to volunteer a fun fact. So our agents do not have one volume. They have three, and the key to their configuration is matching the mode to the room.

In a messy, fast, internal meeting, where speed matters and the cost of a wrong word is low, it runs live. It speaks freely, like any other participant on the call, jumping in with context the moment it is useful.

In a meeting with partners, key accounts, or customer success, where presence is welcome but you still own the relationship, it uses a hand raise protocol. When it believes it has something worth saying it raises a virtual hand, exactly as a human participant would, and waits to be invited to speak. The host keeps the floor.

And in the rooms where a single audible slip is unforgivable: a negotiation, a hiring panel, a competitive deal, it never makes a sound. It posts a back channel insight straight into your Slack or Teams, visible only to you, while everyone else hears nothing.

Same agent, same live context, three different levels of restraint. Choosing the right one is the part almost nobody talks about, and it is the part that makes an in meeting agent usable at all.

I built all of this on my own.

I am the solo founder, the only engineer, the marketer, and the support staff. Five years ago a product like this would have needed a team and a year of runway. Today the leverage available to one person is genuinely incredible. Modern infrastructure does the heavy lifting for live audio, transcription, voice, and retrieval, which means a single operator can ship a real time AI product that holds up in front of paying customers. That shift, not the model itself, is the quieter story of this moment in software development. The barrier to building serious things has disappeared, and most people have not taken full notice yet.

I launched publicly in April 2026 and landed in the top 2 percent of Product Hunt launches that day. Since launch day, the most interesting conversations have come from regulated industries: asset managers, healthcare SaaS providers, the kinds of organizations where you cannot simply capture and store meeting audio into whatever model is cheapest this week. Selling AI tools into those rooms forces a data discipline that is strictly enforced. It pushes you to be precise about where data goes, what the agent is permitted to do or use, and when it should defer to a human. An agent that knows its limits is far more useful than one that blurts out everything with no filter.

I am honest with prospects about what CoAgentor is not. It will not replace the human judgement in the room. It is not trying to run your meeting. It is a coworker tier teammate that holds the context you forget and offers it precisely when you need it, then gets out of the way.

The category I am building toward did not exist a few months ago. Live, in meeting AI agents as genuine participants rather than a notetaker.

My bet is that within three years (or maybe three months!), asking an AI to retrospectively summarise a meeting will feel as quaint as asking it to fax the notes afterwards. The recap will not disappear. It will simply stop being the core value offering.

The copilot already changed how we write code. The coagent will change how we hold a conversation, in the room, in real time. Don't meet alone.

Connect With Josh

www.CoAgentor.com
www.medium.com/@coagentor
www.linkedin.com/company/coagentor
www.linkedin.com/in/joshtorrey



HOW ONE WOMAN IS MAKING CO-BUYING REAL ESTATE NORMAL AND SAFE

By **Nikki Merkerson**

Founder and CEO, Pairgap

For twenty years, Nikki Merkerson watched from inside JPMorgan Chase as smart people got locked out of homeownership. Good jobs. Good credit. Still priced out. She saw the barrier wasn't ability to pay. It was that the rules were written for single buyers, and that was that.

Then it hit her: what if people could pool resources the way they already do with everything else? Split rent. Share housing. Buy cars together. Why not homes?

Nikki left finance to find out. She became a real estate investor herself, ran a co-living company in Brooklyn, and started seeing a pattern in the successful partnerships around her. The ones that didn't blow up had something in common: they'd figured out the messy stuff upfront. Who owns what. What happens if someone wants out. What happens if someone stops paying. Not romantic. Not fun to talk about. But essential.

That's when she realized the real problem wasn't matching co-buyers. It was protecting them.

Most co-buying arrangements happen between friends, family, or strangers who met once. They go into contract with a handshake and hope. Then life happens. Someone gets divorced. Someone gets a job offer in another city. Someone's financial situation changes. And suddenly that 50-50 partnership turns into a legal nightmare because nothing was ever written down.

Pairgap started as a response to that gap. Not just a matching platform. A full ecosystem: tools to find compatible partners using the Four Pillars Framework (how you think about money, your communication style, your investment goals, your deal preferences). A personality test. A co-buying power calculator. And then the thing that makes it real: the Real Estate Prenup Builder.

The Real Estate Prenup is Nikki's bold answer to an old problem. It's a customizable legal agreement that lets co-buyers lock in ownership percentages, financial contributions, dispute resolution processes, and exit strategies before they close on a property. Five tiers of templates, from basic protection to comprehensive investor packages with advisory sessions and market analysis.

All customizable. All built to be understood by regular people, not just lawyers.

It's the difference between *"we'll figure it out"* and *"here's exactly what happens when we need to."*

The platform has picked up momentum fast. Pairgap won the 2025 Inman Best of Proptech Award. It's a finalist in the NAR NXT Pitch Battle. It earned recognition from the National Fair Housing Alliance for responsible AI in the matching algorithm. And the users are real: co-buyers closing on properties who otherwise would have been stuck on the sidelines, priced out of the market as individuals but suddenly able to build wealth as partners.

Nikki's background in community development and housing policy runs through everything Pairgap does. She's not trying to disrupt real estate for the sake of disruption. She's trying to make homeownership a realistic path to wealth for people who got told *"sorry, you don't make enough"* or *"your credit score is three points too low."* She's trying to normalize something that should never have been unusual: buying property with people you trust.

The housing crisis hasn't solved itself. Prices haven't dropped. Wages haven't caught up. But Nikki's made co-buying easy, normal, and safe. That's the innovation. That's what changes the game.

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TWO WOMEN, ONE NEW CATEGORY: RESIDENTIAL ACCESS FOR MODERN MOBILITY

By Tasch Turner



Property and hospitality still love old rules. When two women arrive with a new model, the room can tighten. We are Cheryl and Tasch, co-founders of Terano, building a new category called Residential Access.

Here is the gap incumbents keep missing: modern mobility is not a travel problem, it is a living problem. High-performing professionals and globally spread families are not chasing weekend escapes. They are moving through seasons and life chapters and they want one thing waiting for them on the other side - a home base that works.

Australians want a reliable base in December. Americans and the UK crowd often need June and July.

Nordic families look to September, October, and February to escape winter or chase sun. The pattern is predictable. The options are not.

Hotels solve nights but can feel transactional. Short-term rentals are a gamble: the wifi fails, the kitchen is half stocked, the "workspace" is a wobbly chair at the dining table. Timeshares sell scarcity but trap you in fixed weeks and compounding fees. Second homes promise freedom but deliver tax admin, maintenance, and mental load. You do not just pay money, you pay attention.

Residential Access is the alternative.



Members pay one upfront licence fee, for a 15-year contract term, with 31 days of use per year across Terano's network of premium villas. No annual fees. No maintenance. No ownership paperwork.

That structure matters because it changes how the experience feels. You do not check in. You settle in.

We designed Terano around the job-to-be-done: live well overseas without starting from zero. That job demands predictability, belonging, and ease. So each villa arrives ready. A proper kitchen. A private workspace that is plug-in ready, with fast connectivity and the setup to go from terrace to board call without improvising. There's a Nespresso machine with pods, so coffee is coffee from day one. Walk in, unpack, and live.

And yes, it is premium. But the premium is not just finishes. It is the lack of worry when you arrive. No frantic shopping run. No hunting for adapters. No wondering whether the listing photos were fantasy. Your life continues, smoothly.

Behind the scenes, making "effortless" work across borders is anything but simple. This model has been painstakingly designed to run smoothly across different countries, partners, and regulations, with the kind of operating discipline that most travel products never need. Think ring-fenced structures, clear governance, and a system designed to stay consistent as the network expands.

Building this as women, in an industry we had never been in before, came with a steep learning curve and a blunt reality: raising capital was harder than it should have been. We were often required to over-justify, over-explain, and over-prove the same fundamentals others were allowed to state once and be believed. Instead of waiting for permission, we built proof.

That proof has required commitment. Tasch and her husband are relocating to Cyprus to help make Terano real on the ground, close to partners and operations. When you are building a new category, distance is friction. Proximity is leverage.

For entrepreneurs, the lesson is simple: do not compete feature-for-feature inside a tired category. Create a better question. Our question was: Where do you belong when you are away? Residential Access answers it with a repeatable system, not a one-off booking.

If Inkubator wants founders building what's next, we would love to contribute and be interviewed. Terano is the case study, but the playbook is universal.

Connect With Tasch

www.linkedin.com/company/teranoaccess
www.linkedin.com/in/nataschaturner

BUILDING GLAZE GAMES:

MAKING FREE ONLINE GAMES FEEL FUN, FAST, AND ACCESSIBLE AGAIN

By **Alex Gonzalez**



Glaze Games was created with a simple idea: playing games online should be easy, fun, and instant.

Growing up with browser games, I always loved the feeling of finding a new game and being able to play right away. No downloads, no complicated setup, no expensive console, and no long wait. Just open the website, choose a game, and start playing. That simple experience is what inspired me to build [GlazeGames.com](https://glazegames.com).

Glaze Games is a free browser games platform made for people who want quick entertainment from anywhere. Whether someone wants to play racing games, puzzle games, basketball games, arcade games, action games, or casual games, the goal is to make the experience fast, clean, and enjoyable. The platform is built around instant play, which means users can jump into games directly from their browser without needing to install anything.

The name "Glaze Games" came from the idea of making gaming feel sweet, colorful, and fun. The brand is designed with a bright, modern look and a playful identity. The tagline, "Play Something Sweet," represents what I want the platform to feel like: a fun place where users can discover something entertaining in seconds.

Building Glaze Games has been exciting because it combines creativity, technology, and community. A gaming platform is not just about adding games to a website. It is about creating a place that feels welcoming, easy to use, and worth coming back to. Every part of the site matters, from the homepage and categories to the way games are displayed and discovered.

My mission with Glaze Games is to make free online gaming more accessible. Not everyone wants to download large apps or create accounts just to enjoy a quick game. Browser games are still powerful because they remove friction. They work for students, casual players, families, and anyone who wants entertainment without barriers.

As the platform grows, I want Glaze Games to become more than just a website. I want it to become a recognizable gaming brand with a strong community across social media, YouTube, Discord, and beyond. The vision is to build a place where people can discover new games, share favorites, watch gameplay clips, and connect around fun experiences.

One of the biggest lessons I have learned while building Glaze Games is that simple ideas can still have huge potential when they are executed with care.



A free browser games website may sound straightforward, but the opportunity is in making it feel polished, trustworthy, and exciting. That is what I am focused on every day.

Glaze Games is still growing, but the vision is clear: make online games easy to access, fun to explore, and enjoyable for everyone.

For me, Glaze Games is not just another project. It is the beginning of a larger gaming brand built around speed, creativity, and joy. The internet should still have places where people can instantly find something fun to play, and that is exactly what Glaze Games is here to provide.

Connect With Alex

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Discord: glaze_games

BUILD LIKE A REDWOOD:

HELPING PARENTS IN THE MOMENTS THAT MATTER MOST

By **Hans Kullberg**

Co-Founder and CEO, Avocado Health



In January 2020, our third child, Aviva, was born. She was joyful, easygoing, and full of life. Ten months later, after five hospitalizations for an unknown illness, she died unexpectedly in the ER of a children's hospital while doctors fought to save her. As I held her for the last time, I made a promise: no parent should ever be left without answers for their child.

A year later, I left a comfortable, secure career and started Avocado Health.

No parent should ever feel as alone, confused, or powerless as my wife and I did that night. Grief, when channeled productively, can inspire builders to create something meaningful for others.

One of grief's first lessons is that much of what we measure in life does not truly matter. The version of me who held my daughter's hand on her last morning would not have cared about user growth or feature velocity. He would have cared about whether a frightened parent at 2 A.M. had somewhere honest, calm, and informed to turn—guided by evidence-based credible sources and people who had earned the right to answer.

That insight became the foundation of how we build.

Avocado Health is a 24/7 SMS parent decision-support platform designed by pediatricians, OB-GYNs, child life specialists, parent coaches, and clinicians. We saw the same pattern night after night: parents turning to Google searches, Instagram posts, and Reddit threads for answers to their hardest questions. We meet families where they already are—on their phones—and through the most accessible app they use every day: text messaging.

Building this company has taught me two things about scaling innovation in healthcare.



First, presence is the product. The temptation in AI is to chase capability, such as integrations, more features, and more sophisticated models. But the parents we serve do not need complexity. They need answers delivered simply and reliably. Technology exists in service of presence, not the other way around. We optimize for the 2 a.m. text, not the polished demo.

Second, trust scales on a slower clock than software. Code can ship in a week. The trust of a clinician you would call at 11 p.m. is built over a career. That is why our white labeled architecture is intentionally hybrid: AI carries the volume; human experts carry the weight. We are extending the reach of expertise, not replacing it. The healthcare AI companies that endure will understand that distinction.

Grief and building share a common structure. Both require you to sit with what you cannot fix and keep showing up anyway. Both force you to decide what deserves your limited time and attention. Both reward patience and a relentless focus on what matters most.

Aviva loved the redwood forests we visited during her short life. Redwoods can grow more than 350 feet tall, yet their roots extend only 6 feet deep. They thrive because their roots intertwine underground, supporting one another in an interconnected maze of unity, all striving for the same goal.

That is what we are trying to build at Avocado Health: a quiet root system beneath the parents, clinicians, advocacy organizations, health systems and trusted voices already doing the work, so that no family has to navigate it alone. And every family has answers at their fingertips.

There will never be a perfect company. There will never be a perfect day. There will only be the parent in front of us tonight, asking the question they did not know who else to ask.

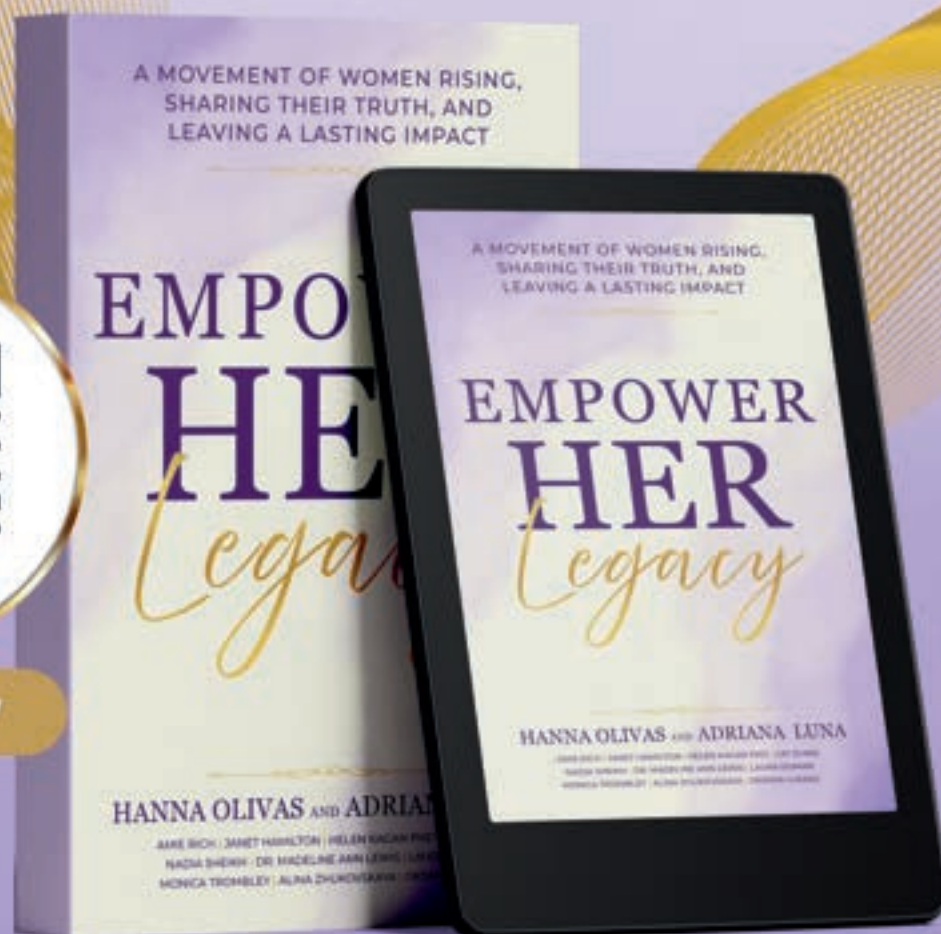
That is the challenge. That is the work. Together, with our trusted partners, we'll keep reaching higher like a Redwood climbing to the sky.

Connect With Hans

www.avocadohealth.ai
www.linkedin.com/company/avocado-health-for-all
www.linkedin.com/in/hanskullberg
www.instagram.com/avocado_family_health
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EmpowerHER Legacy is an inspiring anthology featuring courageous women who chose purpose over fear, authenticity over perfection, and impact over invisibility. Through heartfelt stories of resilience, growth, and transformation, each contributor shares the experiences that empowered her to rise, embrace her voice, and create meaningful change. This book celebrates the power of women turning challenges into purpose while reminding readers that every story has the potential to inspire, uplift, and leave a lasting legacy. EmpowerHER Legacy encourages women to step into their truth, own their journey, and discover that sharing their story can change not only their own life, but the lives of others.

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THE AUTHENTICITY ECONOMY:

WHY HUMAN CONNECTION IS BECOMING A COMPETITIVE ADVANTAGE

By Ana Harrison

Technology has dramatically lowered the barriers to entry in business. Today, anyone can build a website, generate marketing copy, create graphics, and automate customer interactions using tools once reserved for large companies.

After almost 20 years working in communications, I see this not as a threat but as an opportunity.

As artificial intelligence becomes more capable, genuinely human voices become rarer and more valuable.

The internet is now flooded with content: articles, videos, social media posts, and advertisements can be produced faster than ever before.

Quantity is no longer the challenge, and perhaps neither is quality.

But what about trust and connection?

People are now asking a different question: Who is behind this?

Consumers want to understand the people behind the brands they support, they want to know the values, experiences, and stories of the brand.

And this shift in customer behaviour is changing the way successful brands are built.

For much of the past decade, digital marketing revolved around attention.

Businesses competed for clicks and reach because the assumption was simple: capture attention and sales will follow.

Today, trust matters more. The 2025 Edelman Trust Barometer found that 80% of people trust the brands they use and that trust now matters as much as price and quality when making purchasing decisions.

The businesses that thrive in the coming years will not necessarily be those with the largest audiences, but those with the strongest relationships with their customers.

After more than fifteen years in marketing, I know how important strategy is. I know how to improve open rates, increase conversions, and optimise campaigns.

Yet the strongest connections I've built online have rarely come from optimisation, but from honesty.

I have seen this firsthand through my work in marketing and through building my publication, Daily Wonder.

Earlier this year, I spent hours optimising an article that I was certain would perform well. It did fine.

Days later, I wrote a simple reflection on motherhood while one of my daughters slept beside me. That article generated far more comments, emails, and conversations.

People connect with people, not optimisation.

Technology has made it easier than ever to create content but not easier to create connections.

The articles that generate the strongest responses are rarely the most optimised or SEO-friendly. They succeed because people connect with them.

Pieces about motherhood, faith, ordinary life, and the challenges many people share tend to resonate far more deeply than content designed purely to perform.

And this happens because they're *real, flawed and human*.

People will buy again and again from your business if they see and trust the people behind it. They see the imperfections that make us all human.

These relationships create something every brand wants: loyalty.

A loyal audience will buy from you, recommend you to others, forgive mistakes, and stay connected even when competitors offer similar products or lower prices.

In an increasingly automated world, that matters.

If every business has access to the same AI tools, automation platforms, and similar marketing tactics, then human connection becomes one of the few advantages that cannot be easily replicated.

AI can improve efficiency, streamline operations, and free up valuable time.

So, the goal is to become more human where it matters most.

Businesses that want to remain relevant should focus on cultivating trust.

Share stories, show the people behind the company, communicate openly, and engage with customers as individuals rather than just data points.

The future may be AI, but it'll still be built on relationships, trust, and the timeless human desire to connect.

Connect With Ana

www.anaharrison.substack.com
www.linkedin.com/in/ana-harrison-bb310186
www.instagram.com/_anaharrison





KRISTEN WEISS LEGAL

ESTATE PLANNING | PROBATE | BUSINESS LAW

BUILDING FOR GROWTH:

HOW PROACTIVE LEGAL PLANNING ACCELERATES FOUNDER SUCCESS

By **Kristen Weiss, Esq.**

I'm a founder who happens to be an attorney. Not an attorney who dabbles in business. A founder first. That distinction matters because I built Kristen Weiss Legal the same way I'd build any business: lean, intentional, and designed to serve the exact people and problems nobody else was solving for.

Every day I see founders and creators solve every other problem brilliantly: their product, their brand, their growth strategy. But they treat legal planning like a fire to extinguish instead of infrastructure to build. The most successful ones treat their attorney like a strategic partner:

someone who understands both the vision and the infrastructure required to protect it.

Here's what I notice: most founders don't think about their attorney until something breaks. They launch a business, scale it, land a brand deal, maybe raise funding, and only then realize they have no operating agreement or they've tangled themselves up in tax liability or they don't own their own intellectual property cleanly. By then, they're paying premium rates to fix problems that cost almost nothing to prevent.

I built my firm at the exact intersection where most legal practices won't go: the overlap between business law and personal planning. The traditional legal services model forces a false choice. Estate planning firms focus on personal wealth protection and succession planning, which feels abstract when you're in the launch phase. Business law firms handle entity formation, contracts, and transactions. Critical, but often disconnected from the bigger picture of who you are as a builder and what you're actually trying to protect.

Founders don't live in separate lanes. The person scaling a personal brand or digital product today is building real assets that will require protection, estate planning, and succession thinking down the road. Treating legal planning as something you do later, after you've "made it," often means solving problems reactively that cost almost nothing to prevent upfront.

My differentiator is that I'm a founder first. I built my practice lean and systemically because I remember what it felt like to need real legal guidance before I could afford traditional law firm rates. I use AI-powered workflows not because it's trendy, but because it's how I stay accessible and fast, the way founders actually operate. More importantly, I think about your legal structure as a growth accelerator, not a compliance checkbox.

Let me be specific. Say you're a creator scaling from six figures to seven. You've got multiple revenue streams: brand deals, digital products, affiliate stuff. Without the right business structure, you're paying taxes like a sole proprietor while operating like a corporation. That's leaving money on the table every single month. Proactive structuring isn't just legal compliance; it's a growth lever.

Or you're a founder raising funding. A clean cap table and solid operating agreements don't just protect your investors. They signal that you're serious, that you've built infrastructure, that you understand the business side of what you're building. That matters in a pitch room.

The same logic applies to intellectual property. Creators and founders are building valuable assets: brands, systems, digital products. Protecting those cleanly from inception means that when you license, scale, or exit, you're not negotiating away pieces of what you actually own. That's not a legal formality; it's a business outcome.

This is what I call shifting from firefighter to architect. The firefighter shows up when your house is burning. The architect builds a house that doesn't burn down in the first place.

Most founders are excellent at spotting market gaps, building products, growing audiences. They're not necessarily thinking about the legal and business framework that turns what they're building into what they can keep, scale, and exit from.

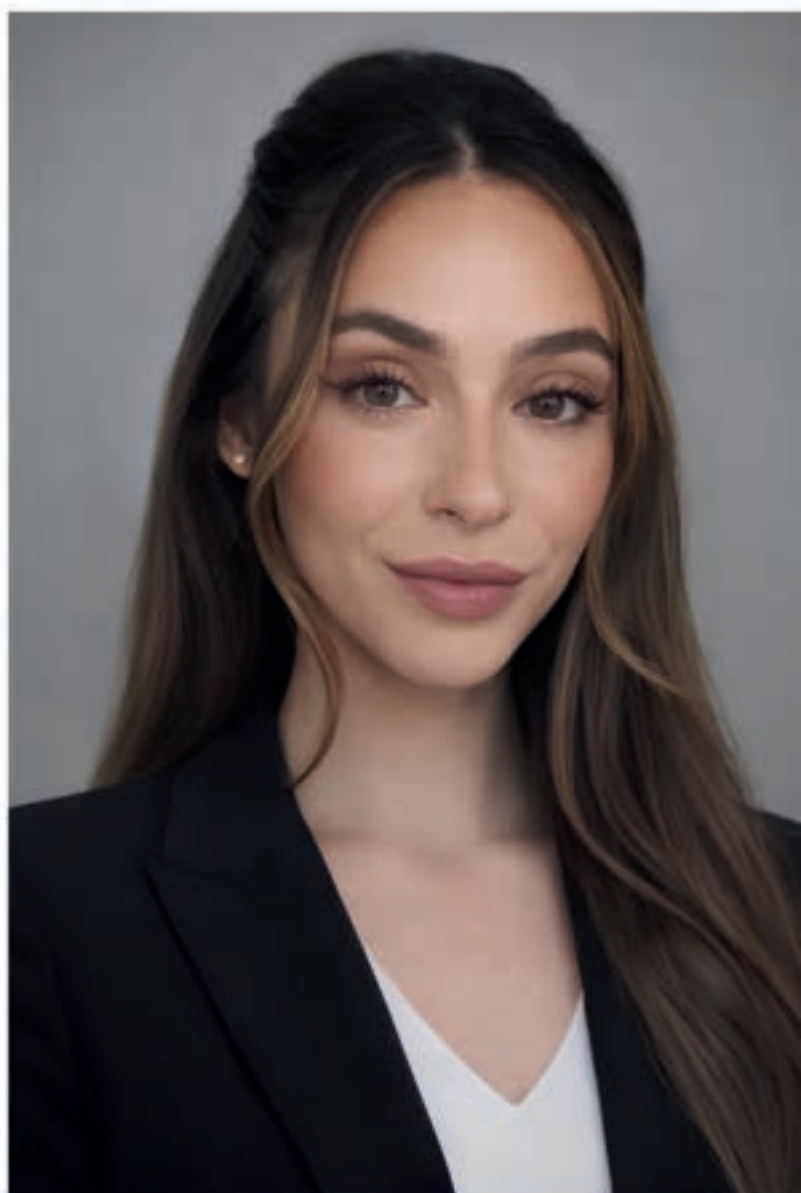
That's where I sit. I'm the person who speaks your language because I built a business myself. I'm the attorney who thinks like an entrepreneur, not about legal problems in isolation, but about how your legal structure either accelerates or hinders your growth. I'm building my firm to model what I tell my clients: use smart systems, stay lean, keep your infrastructure ahead of your ambitions.

The founders who win are the ones who treat their attorney as part of their core team from the beginning. The same way they treat their accountant, their brand strategist, and their technology partners. Not someone to call when something breaks, but someone who helps you build in a way that scales.

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SOLVING LOGISTICS' "MESSY MIDDLE":

HOW WE BUILT THE INFRASTRUCTURE FOR PARCELIZED FREIGHT

By **John K.**
Founding Partner of Kúbox



One of the biggest problems I see in shipping today is not the package that fits neatly into parcel networks, nor the full truckload shipment. The problem lives in what I call the messy middle: items too large, fragile, valuable, or awkward for ordinary boxes, but too small to justify the cost, labor, and complexity of wood crating.

That is the exact problem we are solving at Kúbox.

For years, I watched businesses and consumers get forced into an outdated choice. Either they used ordinary corrugated boxes never designed for heavier, high-value movement, or they stepped up to freight and wood crate solutions that added weight, time, storage burden, and operational friction.

Neither answer fits the modern economy.

Stepping Into the Gap

I didn't engineer our product, but as a founding partner, I became incredibly passionate about bringing this amazing solution to markets that were actively suffering from these exact same limitations. The world is moving toward smaller, faster, more distributed shipments. Consumers are moving fewer goods independently rather than hiring full-service movers. Simultaneously, companies are shipping high-value replacement parts, medical devices, gallery art, and electronics across logistics networks built for simple parcels.

Carriers want cleaner shipments, customers want fair pricing, and businesses want scalable processes. Ultimately, everyone wants fewer claims, fewer exceptions, and less friction.

We created Kūbox to fill that gap. Our product is a reusable, engineered corrugated parcel crate designed to bring structure, protection, and dependability to items that do not belong in standard packaging. For me, it is not simply a box; it is an infrastructure system that helps sensitive shipments move through real-world transit conditions safely.

The Real Cost of Transit Failures

Most shipping failures are not caused by a single catastrophic event. Instead, they result from a mismatch between the item, the packaging, the network, and the handling environment.

In logistics, the cost of a problem multiplies the farther downstream it travels. A packaging mistake that costs one dollar to prevent can become ten dollars to manage in transit, and it can become one hundred dollars to resolve after damage, delays, or lost brand loyalty. We designed Kūbox to solve that problem at the very beginning, before it becomes expensive for everyone else.

This is where practical innovation matters to our team. A business model is only scalable if the underlying operations can repeat with confidence. Kūbox standardizes the container, improves the shipment profile, and reduces ambiguity around irregular goods.

Proven Infrastructure for Modern Commerce

We have already seen this model succeed across personal effects, relocation, university shipping, art galleries, and industrial B2B shipments. Having moved more than 60,000 units through parcel environments with a remarkable 0.02% reported damage rate, we know this is no longer just a product idea. It is proven infrastructure.

The future of logistics will not be built solely around faster delivery promises; it will be built around better-prepared shipments. That is why we are building a platform around *parcelized freight*, which is the exact space where modern shipping needs now live. Our mission is simple: make hard-to-ship items easier, safer, and commercially viable to move.

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**WHY WOMEN
FOUNDERS NEED
A COMPANY THAT
CAN REMEMBER**

By **Ken Herron**
Co-Founder of VCONify

One of the most important lessons I have learned about growth has nothing to do with funding, strategy, technology, or even execution.

It has to do with memory.

When a company is young, the founder remembers everything.

She remembers the customer conversation that inspired the business. She remembers the problem nobody else seemed willing to solve. She remembers the promise she made to her first client, the lesson from a difficult setback, and the reason certain decisions mattered in the first place.

In the early days, that memory is one of a founder's greatest strengths.

It helps her move quickly. It helps her build trust. It helps her stay connected to the people she serves.

But as a company grows, something subtle begins to happen.

The business expands beyond a single person's ability to carry every detail. New employees join. More customers arrive. More meetings take place. More systems are introduced. Conversations spread across calls, emails, chats, documents, presentations, and countless daily interactions.

The founder still remembers.

The company often does not.

I have seen this happen repeatedly across organizations of every size. Nothing fails all at once. Instead, important context slowly becomes fragmented. Customer insights become diluted. Decisions lose their original reasoning. Promises become harder to trace. Team members unintentionally repeat conversations that have already happened.

"A founder's vision should be carried by the company she builds, not trapped inside her memory."

Over time, the founder becomes the organization's memory bank.

At first, that can feel empowering.

Eventually, it becomes exhausting.

For women founders, this challenge can be especially significant because many businesses are built on strengths that are difficult to capture in traditional systems. Trust. Relationships. Community. Listening. Lived experience. Empathy. The ability to recognize opportunities and unmet needs that others overlook.

These qualities are often treated as intangible.

I believe they are among the most valuable assets a company possesses.

The challenge is that valuable context can disappear when it is not intentionally preserved.

I often encourage founders to think differently about conversations. Most organizations treat conversations as temporary events. A meeting ends. A call concludes. An email is answered. Everyone moves on.

Yet the most important business insights frequently emerge from those interactions.

A customer reveals a hidden concern.
A team member identifies a risk.
A partner shares a valuable perspective.
A founder explains the reasoning behind a critical decision.

Those moments help shape the future of the business. They deserve to travel forward with it.

This becomes even more important as AI becomes part of everyday operations. AI can summarize information, automate tasks, and surface patterns. But it can only work with the context it is given. If a company's knowledge is fragmented, AI will inherit that fragmentation.

Technology cannot preserve what an organization fails to remember.

That is why I believe founders should think of memory as a growth strategy.

Not because preserving context is administrative.

Because it is protective.
It protects customer trust.
It protects organizational learning.
It protects culture.

And most importantly, it protects the founder's vision as the company evolves.

The most successful companies are not simply the ones that scale.

They are the ones that scale without losing the wisdom, relationships, and purpose that inspired their creation.

Every big idea starts with a founder who sees something others do not.



The goal is not simply to build a larger company.

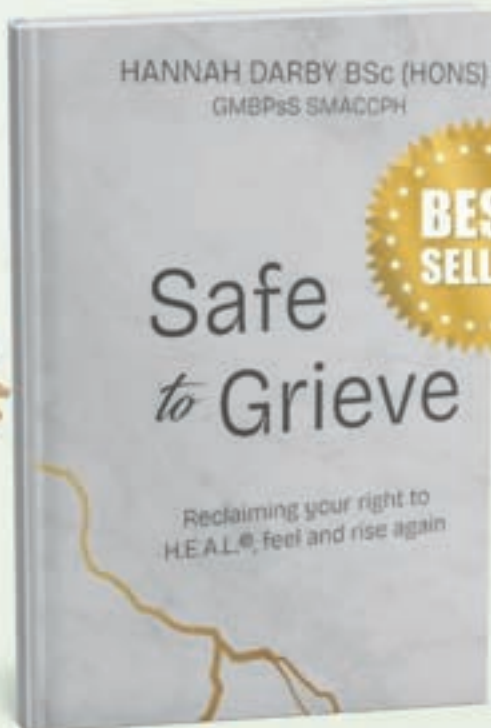
The goal is to build a company that remembers what mattered from the very beginning.

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WRITE THROUGH IT: WHY WRITING CREATES CLARITY BEFORE INFLUENCE

By **Dr. Renee Sunday**

Most people think writing starts with having the right words. From my experience, writing begins when something heavy refuses to stay quiet.

Some of the clearest decisions in my life came after I stopped rushing past what I was feeling and started putting it on paper instead. A blank page became more than a place to organize ideas. It became a quiet space where I could hear my thoughts again without the noise of deadlines, responsibility, work, and people needing something from me each day.

My career placed me in high-pressure environments for many years. Medicine teaches people how to stay calm, make decisions fast, and continue showing up even when life feels overwhelming behind the scenes. At the same time, I was building businesses, caring for family, speaking in public, and carrying responsibilities many people never saw.

A few years ago, my sister and I cared for both of our parents while balancing work and daily life. My mother passed in 2022, and my father passed in 2023. Some mornings began before sunrise with phone calls, medical appointments, long conversations, and the effort to hold everything together while also carrying grief. Loss changes people in ways many never expect. Grief also brings hidden emotions and buried exhaustion to the surface during seasons when life keeps demanding more from you.

During that season, a notebook beside my bed became one of the few places where I did not have to pretend I was fine.

Some pages reflected exhaustion and emotional pressure from carrying too much for too long. Other pages reflected fear, disappointment, uncertainty, and questions about what would happen next. After a while, I started noticing how much I buried beneath responsibility because everything finally sat still long enough for me to see it clearly.

Many people do not realize how overwhelmed they feel until they sit down long enough to write honestly about what is happening inside of them. Burnout sometimes becomes visible in writing before a person says it out loud. Confusion also becomes easier to recognize once thoughts stop spinning in circles inside your head.

Some answers become clearer after thoughts move from the mind onto paper in a quiet and honest way. A rough note written during a difficult week can reveal more truth than polished content created solely for online attention. Some of the strongest ideas begin as unfinished thoughts, quiet observations, or moments people almost talked themselves out of writing down.

Some nights I sat at the edge of my bed staring at half-filled notebook pages after long days filled with appointments, phone calls, and difficult conversations. A few sentences written during those quiet moments often said more than polished content ever could.

People can tell when words come from lived experience instead of someone trying too hard to sound impressive online. Honest reflection stays with readers because many people see pieces of their lives inside those moments.

My years in medicine taught me how pressure affects the way people think, communicate, respond, and make decisions during stressful moments in life. Emotional exhaustion affects relationships, focus, judgment, and even the way people speak to themselves during difficult seasons.

A few honest sentences can reach a person who has been carrying pressure in silence for far too long. A real story can help someone recognize exhaustion... they have spent months trying to push through without rest.

Putting thoughts on paper did more than help me organize ideas during difficult moments in life. Some nights, it became the only place where I stopped carrying everything for everyone else long enough to hear my voice again.



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She Wins Big: Playing to Elevate, Not Compete is a powerful anthology featuring women who are redefining success through collaboration, leadership, and shared growth. Through honest and inspiring stories, each woman shares the mindset shifts and defining moments that helped her rise while empowering others along the way. These are not stories rooted in rivalry, but experiences that reveal how meaningful success is built through connection, mentorship, authenticity, and purpose. The book challenges the belief that women must compete to succeed, highlighting the impact created when women choose to support and elevate one another. This anthology reminds readers that the most powerful wins are the ones shared with others.

amazon.com **SHE RISES**
STUDIOS

A woman with blonde hair and red lipstick, wearing a dark pinstripe suit, is shown from the chest up. She is resting her chin on her hand, looking out over a city skyline at sunset. The sky is a warm orange and yellow, and the city buildings are silhouetted against it. The text "INSPIRE EMPOWER EDUCATE" is overlaid on the image in large, bold, sans-serif font. "INSPIRE" and "EDUCATE" are white, while "EMPOWER" is a vibrant pink.

INSPIRE
EMPOWER
EDUCATE

WHAT MAKES THOUGHT LEADERSHIP ACTUALLY LAND

By **Jessica Marriott**

Most thought leadership content doesn't lead to anything.

It describes. It summarizes. It repackages what you already suspect and hands it back in a slightly more polished format. You nod. You scroll. Nothing moves.

The person with the most important insight is almost always speaking from their own reality instead of entering yours. The moment that happens, you're gone, not because the idea wasn't valuable, but because it never felt meant for you.

That's the trap. And it's one you can stop falling into.

Start where they already are.

Before I brought the first boutique handbag line into Bloomingdale's, something never done before, I didn't lead with my product. I walked in the reading room.

The CEO had told me he could see me starting in 6 to 8 stores. I knew what was coming. The buyer would push back. *That's not his call, that's mine.* So I got there first.

I looked at her and said: *"You're right. That's not his decision. How many stores do you see me starting in?"*

By acknowledging her authority before she had to defend it, I gave her permission to try something she had never done before. She paused. Then she said yes, and then: *"I've never done this before."*

I've heard that across 35 years and six industries. Every time, it wasn't the idea that got us there. It was how the conversation was crafted, so the other person felt safe enough, seen enough, empowered enough to step into something new.

Before your next article, post, or pitch, ask: *Where will my reader push back? How do I give them their power back inside that moment?*

Name what has no name yet.

Every industry I've worked in had a problem everyone was living with and nobody had language for. The gap nobody wanted to admit. The model everyone defended because the alternative felt too disruptive to say out loud.

When you name it precisely, without softening it, something shifts. I call this pattern exposure. It's the moment a reader stops nodding and forwards your content to three people who needed it yesterday.

Your move: What pattern feels obvious to you but has no clean name in your industry? Write it down. That's your in.

Make the reader the hero.

The instinct with hard-won expertise is to demonstrate it. But content that builds real influence does the opposite, it makes the reader feel more capable, more seen, more equipped than before they found you.

Your insight is the vehicle. Their transformation is the destination.

Before you communicate anything — an email, a pitch, a post, a conversation — ask: *Does this make the other person feel more powerful, or does it just make me look smart?* Those lead to two very different outcomes. One gets remembered. The other disappears.

Give them something to do.

Take the last time you communicated something important — an email, a pitch, a post, a conversation — and ask three questions:

1. Did it start in *their* reality, or mine?
2. Did it name something they'd been living with but couldn't articulate?
3. Did it leave them with one clear thing to do or see differently?



If the answer to any of those is no — you know exactly where to start.

After 35 years of spotting patterns before markets were ready, the thing I keep coming back to is this: the idea is rarely the problem. The gap is almost always in the translation, in whether you can enter someone else's reality long enough to hand them your insight in a language they can hear.

When you get that right, you don't just lead thought. You change it.

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HOW THE ARTISTS, THE MYSTICS, AND THE HEALERS **KEPT THE THREAD ALIVE** — AND WHY YOUR WORK IS PART OF THAT LINEAGE

By **Charel Morris**

Transformational Artist & 21st Century Shaman

or three months we have been tracing a single thread: business did not begin in a boardroom. It began 300,000 years ago, in circles, with listening. In July, we arrive at the hard chapter — the one where that thread was nearly cut. This is the story of how wisdom went underground, who carried it there, and why the work you are doing right now is not new. It is ancient. And it is finally coming back into the light.

THE FORGETTING

There is a moment in every story of loss when you can point to the exact place where something began to disappear. Not a single catastrophe. Not one decision by one person. More like a slow turning away — a series of choices, each one reasonable, each one slightly narrowing what counted as real.

For the invisible 90%, that turning away began in earnest around the 17th century, with the rise of what we now call the Scientific Revolution. Measurement became the measure of all things. What could be quantified could be trusted. What could not be quantified was, at best, irrelevant. At worst, dangerous.

The shamans, the healers, the grandmothers who could read the land — they did not fit into the new ledger. And so their knowledge was reclassified. Not as wisdom. As superstition. Not as intelligence. As ignorance.

We have spent the last two articles establishing what was lost. Now it is time to ask: where did it go?

It did not disappear. It went underground. And the ones who carried it there were the artists.

What they carried underground was Earth's own intelligence. Not metaphor — literal.

The mycelial network that Suzanne Simard discovered beneath the forest floor in 1997 had been running for 400 million years before she named it. Trees sharing nutrients. Medicine traveling to the sick. A dying mother tree downloading everything she knew to the young ones around her.

This is what the shamans could read. This is what the grandmothers knew. This is what the artists encoded in beauty when it could no longer be spoken plainly — the intelligence of a living Earth who has always known how to sustain every part of her whole.

Mother Earth did not lose the thread. She held it in the dark, in the roots, in the mycelium, waiting for us to remember how to listen.

TRUTH IN DISGUISE

Hildegard of Bingen was a 12th-century abbess who wrote music, poetry, medicine, and theology — and who received her visions so clearly she described seeing the "living light" that animated all creation. The Church permitted her to write and to speak because she framed everything as coming from God. But read her carefully and you find something older than doctrine: a cosmology in which every plant, every element, every human body is in constant conversation with the whole.

She was not alone. The troubadours of southern France carried a tradition of sacred feminine wisdom inside their love songs at a time when carrying it openly would have been heresy.

Rumi encoded in ecstatic poetry what could not be said in a mosque. Hildegard, Rumi, da Vinci — these were not people who “*happened to be*” spiritual while also doing their creative work. The creative work was the transmission vehicle. Beauty was the cloak that got truth past the gates.

This is the pattern. When wisdom cannot move through official channels, it moves through art. When it cannot be spoken plainly, it is sung. When it cannot be taught openly, it is painted onto chapel ceilings, woven into tapestries, told as fairy tale.

For those of us who work with words and ideas — as writers, coaches, thought leaders, creators — this is not merely history. It is lineage. You are not doing something new. You are continuing something ancient. The question is only whether you know it.

A PERSONAL STORY: WHAT DEATH TEACHES

I was thirty when my mother began her final passage. I had always assumed my father would go first — he was older, he had more health challenges. I was not prepared.

She passed on Thanksgiving Day. She had told me not to come down the day before. Of course I received the call.

When I arrived at the hospital my father was in the hall, pacing. He could not go back into the room. I went in. She was very close. I had never been with anyone at that point of life and death. I sat beside her, held her hands, talked to her quietly. Her breathing changed. And then it stopped.

The nurse came to me and asked if I would like to help remove the medical equipment from my mother's body.

Inside my mind, a voice was screaming: no. Absolutely not. How could you even ask.

I turned to the nurse and said yes.

As we worked — this beautiful, calm nurse and I, moving gently, methodically — I felt something I had not expected. Peace. Not numbness. Not dissociation. A deep, steady calm. This was my job. This was love in its most practical form. We finished. I said goodbye. My father and I left.

I did not know in that moment that I had just been initiated.

In the months and years that followed, I discovered that something had opened in me that day. Friends whose parents were dying began to ask me to come and sit with them. I was comfortable walking into those rooms. I could be present without flinching. I did not need to fix anything or explain anything. I only needed to stay.

Then AIDS arrived. Our little church was in West Hollywood. We were there to serve people with AIDS right at the beginning, when the world was still deciding whether these people deserved care. I walked into those rooms easily. I talked with patients and their partners and their families. I stayed for ten years.

No credential brought me to that work. No degree, no certification, no program. A Thanksgiving morning. A nurse. My mother's body. The invisible 90% does not arrive on a resume. It arrives through initiation.

WHAT WENT UNDERGROUND WITH IT

The loss of the invisible 90% was not only a philosophical loss. It was a practical one. When we stopped counting the knowledge that could not be measured, we stopped training people in it. When we stopped training people in it, the transmission broke.

In every traditional culture, the knowledge-holders — the shamans, the healers, the elders — were not born knowing. They were initiated. The initiation was the training. And the training happened in relationship, in lineage, over years. You sat with someone who knew. You watched. You practiced. You were corrected. You were sent back to try again.

This is how all deep knowledge actually moves. Not through books. Through presence. Through the living exchange between a person who knows and a person who is learning. When that chain breaks — when the knowledge-holders are silenced, dismissed, burned — the chain itself must be rebuilt from whatever fragments remain.

The artists kept the fragments. The mystics kept the fragments. The healers who went underground kept the fragments. The grandmothers who whispered to their daughters what could not be said aloud kept the fragments.

And the women who founded new ways of working — who trusted something deeper than the visible ledger — they kept the fragments too.

WHAT THIS MEANS FOR YOUR WORK

If you have ever felt that your most important knowledge is the hardest to explain — you are right. The invisible 90% resists the elevator pitch. It does not fit in a bullet point. It cannot be fully documented.

That is not a flaw. That is its nature.

The work you do as a writer, a coach, a creator — the work that moves people, that changes something in them, that they remember ten years later — that work is operating in the invisible 90%. The visible 10% is your title, your credential, your framework. The invisible 90% is the quality of your presence. The way you hold a room. The thing that happens when you are fully in your own knowing and you let someone else into it.

You were not taught this in any school. You accumulated it. Through experience, through grief, through the times you stayed when staying was hard. Through the work you did in the dark, before anyone was watching.

That is your lineage. That is your 90%.

A WORD FROM THE ORIGINAL TEACHER

And it is worth naming what that lineage is rooted in. Not in human history alone. In Earth herself.

Every healer who ever sat with the dying, every artist who ever encoded truth in beauty, every mystic who ever read the invisible — they were all in conversation with the same original teacher.



Mother Earth has been running the invisible 90% as her standard operating system for 400 million years.

The mycelium beneath your feet right now is sharing resources, sending medicine, holding memory. It has been doing this since long before the first human circle gathered around the first fire.

When you do your deepest work — the work that cannot be credentialed or measured — you are not working alone. You are working with her. You always have been.

Next month we arrive at the final chapter of this series. Not an ending — a threshold. Because what we are really talking about, when we talk about the invisible 90%, is the field that holds all of it. The dreams that move through artists before they know what they are making.

The knowing that arrives before the words do. The universe, it turns out, has always been the silent co-author. August is where we name that. And where we step through.

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She Believed She Could, So She Did is a powerful anthology featuring women who chose courage over doubt and belief over fear. Through honest and inspiring stories, each woman shares the defining moments that pushed her to trust herself, rise through challenges, and keep moving forward despite uncertainty. These are not stories of perfection, but experiences that reveal the strength, resilience, and growth that come from believing in yourself even before life reflects it back to you. The book highlights the power of self-worth, courage, and perseverance through every chapter. This anthology reminds readers that one decision to believe in yourself can change everything.

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